

THE MASS OBSERVATION ARCHIVE

England & Wales · Charity number 1179673

Details

Status Registered

Legal form CIO

Registered 2018-08-28

Register [View on the Charity Commission register](#)

Contact

Address University Of Sussex
The University Library
Falmer
Brighton
BN1 9QL

Phone 01273877831

Email moa@sussex.ac.uk

Website <http://www.massobs.org.uk>

Activities

Objects: TO ADVANCE EDUCATION FOR THE PUBLIC BENEFIT BY OPERATING AND MAINTAINING AN ARCHIVE SPECIALISING IN PARTICULAR BUT NOT EXCLUSIVELY IN THE MODERN SOCIAL HISTORY OF GREAT BRITAIN

Activities: The Mass Observation Archive (MOA) specialises in material about everyday life in Britain. It contains papers generated by the original MO social research organisation (1937 to early 1950s), and newer material collected continuously since 1981 (Mass Observation Project). MOA is a charitable trust in the care of the University of Sussex. It is housed at The Keep.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-09-30	£164,669	£173,605	-	-
2024-09-30	£207,271	£152,912	-	-
2023-09-30	£292,464	£157,235	-	-
2022-09-30	£214,985	£123,657	-	-
2021-09-30	£105,839	£122,511	-	-
2020-09-30	£87,459	£105,373	-	-

Trustees

Name	Role	Appointed
Dr Fiona Courage	Chair	2025-07-09
Dr Michelle Johansen		2019-06-03
Hester Barron Professor		2024-09-01
Jane Louise Harvell		2018-08-28
John Brewer		2020-02-01
Megan Sweeney		2025-07-09
Prof Ben Highmore		2021-12-14
Professor Lucy Noakes		2020-02-01
SIMON GARFIELD		2018-08-28
Scarlett O'Malley		2025-07-09

THE MASS OBSERVATION ARCHIVE

England & Wales - Charity number 1179673

Accounts



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2024 to 30 September 2025

Report Number 45

www.massobs.org.uk

moa@sussex.ac.uk



Trustees of the Mass Observation Archive

**John Brewer
Simon Garfield
Jane Harvell
Kitty Inglis
Michelle Johansen
Hester Barron
Lucy Noakes
Ben Highmore
Megan Sweeney
Scarlett O'Malley**

Public Benefit Statement

The Archive is a Charitable Incorporated Organisation (registered charity number: 1179673) in the care of the University of Sussex as part of the University's Special Collections. The Archive seeks to benefit the wider community by providing the public with the opportunity to gain knowledge of everyday life in 20th and 21st Century Britain through access to the original Mass Observation social research organisation (1937 to early 1950s), and newer material collected continuously since 1981.

The Archive proactively engages in educational outreach with schools, Further and Higher Education institutions and the local and national community. This outreach provides the opportunity for intergenerational and interregional learning.

The Archive also provides the opportunity for people all over the UK to participate in the recording of their everyday lives, either through participation in the national Mass Observation Project and other related projects and partnerships or through the donation of their personal papers and diaries to a publicly accessible archive.

Contents

Public Benefit Statement	2
Access.....	4
Research and Collection Activities	4
Engagement	6
The 12th May diary project 2025.....	9
The Trustees.....	10
Staff changes.....	10
Volunteers and placement students.....	10
The Mass Observation Project.....	11
Collections.....	12
Publications	12
Events, talks and conferences.....	13
Appendix 1	14

Access

Research visits

70 individuals visited the Mass Observation Archive and made 421 orders for material (see fig.1 and fig.2 in the appendix).

Group sessions

The Mass Observation Archive hosted 50 group visits (appendix fig.3). 1578 people participated in these sessions. A list of groups who visited during 2024-2025 is available in Appendix fig.4. The Mass Observation team delivered these sessions online and in person.

On request access digital collections

Researchers may contact the Mass Observation Archive to access files submitted electronically in response to Mass Observation Project Directives. During the year, the Archive supplied 31 individuals with a total of 5,389 digital files (fig.7).

Online Access to AM Digital resource

Researchers continued to be able to access parts of the Archive through the AM Digital products, Mass Observation Online and Mass Observation Project Online. 56,336 session visits were made during this period. See Section.4, Appendix fig. 5 for more statistics provided by the publisher.

Research and Collection Activities

Morgan Centre, University of Manchester

Mass Observation continues to work closely with members of the Morgan Centre. Highlights include:

- A panel at the British Sociological Conference in Manchester, April 2025
- Incorporating Mass Observation material in their Sociology teaching and actively promoting its use for 2nd modules and 3rd year projects.
- Kirsty Patrick was invited to attend the Morgan Centres 30th Anniversary celebrations on 3rd September 2025, highlighting the valuable relationship Mass Observation has held with colleagues at the Centre since its inception.
- A collaborative PhD scholarship. Funded by the North-West Social Sciences Doctoral Training Partnership with match-funding from Mass Observation, Kirsty is the non-academic supervisor. The successful candidate Neve Meats will explore visual submissions to Mass Observation with a sociological research lens. She has completed her MSc and will start her PhD with time spent at the archive in Autumn 2025.

Centre for Innovation and Research in Childhood and Youth, University of Sussex

Kirsty Patrick continues to sit on the Advisory Board for CIRCY and supports its engagement activities.

Mass Observation and Political Feeling

A successful event took place at the Institute of Historical Research, Senate House, London on 17th June 2025 with Professor Emily Robinson and Dr Jonathan Moss (University of Sussex). Participants from academia, think tanks, third sector and government, heard talks and discussed the potential for Mass Observation to be used as a resource for addressing political engagement in the UK.

Making and Using Archives Network

Kirsty Patrick co-organised this new network with Professor Rachel Thompsen at the University of Sussex. The first networking meeting took place at The Keep on 7th May attended by 40+ people from across academic and professional services at all career levels at Sussex. Supported by an internal grant from Faculty Culture Research funding.

British Sociological Organisation

The grant also enabled Jessica Scantlebury and Kirsty Patrick to attend the British Sociological Organisation event 'Beyond the Archival Turn; making and using sociological archives' 30th June. This took place at the University of Leicester in partnership with the Morgan Centre, University of Manchester. They co-delivered a workshop on *Working with Mass Observation* with Dawn Lyon (University of Kent) and Khaleda Brophy-Harmer (University of Southampton).

Mass Observing COVID-19 Collection

This open access resource makes available nearly 7,000 submissions from the Mass Observation COVID-19 collection. It allows researchers to select relevant documents through searches of meta-data, keywords and open text. It is then possible to export the data into research tools of their own choice for analysis. The database can be accessed here: <https://massobs.org.uk/research/covid19>.

This has been promoted through talks, teaching sessions and social media.

National Centre for Research Methods (NCRM)

Kirsty Patrick, Research Manager is a member of a national Special Interest Group for participatory and collaborative research methods. Kirsty co-produced an online training resource with another member on using qualitative diary methods.

On 11th September 2025 Kirsty co-organised the NCRM Big Qualitative Data event with Dr Laura Radcliffe (University of Liverpool) and Professor Sophie Woodard (University of Manchester) hosted at the Mass Observation Archive, at The Keep. The day brought together 35 people from academia and the charity sector including doctoral students. Throughout the day participants looked at working with large sets of multi-format qualitative material. It included a showcase of Mass Observation collections and a tour of The Keep. A resource output was produced for the NCRM website.

Mass Observation Project Online

The Mass Observation Archive collaborated with AM Digital to extend the Mass Observation Project Online resource, incorporating responses to Project Directives from 2010 to 2019. Digitisation was completed in summer 2025, and the Mass Observation team contacted over 100 contributors to clear copyright permissions. 98 boxes were prepared for digitisation and taken offsite during this time.

Mass Observation Critical Series

The Mass Observation Critical Series is an interdisciplinary publication series published by Bloomsbury. The series aims to make Mass Observation's rich primary sources accessible to a wide range of academics and students across multiple disciplines, as well as to the general reading public. Recent publications are included in section 9.

Eastern Arc

Jessica joined the Eastern Arc group for Archives and Heritage Collections in March 2025. The Eastern Arc is a strategic collaboration between the universities of East Anglia, Essex, Kent, and Sussex.

Discovering Collections, Discovering Communities (DCDC)

Jessica spoke at the DCDC conference at the University of Durham in July 2025. She presented on the Archive's experience of rapid collecting during the pandemic and on the creation of the open-access resource funded by the Wellcome Trust. Over 200 people attended this hybrid event.

Engagement

We continued to offer opportunities to engage with the Archive both online and in person at The Keep.

Teaching and learning sessions have included:

- Arts & Humanities 9th October
- MA Community Heritage, University of Sussex, 22nd October
- MA Skills & Methods History, University of Sussex, 4th November
- Business School Coffee Morning, University of Sussex, 7th November
- Education, Historical Childhoods 7th November
- MA Linguistics, University of Sussex, 11th November
- BA History, Second World War, 20th November
- MA Criminology, University of Sussex, 26th November
- Blatchington Mill School Year 10, 26th November
- Sociology, University of Brighton, 7th January 2025
- Foundation Year, Welfare State Lecture, University of Sussex, 6th February
- BA Film Studies, British Cinema, University of Sussex, 10th February

- BA Media Studies, University of Sussex, 19th and 21st February 2025
- Graphic Design, 26th February
- BA Politics, University of Sussex, 27th February
- BA Elective Module Death & Dying, University of Sussex, 3rd March
- Literature 9th March
- BA History of Emotions, University of Sussex, 2nd April
- Making and Using Social Archives Network, University of Sussex, 7th May
- Doctoral School 'Mass Observation as Survey', University of Sussex, 18th June
- Varndean College 10th June
- Brighton College 18th September

On 5th August Kirsty Pattrick and Ellie Turner-Kilburn, Assistant Officer hosted a visit and were interviewed by five students from Sungkyunkwan University in South Korea as part of their Global Academic Exploration Programme.

Suzanne Rose delivered outreach sessions in HMP Lewes and Rosewood School, a specialist school within Kent & Medway NHS Trust for young people with mental health issues, as well as talks for Micheldene WI, Eastbourne U3A and Essex University. She also hosted community visits for Fresh Start Portslade, All Sorts, a community group for trans and gender diverse young people, and a bilingual community group from Brighton.

Mass Observation Staff hosted a stall at Senate House for History Day 5th Nov 2024, with support from placement students. This was attended by 300+ people

The following events were hosted by Mass Observation as part of its public events programme:

- Carl and Bobbie event featuring the war time love letters between an American GI and his English sweetheart brought to life with readings by drama students set in 1940s installation. Dec 2024
- Film screenings at The Keep featuring films inspired by and showcasing the collection. Jan & March 2025
- VE Day commemoration at The Keep with talk on Mass Observation Archive and showcasing the collection. May 2025

Resources are available on the Mass Observation Archive website for schools and community groups to engage with the collections and recorded talks are available on the MO YouTube channel providing introductions to the Archive and highlighting research and potential of the Archive.

Webinar Events

- **Mass Observing COVID-19 Five-years on 6th June**

Professor Nick Clarke, University of Southampton and Nicola Madge, University of Kingston

- **Verian and Mass Observation 24th September**

Professor Lucy Noakes *War and Peace: Mass Observers and the end of the war in Europe, May 1945*

Yves Fradier, Director of Survey and Methods (Verian) *Living through war: Insights from displaced Ukrainians*

Living Histories

An NHS Heads On partnership project funded by the National Lottery Heritage Fund, Living Histories project aims to record experiences of those accessing or delivering mental health services as part of the Sussex Partnership Foundation Trust. This included people's lived experience of mental health throughout their life course, or work, as well as during the Covid 19 pandemic. Engagement Manager served on the Steering Group and worked with NHS consultants, experts by experience and project team to support delivery of this complex partnership project.

Transcripts of the interviews conducted as part of the project will be deposited with the Archive in 2026. The touring exhibition showcasing the project's outcomes will be launched at the De la Warr Pavilion on 23rd February 2026.

Creative Community Resilience

An AHRC funded Creative, Community, Resilience project with University of Southampton and University of Brighton to research and record experiences of trans and gender diverse young people. Mass Observation delivered training in January 2025 to the research team on MO methodology and supported engagement activities linked to 12th May to record and receive diaries. Resources were developed through community group activities with All Sorts, a community group and led by trans and gender diverse young people.

Take Shelter

A National Lottery Heritage Fund supported partnership project to enhance and develop the museum and shelter at Downs Junior School which will capture and share the experiences of the city's last wartime veterans. Working with volunteers, the project will present these first-hand experiences alongside artefacts, wartime documents, photographs and films drawn from the partner organisations including Mass Observation Archive to create a rich story of wartime Brighton. Research visits by project volunteers have taken place in April, June and July 2025 and will continue for the duration of the project. Materials selected will be used to enhance the displays and interactive activities within the shelter itself. MOA attended the Take Shelter Open Weekend again in May 2025, which was attended by 200+ people, in order to commemorate VE Day and promote 12th May.

Social Media

The archive promotes its events and activities online via Instagram, BlueSky and LinkedIn. MO has seen growth across all its channels during the reporting period.

- Instagram- 6,021 views and 1,504 engagements.
- LinkedIn – 8,150 impressions, 854 engagements and 558 post link clicks. Net audience growth of 144 over the period.

Insights for this period are currently unavailable to access for BlueSky. These will feature in the next annual report.

VE Day in Brighton and beyond

The University of Sussex hosted a public event at The Keep on Friday 9 May 2025 to celebrate VE Day to support Brighton & Hove City Council's programme of events.

Kevin Bacon (Head of Heritage Collections and Mass Observation) spoke about the wartime experience of Brighton as documented in photographs held at The Keep. Jessica Scantlebury (Mass Observation Archivist) explored the Mass Observation Archive, renowned for its extensive collection of Second World War diaries that capture the thoughts and emotions of British people during the conflict and the celebrations of VE Day.

They were joined by Councillor Amanda Grimshaw, Deputy Mayor of Brighton & Hove, who introduced the event and reflected on the bombing raids inflicted on Brighton and Hove during the war.

58 people attended by this event.

The 12th May diary project 2025

A total of 287 diaries were submitted electronically, with an additional 128 received by post. Among the postal submissions were contributions from the following groups:

- 26 from HMP Ashfield
- 17 from HMP Portland
- 5 from HMP Lewes
- 7 from Kimberly Library
- 5 from Beeston Library

As with previous years, participants were asked to share the copyright of their diary with the Archive.

We were grateful for the support of John Pateman PhD researcher, who worked to promote 12th May in a network of libraries across the Midlands. He will continue to support the project in 2026 and 2027 as part of his research into the role libraries play in communities.

The Trustees

Kitty Inglis stepped down from the Board of Trustees in summer 2025, having served since 2008 during her tenure as University of Sussex Librarian, a role she left in winter 2017.

Scarlett O'Malley and Meg Sweeney joined the Board of Trustees in 2025, following guidance from the Young Trustees Movement to broaden representation within the governance team.

Fiona Courage joined the Board of Trustees in September 2025 and has taken over the role of Chair from Jane Harvell. Jane remains on the Board as University of Sussex Librarian.

Staff changes

As Fiona Courage has joined the Board of Trustees, Kevin Bacon has taken over the role of Head of Mass Observation Archive from September 2025. Kevin has been line managing the Mass Observation team since April 2024 but will now report to the Board on operational matters.

Volunteers and placement students

The Mass Observation Archive welcomed a range of student placements, work experience participants, and volunteers during the reporting year.

Placement students (BA, MA and PhD):

- In autumn 2024, Isabel Snowdon, MA History student and Jasleen Kaur, BA History student from **Queen Mary University London**, undertook hybrid placements that combined remote and in-person activities. Their work included transcription, identifying extracts for teaching and publicity, writing blog posts, and assisting with the Archive's stand at History Day in November 2025.
- Niamh Rutter, an MA student at the **University of Brighton**, completed a 120-hour placement.
- Emily Calcraft, PhD student from the **University of Sheffield** volunteered remotely on transcription and cataloguing 12th May diaries and delivered an

online talk about Mass Observation to the WEA in April 2025 attended by over 150 people.

- Khaleda Brophy-Harmer, a PhD student from the **University of Southampton**, undertook a 12-week placement focused on the Ali Jaques collection.
- Natalie Wood, a PhD student from the **University of Manchester**, undertook a one-week placement. This involved publicity for the 12th May 2026 day-diary event. She will be undertaking fieldwork in Blackpool in 2025/6 and will support engagement with MO activities in this area.
- Conrad Freidson joined the team one day a week to assist with analysis of the 12th May data, following completion of his MSc.

Work Experience:

- Dice Barker joined the Archive for a one-week work experience placement in February 2025 and Calvin Clarke-Roberts joined us in July 2025 for a week's work experience.

Volunteers:

- Wei Wei Yang supported engagement activities from September to November including History Day 2024
- Libby Cleaves continued to volunteer and support digitisation and cataloguing of the Carl & Bobbie Collection.
- Jean Southey continued to volunteer supporting various events and teaching sessions.

The Mass Observation Project

We currently have 602 Observers on the panel. The panel was closed in June 2025 pending a review.

Biographical Form

The response rate continues to be good, and these are available to researchers upon request. This captures additional biographical information on ethnicity, sexual orientation, disability and religion.

Commissioners

Advice and support documents were provided throughout the year for academic research funding applications and internal ethics processes. Institutions included University of East Anglia, Bristol, Reading, Nottingham, Cardiff and York for bids to BA, ESRC, AHRC, Wellcome and institution's internal funding.

In March 2025, the Mass Observation team began using Email Blaster—a secure email marketing platform—to communicate with Mass Observation Project writers.

At that time, 525 writers received their directives electronically, while 91 received them by post. The team worked with the University of Sussex Information Management team to ensure compliance with data protection regulations.

Collections

A new acquisition has been received: the Guant Family Letters, comprising approximately five boxes of correspondence exchanged between three siblings attending different boarding schools during the 1970s. This collection offers insight into family life and education during that period.

Publications

Balmer, A., Hodgson, J., Holmes, H., May, V. and Pattrick, K. (2025) 'Sociology of Everyday Life in the Past and Future Uses of the Mass Observation Project: Methodology, Materiality and Personal Life', *Sociological Research Online*. doi:10.1177/13607804241298239.

Clarke, N. (ed.) (2024). *Everyday life in the COVID-19 pandemic: Mass Observation's 12th May diaries*. London: *Bloomsbury Academic*.

Cooper, T. and Turner, M. (2024) "'That Awful Night in October": Sensory Experiences of Britain's 1987 Hurricane', *Cultural and Social History*, 21(5), pp.721–739. doi:10.1080/14780038.2024.2379507.

Curzon, L.D. and Jones, B.W. (eds.) (2024) *The historical contexts and contemporary uses of Mass Observation: 1930s to the present*. London: Bloomsbury Publishing Plc.

Ehgartner, U. and Welch, D. (2024) 'Exploring cultural futures: Dimensions of projectivity as a methodological lens for narrative analysis', *Futures*, 164, Article 103445. doi:10.1016/j.futures.2024.103445.

Huxtable, S.-A. (2024) 'Magic and Materialism: Fortune Telling and the Culture of Enchantment, 1919–1939', *Journal of Design History*, 37(4), pp.381–397. doi:10.1093/jdh/epae032.

Jackman, A. (2025) 'Everyday understandings of drone incidents and misuse in the Mass Observation Archive', *The Geographical Journal*, 191(2), n.p. doi:10.1111/geoj.12618.

Marsden, J. and Harris, R. (2024) 'Mass Observation, Counterculture and the "Art of Living"', *Humanities*, 13(6), p.161. doi:10.3390/h13060161.

Moody, S.J. (2025) 'Mass-Observers at the "atomic crossroads"', *Contemporary British History*, 39(2), pp.219–250. doi:10.1080/13619462.2024.2361627.

Moss, J., Robinson, E. and Watts, J. (2024) *The politics of feeling in Brexit Britain: Stories from the Mass Observation Project*. Manchester: Manchester University Press.

Patrick, K and Scantlebury, J.(2024) 'Mass Observing COVID-19', in Kavanagh, J., Miles, E., West, R.L. and Cordner, S. (eds.) *Ethics of Contemporary Collecting*. Abingdon: Routledge, pp. 162–173.

Pimlott, W. (2024) 'Global British Jewish History: YIVO in Britain, 1937–71', *Jewish Social Studies*, 29(3), pp.119–155. doi:10.2979/jss.000018.

Purcell, J. and Courage, F. (eds.) (2024) *Reflections on British Royalty: Mass-Observation and the Monarchy, 1937–2022*. London: Bloomsbury Academic.

Scott, S. and Lockwood, N. (2025) 'Non-identity accounts: Personal myths, cultural scripts and narrative alignment', *The Sociological Review*, 73(5), pp.1122–1139. doi:10.1177/00380261241236256.

van Emmerik, C. (2024) 'Ethical Reflexivity, Care, and Slippery Data: Lessons From Working With the Mass Observation Project', *Sociological Research Online*, 29(3), pp.758–766. doi:10.1177/13607804231164486.

van Emmerik, C., Coleman, R. and Lyon, D. (2025) 'Towards a minor sociology of futures: Shifting futures in mass observation accounts of the COVID-19 pandemic', *Journal of Sociology*, 61(1), pp.176–192. doi:10.1177/14407833241248672.

Wright, V. and Lovatt, M. (2024) 'Thinking about the future in older age', *Journal of Aging Studies*, 71, Article 101282. doi:10.1016/j.jaging.2024.101282.

Events, talks and conferences

Jessica Scantlebury

- 'Mass Observing VE Day', 9th May 2025, The Keep
- 'COVID-19: An Open Access Resource', 31st July 2025, Discovering Collections Discovering Communities, University of Durham

Suzanne Rose

- 'Observing Everyday Life', 10th February 2025 Micheldene WI
- 'Mass Observing Everyday Life', 4th March 2025 Eastbourne U3A
- 'Mass Observation in Essex', 21st May 2025, Essex University

Kirsty Patrick

- 'Mass Observing COVID-19', 9th October 2024, University of Brighton

- ‘Mass Observation as Qualitative Data’, NCRM Big Qualitative Data at The Keep, 11th September 2025

Appendix 1

Fig. 1 Number of visits made by individual researchers 2019-2025

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2024-2025	70	55	8
2023-2024	54	30	5
2022-2023	118	20	7
2021-2022	70	46	9
2020-2021	42	77	8
2019-2020	226	49	9

Fig. 2 Number of documents issued from the MOA to researchers at The Keep 2019-2025

Year	Number of documents
2024-2025	421
2023-2024	266
2022-2023	257
2021-2022	436
2020-2021	342
2019-2020	430

Fig. 3 Group visits 2019-2025

Year	To MOA	Attendance
2023-2024	50	1428
2022-2023	53	1072
2021-22	51	846
2020-2021	30	561
2019-2020	42	456

Fig. 4 Group visits made to the MOA in 2024-2025

Date	Institution	Subject	Level	Number of Students
09/10/2024	University of Brighton	Arts & Humanities	Staff & students	10
15/10/2024	University of Sussex	English	UG	12
22/10/2024	University of Sussex	History	MA	12
04/11/2024	University of Sussex	History	MA	12
05/11/2024	IHR	History		200
06/11/2024	National Centre for Research Methods (NCRM)	NCRM Participatory & Collaborative Special Interest Group Network	UG/PG, academic, general	88
07/11/2024	University of Sussex	Education	UG	14
07/11/2024	University of Sussex	Business School	UG/PG, academic, prof services	25
11/11/2024	University of Sussex	Linguistics	MA	4
20/11/2024	University of Sussex	History	UG	16
26/11/2024	University of Sussex	Criminology	MA	30
26/11/2024	Blatchington Mill School		Year 10	30
04/12/2024	Public			40
07/01/2025	University of Brighton	Humanities	BA	7
07/01/2025	University of Brighton	Humanities	BA	24
22/01/2025	Uni Southampton		MA	7
06/02/2025	University of Sussex	Foundation	UG	19
10/02/2025	University of Sussex	Film Studies	UG	3
10/02/2025	Eastbourne WI		Public	30
15/02/2025	University of Sussex Research Workshop	Education and Social Work	Public	5

18/02/2025	University of Brighton	Media	BA	6
18/02/2025	University of Brighton	Media	BA	15
19/02/2025	University of Brighton	Media	BA	8
21/02/2025	University of Brighton	Media	BA	10
26/02/2025	University of Brighton	Graphic Design	UG	14
26/02/2025	University of Brighton	Graphic Design	UG	14
27/02/2025	University of Sussex	Politics	UG 3rd Yr	17
02/03/2025	University of Sussex	History	UG 3rd year	20
14/03/2025	University of Sussex	English	UG2	15
01/04/2025	British Soc Soc	Conference	Public	300
30/04/2025	Take Shelter			6
07/05/2025	University of Sussex	Open to all dept.	N/a	20
07/05/2025	HMP Lewes		Public	7
09/05/2025	VE Day event	UoS	Public	58
12/05/2025	Eastern Arc	UoS	Academic Researchers	5
20/05/2025	University of Brighton	Doctoral School	PhD	10
21/05/2025	University of Essex		All	14
04/06/2025	MOA Covid Webinar		Public	22
10/06/2025	Vardean College		6th form	100
25/06/2025	Take Shelter		Public	6
02/07/2025	Take Shelter		Public	6
12/07/2025	Fresh Start Portslade		Public	10
31/07/2025	DCDC		Professional	200
05/08/2025	Sungkyunkwan University, Korea			5
18/09/2025	Brighton College	History	Year 11	10
20/09/2025	University of Sussex	Law, Politics & Sociology	Doctoral	3
24/09/2025	Verian		Public	25
09/11/2025	NCRM		Doctoral and academics	30

09/11/2025	NCRM		Doctoral and academics	30
------------	------	--	------------------------	----

Fig. 5 Access to Mass Observation Online 2019-2025

Year	All Sessions	Number of sessions from members of the University of Sussex	Number of sessions made from The Keep
2024-2025	26,372	1,702	66
2023-2024	25,287	1,806	73
2022-2023	28,391	2,286	83
2021-2022	32,497	1,726	87
2020-2021	25,372	1,202	32
2019-2020	18,790	2,525	110

Fig. 5 Access to Mass Observation Project Online 2021-2025

Year	All sessions	Number of sessions from members of the University of Sussex	Number of sessions from The Keep
2024-2025	29,964	349	2
2023-2024	38,039	442	0
2022-2023	41,421	449	3
2021-2022	636	556	0
2020-2021	1,141	368	1

Fig.6 Directive themes 2024-2025 (Data collected October 2025)

Date	Topic	Commissioner	Funding	Response
Autumn 2024 (No 132)	Cost of Living Crisis Update;	University of Southampton Prof Jane Falkingham	£10,000	192 (32%)
	Seasons	In-house		183 (30%)

	The Israeli-Palestinian conflict	In-house		193 (32%)
Spring 2025 (No 133)	Covid-19 Five years on;	In-house		212 (35%)
	VE Day;	In-house		194 (32%)
	Good News	In-house		176 (29%)
Summer 2025 (No 134)*	Hands	Morgan Centre, University of Manchester		109 (17%)
	Time Pieces;	Morgan Centre, University of Manchester		112 (17%)
	Kitchens	Morgan Centre, University of Manchester		101 (15%)

*Responses to these Directives are still arriving at the Archive.

Fig.7 Access to digital responses

Date	Number of requests	Number of files
2024-2025	31	5389

KP/SR/JS 13/03/2026

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2025**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1
Report of the Trustees	2-4
Independent Examiner's report	5
Statement of financial activities	6-7
Balance sheet	8
Notes to the financial statements	9-11

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS	The Mass Observation Archive is a Registered Charity (Charity Registration No. 1179673) and a Charitable Incorporated Organisation (Company number CE014960)
PRINCIPAL OFFICE	University of Sussex The University Library Falmer Brighton BN1 9QL
BOARD OF TRUSTEES	
Chair:	Dr Fiona Courage (Appointed 9 July 2025)
Trustees:	Mr John Brewer Mr Simon Garfield Ms Jane Harvell Ms Kitty Inglis (Resigned 9 July 2025) Dr Michelle Johansen Professor Claire Langhamer (Resigned 23 October 2024) Professor Lucy Noakes Professor Ben Highmore Professor Hester Barron Ms Megan Sweeney (Appointed 9 July 2025) Ms Scarlett O'Malley (Appointed 9 July 2025)
Secretary:	Mr Kevin Bacon (non-Trustee)
INDEPENDENT EXAMINER	VMR Anderson BA(Hons) FCA DChA Carpenter Box 2 St. Andrews Place Lewes East Sussex BN7 1UP
BANKERS	Co-operative Bank P.O. Box 101 1 Balloon Street Manchester M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2025

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30 September 2025.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673).

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2025

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £173,605 and £164,669 respectively, resulting in a deficit of £8,936. The Charity's net movement in funds was a deficit of £8,936. (2024: a surplus of £54,359).

The charity carried forwards unrestricted funds of £649,550.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2025

Summary of main financial activities in relation to Objects of the CIO

In this financial year three directives were issued covering nine research topics. This included a collaboration with the University of Southampton which generated the Summer 2025 Directive on the Cost of Living Crisis. For this, an income of £10,000 was received through funding from ESRC.

A total of £1,760 was received from other donations and fees for educational activities.

By Order of the Board of Trustees



Fiona Courage (Chair)

Date: 18/3/2026

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2025, which are set out on pages 6 to 11.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Carpenter Box
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 26 March 2026

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR THE
YEAR ENDED 30 SEPTEMBER 2025

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluation reserve	Total funds
	2024-25	2024-25	2024-25	2023-24	2023-24	2023-24
INCOME						
Income and endowments from						
- Royalties	129,023		129,023	150,249		150,249
Other income						
- Sales	11,706		11,706	33,680		33,680
Interest income	22,180		22,180	23,030		23,030
Donations	1,760		1,760	312		312
Total income and endowments	164,669		164,669	207,271		207,271
EXPENDITURE ON						
Expenditure on charitable activities	173,605		173,605	152,912		152,912
Total expenditure	173,605		173,605	152,912		152,912
Net (expenditure)/income on operational activities	(8,936)		(8,936)	54,359		54,359
 Total funds brought forward	 658,486	 2,000,000	 2,658,486	 604,127	 2,000,000	 2,604,127
Total funds carried forward	649,550	2,000,000	2,649,550	658,486	2,000,000	2,658,486

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR THE
YEAR ENDED 30 SEPTEMBER 2025

	Unrestricted Funds 2024/25	Unrestricted Funds 2023/24
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	13,079	15,258
Travel, accommodation and subsistence	3,396	1,632
Advertising and marketing	329	672
Postage, printing and stationery	602	415
Salaries	151,589	131,393
Staff welfare	53	-
Staff training	855	-
Computer & IT	288	368
Subscription	244	126
Accountancy	800	1,125
Bookkeeping fees	1,275	1,022
Independent examiners fee	835	795
Bank charges	29	7
HMRC interest	231	99
	173,605	152,912

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET
AS AT 30 SEPTEMBER 2025

CHARITY NUMBER 1179673

	Note	2024/25	2023/24
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors	3	41,148	45,481
Cash at bank and in hand		<u>613,292</u>	<u>630,019</u>
		654,440	675,500
Creditors: Amounts falling due within one year	4	<u>4,891</u>	<u>17,015</u>
Net Current Assets		649,549	658,485
Total Assets less Current Liabilities		<u>2,649,550</u>	<u>2,658,486</u>
Represented by:			
Unrestricted funds			
General fund		649,550	658,486
Revaluation Reserve		2,000,000	2,000,000
		<u>2,649,550</u>	<u>2,658,486</u>

The Financial Statements were approved by the Board of Trustees and authorised for issue on and were signed on its behalf by:



Fiona Courage (Chair)

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR THE
YEAR ENDED 30 SEPTEMBER 2025

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR THE
YEAR ENDED 30 SEPTEMBER 2025

2. TANGIBLE FIXED ASSETS

Cost	Mass Observation Archive	Total
	£	£
As at 1 st October 2024	2,000,001	2,000,001
Additions		
As at 30 th September 2025	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2024	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2025	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2024/25	2023/24
	£	£
Trade Debtors	-	4,000
Accrued Income	32,751	36,788
Prepayments	385	-
VAT	8,012	4,693
	<u>41,148</u>	<u>45,481</u>

4. CREDITORS

	2024/25	2023/24
	£	£
Trade Creditors	-	-
Accruals	4,891	17,015
	<u>4,891</u>	<u>17,015</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR THE
YEAR ENDED 30 SEPTEMBER 2025

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2024/25	2023/24
	£	£
Salaries and wages	125,318	109,280
Social security costs	13,252	10,477
Pension costs	13,019	11,636
	<u>151,589</u>	<u>131,393</u>

No employees had employee benefits in excess of £60,000 (2024: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive. The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE

England & Wales - Charity number 1179673

Accounts



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2023 to 30 September 2024

Report Number 44

www.massobs.org.uk

moa@sussex.ac.uk



Trustees of the Mass Observation Archive

**John Brewer
Simon Garfield
Jane Harvell
Kitty Inglis
Michelle Johansen
Claire Langhamer
Lucy Noakes
Ben Highmore**

Public Benefit Statement

The Archive is a Charitable Incorporated Organisation (registered charity number: 1179673) in the care of the University of Sussex as part of the University's Special Collections. The Archive seeks to benefit the wider community by providing the public with the opportunity to gain knowledge of everyday life in 20th and 21st Century Britain through access to the original Mass Observation social research organisation (1937 to early 1950s), and newer material collected continuously since 1981.

The Archive proactively engages in educational outreach with schools, Further and Higher Education institutions and the local and national community. This outreach provides the opportunity for intergenerational and interregional learning.

The Archive also provides the opportunity for people all over the UK to participate in the recording of their everyday lives, either through participation in the national Mass Observation Project and other related projects and partnerships or through the donation of their personal papers and diaries to a publicly accessible archive.

Contents

Public Benefit Statement.....	2
1. Access.....	4
2. Engagement.....	4
3. Projects and partnerships.....	6
4. The 12 th May diary project.....	8
5. The Trustees.....	8
6. Staff changes.....	8
7. Volunteers and placement students.....	8
8. The Mass Observation Project.....	9
9. Collections.....	10
10. Publications.....	10
11. Events, talks and conferences.....	12
Appendix 1.....	13

1. Access

Research visits

54 individuals visited the Mass Observation Archive and made 266 orders for material (see fig.1 and fig.2 in the appendix).

Group sessions

The Mass Observation Archive hosted 50 group visits (appendix fig.3). 1428 people participated in these sessions. A list of groups who visited during 2023-2024 is available in Appendix fig.4. The Mass Observation team delivered these sessions online and in person.

Online Access

Researchers continued to be able to access parts of the Archive through the Adam Matthew products, Mass Observation Online and Mass Observation Project Online. The publishers have reported that the Mass Observation Online resource was accessed 25,287 times and the Mass Observation Project resource was accessed 38,039 times. See Section.4, Appendix fig. 5.

2. Engagement

We continued to offer opportunities to engage with the Archive both online and in person at The Keep.

Teaching and learning sessions have included:

- Varndean College 70 x 6th form students Oct
- MA Art & Design Middlesex 25th Oct
- Voices in the Archives English UoS 26th Oct
- Criminology MA UoS 30th Oct & 2nd Nov
- History MA 31st Oct (3 further visits)
- University of Brighton Visual Diaries 7th Nov
- MA Contemporary History, UoS 13th Nov & 20th Nov
- Education, History of Childhood 22nd Nov
- BA Geography 5th Dec
- PG Social Work 23rd Jan
- MA Geography 16th Feb
- BA Media x 5 sessions 19th – 23rd Feb
- BA Death and Dying, elective module 26th Feb
- Celebrating Literacy 29th Feb
- Education MA 6th March / 13th March
- Humanities UG Uni of Brighton 14th March
- Kings School Hove Year 9 20th March
- History of Emotions UoS 22nd April
- PGCE Uni of Brighton 24th April

- Varndean College 6th Form 30th April
- Doctoral School one-day workshop 23rd May
- PGCE UoS 5th June

The Engagement Manager also delivered outreach in HMP Lewes, talks for Evergreen and older people's group in Hollingdean, Micheldene WI and the Miners' Strike event at University of Sussex and hosted community visits for Fresh Start Portslade and for Speak Out, an advocacy group for people with learning disabilities, who are working on research project commissioned by the Open University looking at the history of learning disability.

Mass Observation Staff attended and hosted a stall at Senate House for History Day 23rd Nov 2023 – Awarded second prize for best stall voted by attendees. 200 attended.

The following events were hosted by Mass Observation as part of its public events programme;

- 1940's session for UoS History students, with clothes provided by Gladrags, dance and make up workshop by Sussex Swing and vintage fashion, makeup and 1940's home installation on 12th December.
- MO Festive Diary event with festive themed 1940's home installation 13th December.
- Pins, Patches and Paper: Celebrating LGBTQIA+ History Month with Mass Observation 21st February.
- *Bad Taste* Zine-Making Session: Celebrating International Women's Day with Mass Observation 7th March.
- Talking to our past and future selves: workshop led by students on placement with Mass Observation on 10th April.
- What does Nature mean to you? Walkshop led by Lucy Dixon Sarah Macbeth on 13th July.

Resources are available on the Mass Observation Archive website for schools and community groups to engage with the collections and recorded talks are available on the MO YouTube channel providing introductions to the Archive.

Webinar Events

- *The Politics of Brexit Britain and Everyday Life in the COVID-19 Pandemic*, Emily Robinson & Jonathan Moss, University of Sussex and Nick Clarke, University of Southampton, Wednesday 1st May, In-person (University of Sussex) and Online

- *Everyday Life in the COVID-19 Pandemic*, Nick Clarke in Conversation with Ben Highmore, Thursday 2nd May
- What does Nature Mean to you? Lucy Dixon and Sarah Macbeth Wednesday 26th June

3. Projects and partnerships

Morgan Centre, University of Manchester

Mass Observation has worked closely with members of the Morgan Centre for many years, with academics having commissioned Directives for research. In July 2023 Kirsty Pattrick and Suzanne Rose met with Sociologists at the Morgan Centre, along with researchers and previous commissioners from Southampton, Kent, York and Sussex to discuss collaborative opportunities.

The Morgan Centre have increased their use of Mass Observation material for their teaching and actively promote its use for 2nd modules and 3rd year projects.

In 2024 a PhD scholarship was announced. Led by the University of Manchester in collaboration with Mass Observation. Funded by CASE with match-funding from Mass Observation, Kirsty Pattrick will be the non-academic supervisor. The successful candidate Neve Meats will explore visual submissions to Mass Observation with a sociological research lens. She will spend time at the archive with the team and produce a catalogue of this material.

Mass Observation Critical Series

The Mass Observation Critical Series is an interdisciplinary publication series published by Bloomsbury. The series aims to make Mass Observation's rich primary sources accessible to a wide range of academics and students across multiple disciplines, as well as to the general reading public. Recent publications include *Reflections on British Royalty*, edited by Jennifer J. Purcell and Fiona Courage (2024) and *Everyday Life in the COVID-19 Pandemic* by Nick Clarke (2024)

Mass Observing COVID-19

This Wellcome-funded project (for £178,353.00) is now complete. An open access resource makes available nearly 7,000 submissions from the Mass Observation COVID-19 collection. It allows researchers to select relevant documents through searches of meta-data, keywords and open text. It is then possible to export the data into research tools of their own choice for analysis.

This offers exciting opportunities across disciplines for research, teaching and learning. The collection comprises of diaries and narrative responses to open questionnaires (Directives) including drawings, paintings and photography. It captures the minutiae of the everyday throughout the pandemic. People across

Britain, of all ages, document their thoughts, feelings and opinions, as they make sense of events, moment-by-moment.

A multi-disciplinary Advisory Group and Project Team comprised of those from the University of Sussex, University of Warwick, University of Chester, University of Southampton and the Institute of Historical Research.

Mass Observation Project Online

The Mass Observation Archive entered discussions with AM Digital regarding extending the Mass Observation Project Online resource to include responses to Mass Observation Project Directives from 2010 to 2019. Work on this project will start in January 2024.

Good Space

Mass Observation continues to be part of the Good Space Heritage partnership. This partnership of 16 heritage organisations is supported by DCMS Volunteering Futures and funded by Arts Council England. The project partnership aims to foster an innovative approach to growing volunteering opportunities, with a focus on championing the positive impact of volunteering on mental health and wellbeing. To support partner organisations' volunteer recruitment, retention, training and delivery, improving diversity and breaking down barriers to engagement. Mass Observation has benefitted from Communities of Practice sessions, training and knowledge exchange with partner organisations. The pilot year for the project ended in March 2024 and the partnership completed an evaluation of its activities and achievements. Good Space is continuing from September 2024.

National Centre for Research Methods

The Research Manager is a member of a national Special Interest Group for participatory and collaborative research methods. This group co-delivered a Critical Conversations webinar on 9th November 2023 '*When collaborative and participatory research gets messy!*' and Kirsty Pattrick presented on the COVID-19 collection.

Living Histories

An NHS Heads On partnership project funded by the National Lottery Heritage Fund, Living Histories project aims to record experiences of those accessing or delivering mental health services as part of the Sussex Partnership Foundation Trust. This will include people's lived experience of mental health throughout their life course, or work, as well as during the Covid 19 pandemic.

Creative Community Resilience

An AHRC funded Creative, Community, Resilience project with University of Southampton and University of Brighton to research and record experiences of trans young people. Mass Observation will be delivering training and support to the research team and supporting engagement activities linked to 12th May to record and receive diaries.

University of Sheffield New Approaches to Appeasement

MO resources launched on Historical Association's website along with series of films to support teaching and learning in the classroom created in partnership with University of Sheffield.

4. The 12th May diary project

The Mass Observation Archive repeated its annual call for day diaries written on the 12th May 2024. 626 diaries were submitted to the Archive.

- 233 electronic diaries
- 50 diaries sent by post by individuals
- 343 diaries from Birchwood Grove primary school

As with previous years, participants were asked to share the copyright of their diary with the Archive. Invitations to take part were also sent out to schools, colleges, community groups and prisons and via social media.

This year the Archive partnered with organisations in different geographic parts of the country – Live from Worktown in Bolton and Take Shelter in Brighton in order to encourage the national reach of the Archive. MO staff also took part in a Heritage event at Take Shelter, which was part of the Brighton Fringe on 12th May.

52 diaries were received from Bolton and Live from Worktown also used the opportunity to consult with their local community about culture and heritage in Bolton, which was named Greater Manchester's Town of Culture in 2024.

MO also delivered a life writing workshop in HMP Lewes on 8th May 2024.

5. The Trustees

Professor Claire Langhamer (Institute of Historical Research) left the board of Trustees in 2024. Professor Langhamer had been a Trustee since 2007.

Professor Hester Barron (University of Sussex) joined the board in Summer 2024. In 2021 she published a trade book (co-authored with Claire Langhamer) *Class of '37: Voices from working-class girlhood* which drew upon essays written by schoolchildren for Mass Observation in 1937.

6. Staff changes

Angela Bachini completed her role as Junior Project Archivist for the Mass Observing COVID-19 project funded by the Wellcome Trust.

Jessica Scantlebury (Mass Observation Archivist) was on maternity leave June 2023 – August 2024.

7. Volunteers and placement students

The Archive hosted several students and work experience placements during the year and is hugely appreciative of their hard work, enthusiasm and commitment.

Molly Reid, Queen Mary London UG History student undertook a placement with Mass Observation in Autumn 2023. This was hybrid enabling remote and in-person tasks such as transcribing, identifying relevant extracts for teaching and publicity, blog writing and supporting the staff stand at History Day in November.

Wei Wei, a University of Sussex UG English and Media student started a placement in September 2023 for 6 one-day sessions.

Ella Beales continues to volunteer with the Archive regularly and oversaw the social media strand of the MO85 Anniversary programme.

Emily Warwick MA student placement University of Brighton (February to August 2024 completed). Emily has secured a post at Lewes Library on completing her placement and MA course.

Lily Moreno–Sheridan BA student placement University of Brighton (February – April 2024 completed)

Hannah Cannon, Bronny Way, Tillie Lam, & Eleanor Philip UoS 3rd year English placement students (February to April 2024). Delivered event Writing to our past and future selves at The Keep in April 2024.

Former placement student Abby Hodges returned having graduated and completed her MA at UoS and is now working at the UoS Library. She founded the Bad Taste Collective which hosted event on 7th March for International Women’s Day at The Keep.

Archive volunteers include Atheena, Libby, Emily (remote based in Scunthorpe) and Jean who have supported cataloguing, transcriptions, teaching and public events.

Four work experience placements were completed in July 2024. Shae, Sydney and Ryan from Shoreham Academy and Annabel from Priory School. Students gained experience in all aspects of the Archive and created content for the MO website to promote work experience placements for other students in the future.

8. The Mass Observation Project

The current panel size is 602

The panel was re-opened to new volunteers in May 2024.

Biographical Form

The response rate continues to be good, and these are available to researchers upon request. This captures additional biographical information on ethnicity, sexual orientation, disability and religion.

Commissioners

Advice and support documents were provided throughout the year for academic research funding applications and internal ethics processes. Institutions included University of East Anglia, Bristol, Reading and York for bids to ESRC, AHRC and institution's internal funding.

9. Collections

The Location Finder Collection acquired from The Museum of Domestic Design & Architecture, Middlesex University Middlesex. Comprises photographs, questionnaires and retail receipts of home interiors in 20th century.

10. Publications

Kirsty Patrick, Suzanne Rose and Angela Bachini

COVID-19: *Reflections from the archive*, Papertrails, UCL Press, July 2024

Walsh, K. (2023). Night-time bedroom soundscapes: embodied geographies of housing and home. *Social & Cultural Geography*, 1–20. <https://doi.org/10.1080/14649365.2023.2245800>

Clarke, N., & Barnett, C. (2023). Beyond compliance: Good citizenship during the COVID-19 pandemic. *Transactions - Institute of British Geographers (1965)*, 48(2), 395–407. <https://doi.org/10.1111/tran.12587>

Ehgartner, U., & Holmes, H. (2022). Changing understandings of waste reduction and avoidance in moralities of thrift: A comparison of Mass Observers' narratives three decades apart. *Geoforum*, 137, 105–114. <https://doi.org/10.1016/j.geoforum.2022.10.014>

Seaton, A. V. (2022). Life and Family Travel in the Time of COVID-19: Pandemic in England 2020. *Tourism and Hospitality (Basel)*, 3(4), 931–946. <https://doi.org/10.3390/tourhosp3040060>

Harper, T. (2022). Edward Owens. The Family Firm: Monarchy, Mass Media and the British Public, 1932–53. New Historical Perspectives. London: University of London Press, 2019. Pp. 446. \$65.00 (cloth). *Journal of British Studies*, 61(4), 1072–1073. doi:10.1017/jbr.2022.122

Feminist Animal Studies: Theories, Practices, Politics, Erika Cudworth, Ruth E. McKie, Di Turgoose, Taylor & Francis, 30 Dec 2022

- McGlacken, R. (2023). Negotiating the necessity of biomedical animal use through relations with vulnerability. *BioSocieties*. <https://doi.org/10.1057/s41292-022-00295-3>
- Parken, O. (2023). The politics of press astrology in wartime Britain, 1939–42. *Historical Research : The Bulletin of the Institute of Historical Research*, 96(272), 243–262. <https://doi.org/10.1093/hisres/htac029>
- Büchs, M., Middlemiss, L., Mylan, J., & Stevens, L. (2023). Sustainable consumption by product substitution? An exploration of the appropriation of plant-based ‘mylk’ in everyday life. *Consumption and Society*, 2(1), 78–101. <https://doi.org/10.1332/PREN9891>
- Coleman, R., & Lyon, D. (2023). Recalibrating Everyday Futures during the COVID-19 Pandemic: Futures Fissured, on Standby and Reset in Mass Observation Responses. *Sociology (Oxford)*, 57(2), 421–437. <https://doi.org/10.1177/00380385231156651>
- Clarke, N., & Barnett, C. (2023). Archiving the COVID-19 pandemic in Mass Observation and Middletown. *History of the Human Sciences*, 36(2), 3–25. <https://doi.org/10.1177/09526951231152139>
- Lyon, D., & Coleman, R. (2023). Rupture, repetition, and new rhythms for pandemic times: Mass Observation, everyday life, and COVID-19. *History of the Human Sciences*, 36(2), 26–48. <https://doi.org/10.1177/09526951221133983>
- Pollen, A. (2023). ‘There is nothing less spectacular than a pestilence’: Picturing the pandemic in Mass Observation’s COVID-19 collections. *History of the Human Sciences*, 36(2), 71–104. <https://doi.org/10.1177/09526951221134002>
- Clarke, N., & Barnett, C. (2023). Seeing like an epidemiologist? Mobilising people against COVID-19. *History of the Human Sciences*, 36(2), 49–70. <https://doi.org/10.1177/09526951231170574>
- Collier, P., & Connolly, J. J. (2023). Time shifts: Place, belonging, and future orientation in pandemic everyday life. *History of the Human Sciences*, 36(2), 105–127. <https://doi.org/10.1177/09526951221139377>
- Kirby, J. (2022). The stress of work and work of stress in Britain in the late twentieth century. *Contemporary British History*, 36(4), 622–645. <https://doi.org/10.1080/13619462.2022.2081549>
- Hurdley, R. (2023). Literary allusion in sociological analysis: Mass Observation mantelpiece reports as epic and drama. *Qualitative Research : QR*. <https://doi.org/10.1177/14687941231176944>
- Observational comedy: Mass Observation and the wartime joke, 1939-45' in *British Humour and the Second World War: 'Keep Smiling Through'* ed. by Juliette Pattinson, Linsey Robb
- Lockwood, N., & Scott, S. (2023). Saying something with nothing: Refusal, avoidance and resistance in participant non-response. *Methodological Innovations*, 16(2), 215–225. <https://doi.org/10.1177/20597991231179390>

Field, C. (2023). Mass Observation, Religion, and the Second World War: When ‘Cooper’s Snoopers’ Caught the Spirit. In M. Snape & S. Bell (Eds.), *British Christianity and the Second World War* (Studies in Modern British Religious History, pp. 99-116). Boydell & Brewer. doi:10.1017/9781800108783.006

van Emmerik, C. (2023). Ethical Reflexivity, Care, and Slippery Data: Lessons From Working With the Mass Observation Project. *Sociological Research Online*. <https://doi.org/10.1177/13607804231164486>

Blain, J., Stevens, D., Taylor, L., Kingston, P., & Watts, G. (2023). Views about Euthanasia and Dementia: Exploring Perceptions Utilising Evidence from the Mass Observation Archive. *Healthcare (Basel)*, 11(18), 2552-. <https://doi.org/10.3390/healthcare11182552>

BEYNON-JONES, S., GRABHAM, E., & HENDRIE, N. (2023). ‘The rules are all over the place’: Mass Observation, time, and law in the COVID-19 pandemic. *Journal of Law and Society*, 50(3), 369–391. <https://doi.org/10.1111/jols.12446>

Highmore, B. (2023). ‘The Observation by Everyone of Everyone’: The project of Mass-Observation in 1937. *Mass-Observation: Text, Context and Analysis of the Pioneering Pamphlet and Movement*, 7.

Blain, J., Stevens, D., Taylor, L., Kingston, P., & Watts, G. (2023, September). Views about Euthanasia and Dementia: Exploring Perceptions Utilising Evidence from the Mass Observation Archive. In *Healthcare* (Vol. 11, No. 18, p. 2552). MDPI.

Purcell, J. J., & Jones, B. (Eds.). (2023). *Mass-Observation: Text, Context and Analysis of the Pioneering Pamphlet and Movement*. Bloomsbury Publishing.

Davies, L. L. (2022). Representing the Poor: Interwar Documentary Film, Mass Observation, and Victor Gollancz Ltd. *Twentieth Century Literature*, 68(1), 1-24.

Goldsmith, R. (2023). Mass-Observation and Vernacular Politics at the 1945 General Election. *Twentieth Century British History*, hwad047.

McGlacken, R. (2022). Constrained, contingent, and conflicted: Complicating acceptance of animal research through an analysis of writing from the UK Mass Observation Project. In *Transforming food systems: ethics, innovation and responsibility* (pp. 245-250). Wageningen Academic Publishers.

11.Events, talks and conferences

Suzanne Rose

Miners’ Strike Event *with Kirsty Pattrick*, Institute of Development Studies, University of Sussex, 19th March 2024

Michelene WI, Monday 5th February 2024

Evergreen, 31st October 2023

Kirsty Pattrick

National Centre for Research Methods e-Festival, 7th November 2023
Mass Observing the Everyday

with *Angela Bachini* Concept Quest Event, University of Sussex, 11th March 2024
Generating narrative data with Mass Observation: the possibilities for concept Analysis

With *Suzanne Rose* Roundtable Event on Working with Sensitive Material in Research, Teaching and Public Engagement, Institute of Historical Research, 22nd April 2024

Appendix 1

Fig. 1 Number of visits made by individual researchers 2018-2024

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2023-2024	54	30	5
2022-2023	118	20	7
2021-2022	70	46	9
2020-2021	42	77	8
2019-2020	226	49	9
2018-2019	317	51	10

Fig. 2 Number of documents issued from the MOA to researchers at The Keep 2018-2024

Year	Number of documents
2023-2024	266
2022-2023	257
2021-2022	436
2020-2021	342
2019-2020	430
2018-2019	882

Fig. 3 Group visits 2018-2024

Year	To MOA	Attendance
2023-2024	50	1428
2022-2023	53	1072
2021-22	51	846
2020-2021	30	561
2019-2020	42	456
2018-2019	83	1834

Fig. 4 Group visits made to the MOA in 2023-2024

Date	Name of group / institution/organisation	In person or online	Number in group
12/10/2023	Speak Out	In person	7
17/10/2023	Varndean College	In person	70
25/10/2023	MA Art & Design Middlesex Uni	In person	45
26/10/2023	Voices in the Archive, Uni Sussex	In person	14
30/10/2023	MA Criminology, Uni Sussex	In person	26
31/10/2023	Evergreen	In person	30
31/10/2023	MA Contemporary History, Uni Sussex	In person	9
2/11/2023	MA Criminology, Uni Sussex	In person	26
6/11/2023	MA Contemporary History, Uni Sussex	In person	7
7/11/2023	Visual Diaries, Uni Brighton	In person	10
7/11/2023	National Centre for Research Methods	Online	33
9/11/2023	National Centre for Research Methods	Online	98
13/11/2023	MA Contemporary History, Uni Sussex	In person	7
20/11/2023	MA Contemporary History, Uni Sussex	In person	3
22/11/2023	History of Childhood	In person	22
23/11/2023	History Day at Senate House	In person	200
5/12/2023	Geography, Uni Sussex	In person	21

12/12/2023	History, Uni Sussex	In person	20
13/12/2023	Festive MO public event	In person	30
23/1/2024	Social Work, Uni Sussex	In person	12
1/2/2024	UCL Record Keeping	Online	25
5/2/2024	Micheldene WI	In person	70
7/2/2024	Speak Out	In person	5
9/2/2024	Media, University of Sussex	In person	8
21/2/2024	LGBTQI History public event	In person	30
22/2/2024	Media, University of Sussex	In person	8
22/2/2024	Media, University of Sussex	In person	10
22/2/2024	Media, University of Sussex	In person	8
23/2/2024	Media, University of Sussex	In person	9
26/2/2024	Social Work Death & Dying, Uni Sussex	In person	30
29/2/2024	Celebrating Literacy, Uni Sussex	In person	15
6/3/2024	MA Education Uni Sussex	In person	17
7/3/2024	International Women's Day public event	In person	10
13/3/2024	MA Education, Uni Sussex	In person	25
14/3/2024	English, Uni Brighton	In person	25
22/3/2024	Kings School Hove	In person	80
10/4/2024	Writing to past and Future selves public event	In person	12
27/4/2024	History of Feeling, Uni Sussex	In person	12
24/4/2024	PGCE Uni Brighton	In person	8

30/4/2024	Varndean College	In person	12
1/5/2024	Politics of Feeling Webinar	Hybrid	30
2/3/2024	Nick Clarke 12 th May Webinar	Online	12
8/5/2024	HMP Lewes workshop	In person	10
12/5/2024	Take Shelter Brighton Fringe Open Day	In person	200
5/6/2024	PGCE Uni Sussex	In person	10
26/6/2024	What does Nature mean to you? Webinar	Online	6
5/6/2024	BHASVIC 6 th form college	In person	15
13/7/2024	What does nature mean to you? Walkshop	In person	9
27/7/2024	Fresh Start Portslade	In person	12
17/9/2024	Micheldene WI	In person	15

Fig. 5 Access to Mass Observation Online 2018-2024

Year	Sessions	Number of sessions from members of the University of Sussex	Number of sessions made from The Keep
2023-2024	25,287	1806	73
2022-2023	28,391	2,286	83
2021-2022	32,497	1,726	87
2020-2021	25,372	1,202	32
2019-2020	18,790	2,525	110
2018-2019	27,018	2,048	288

Fig. 5 Access to Mass Observation Project Online 2020-2024

Year	All sessions	Number of sessions from members of the University of Sussex	Number of sessions from The Keep
2023-2024	38,039	442	0
2022-2023	41,421	449	3

2021-2022	636	556	0
2020-2021	1,141	368	1
July – September 2020	10,672	22	0

Fig.6 Directive themes 2023-2024

Date	Topic	Commissioner	Funding	Response
Autumn 2023 (No 129)	Everyday living with multiple long-term health conditions	Sue Bellas, University of Manchester and Newcastle	£7,500	147 (26%)
	Seasons	In-house		145 (26%)
	The Israeli-Palestinian conflict	In-house		133 (24%)
Spring 2024 (No 130)	Retirement	Helen McCarthy, University of Cambridge	£10,000	192 (33%)
	Mystery	James Hodgeson, University of Manchester	£10,000	182 (31%)
Summer 2024 (No 131)*	Everyday oral health	Paul Kingston, University of Chester	£4,000	112 (19%)
	The General Election	In-house		110 (18%)
	Singing	In-house		108 (17%)

*Responses to these Directives Directive are still arriving at the Archive.

January 2024: This report was written by Kirsty Pattrick and Suzanne Rose with support by Jessica Scantlebury

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2024**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS

The Mass Observation Archive is a
Registered Charity (Charity Registration No. 1179673) and a
Charitable Incorporated Organisation (Company number CE014960)

PRINCIPAL OFFICE

University of Sussex
The University Library
Falmer
Brighton
BN1 9QL

BOARD OF TRUSTEES

Chair: Ms Jane Harvell

Trustees:
Mr John Brewer
Mr Simon Garfield
Ms Kitty Inglis
Dr Michelle Johansen
Professor Claire Langhamer
Professor Lucy Noakes
Professor Ben Highmore

Secretary: Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30 September 2024.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £152,912 and £207,271 respectively, resulting in a surplus of £54,359. The Charity's net movement in funds was a surplus of £54,359. (2023: a surplus of £135,229).

The charity carried forwards unrestricted funds of £658,486.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

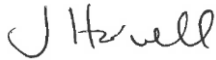
Summary of main financial activities in relation to Objects of the CIO

Three directives covering eight themes were issued during this financial year. Four of these themes were commissioned through researchers funding on Everyday living with multiple long-term health conditions, Retirement, Mysteries and Everyday Oral Health.

Funders included the British Academy/Leverhulme small grants and internal university sources. This totalled £31,500.

By Order of the Board of Trustees

Jane Harvell (Chair)



Date: 24 April 2025

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2024, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 9 May 2025

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2024

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluatio n reserve	Total funds
	2023-24	2023-24	2023-24	2022-23	2022-23	2022-23
INCOME						
Income and endowments from						
- Royalties	150,249		150,249	247,425	-	247,425
Other income						
- Sales	33,680		33,680	25,601	-	25,601
Interest income	23,030		23,030	18,202	-	18,202
Donations	312		312	1,236		1,236
					-	
Total income and endowments	207,271		207,271	292,464	-	292,464
EXPENDITURE ON						
Expenditure on charitable activities	152,912		152,912	157,235		157,235
Total expenditure	152,912		152,912	157,235	-	157,235
Net income/(expenditure) on operational activities	54,359		54,359	135,229	-	135,229
						-
OTHER RECOGNISED GAINS AND LOSSES						
Net movement in funds	54,359		54,359	135,229	-	135,229
Total funds brought forward	604,127	2,000,000	2,604,127	468,898	2,000,000	2,468,898
Total funds carried forward	658,486	2,000,000	2,658,486	604,127	2,000,000	2,604,127

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2024

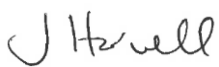
	Unrestricted Funds 2023/24	Unrestricted Funds 2022/23
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	15,258	12,255
Travel, training, and meetings	1,632	2,047
Advertising and marketing	672	-
Postage and stationery	415	465
Salaries	131,393	139,246
Staff welfare	-	44
Computer & IT	368	406
Subscription	126	123
Accountancy	1,125	750
Bookkeeping fees	1,022	909
Independent examiners fee	795	990
Bank charges	7	-
HMRC interest	99	-
	152,912	157,235
	152,912	157,235

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30 SEPTEMBER 2024

CHARITY NUMBER 1179673

	Note	2023/24	2022/23
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	45,481	31,757
Cash at bank and in hand		<u>630,019</u>	<u>622,706</u>
		675,500	654,463
Creditors: Amounts falling due within one year	4	<u>17,015</u>	<u>50,337</u>
Net Current Assets		658,485	604,126
Total Assets less Current Liabilities		<u>2,658,486</u>	<u>2,604,127</u>
Represented by:			
Unrestricted funds			
General fund		658,486	604,127
Revaluation Reserve		2,000,000	2,000,000
		<u>2,658,486</u>	<u>2,604,127</u>

The Financial Statements were approved by the Trustees on 24 April 2025



Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits:-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

2. TANGIBLE FIXED ASSETS

Cost	Mass Observation Archive	Total
	£	£
As at 1 st October 2023	2,000,001	2,000,001
Additions		
As at 30 th September 2024	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2024	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2023/24	2022/23
	£	£
Trade Debtors	4,000	7,000
Accrued Income	36,788	10,450
Vat	4,693	14,307
	<u>45,481</u>	<u>31,757</u>

4. CREDITORS

	2023/24	2022/23
	£	£
Trade Creditors	-	48,792
Accruals	17,015	1,545
	<u>17,015</u>	<u>50,337</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2023/24	2022/23
	£	£
Salaries and wages	109,280	113,796
Social security costs	10,477	10,442
Pension costs	11,636	15,008
	<u>131,393</u>	<u>139,246</u>

No employees had employee benefits in excess of £60,000 (2023: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive. The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2024**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS

The Mass Observation Archive is a
Registered Charity (Charity Registration No. 1179673) and a
Charitable Incorporated Organisation (Company number CE014960)

PRINCIPAL OFFICE

University of Sussex
The University Library
Falmer
Brighton
BN1 9QL

BOARD OF TRUSTEES

Chair: Ms Jane Harvell

Trustees: Mr John Brewer
Mr Simon Garfield
Ms Kitty Inglis
Dr Michelle Johansen
Professor Claire Langhamer
Professor Lucy Noakes
Professor Ben Highmore

Secretary: Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30 September 2024.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £152,912 and £207,271 respectively, resulting in a surplus of £54,359. The Charity's net movement in funds was a surplus of £54,359. (2023: a surplus of £135,229).

The charity carried forwards unrestricted funds of £658,486.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2024

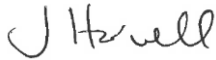
Summary of main financial activities in relation to Objects of the CIO

Three directives covering eight themes were issued during this financial year. Four of these themes were commissioned through researchers funding on Everyday living with multiple long-term health conditions, Retirement, Mysteries and Everyday Oral Health.

Funders included the British Academy/Leverhulme small grants and internal university sources. This totalled £31,500.

By Order of the Board of Trustees

Jane Harvell (Chair)



Date: 24 April 2025

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2024, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 9 May 2025

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2024

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluatio n reserve	Total funds
	2023-24	2023-24	2023-24	2022-23	2022-23	2022-23
INCOME						
Income and endowments from						
- Royalties	150,249		150,249	247,425	-	247,425
Other income						
- Sales	33,680		33,680	25,601	-	25,601
Interest income	23,030		23,030	18,202	-	18,202
Donations	312		312	1,236		1,236
					-	
Total income and endowments	207,271		207,271	292,464	-	292,464
EXPENDITURE ON						
Expenditure on charitable activities	152,912		152,912	157,235		157,235
Total expenditure	152,912		152,912	157,235	-	157,235
Net income/(expenditure) on operational activities	54,359		54,359	135,229	-	135,229
						-
OTHER RECOGNISED GAINS AND LOSSES						
Net movement in funds	54,359		54,359	135,229	-	135,229
Total funds brought forward	604,127	2,000,000	2,604,127	468,898	2,000,000	2,468,898
Total funds carried forward	658,486	2,000,000	2,658,486	604,127	2,000,000	2,604,127

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2024

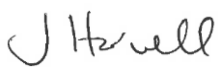
	Unrestricted Funds 2023/24	Unrestricted Funds 2022/23
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	15,258	12,255
Travel, training, and meetings	1,632	2,047
Advertising and marketing	672	-
Postage and stationery	415	465
Salaries	131,393	139,246
Staff welfare	-	44
Computer & IT	368	406
Subscription	126	123
Accountancy	1,125	750
Bookkeeping fees	1,022	909
Independent examiners fee	795	990
Bank charges	7	-
HMRC interest	99	-
	152,912	157,235

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30 SEPTEMBER 2024

CHARITY NUMBER 1179673

	Note	2023/24	2022/23
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	45,481	31,757
Cash at bank and in hand		<u>630,019</u>	<u>622,706</u>
		675,500	654,463
Creditors: Amounts falling due within one year	4	<u>17,015</u>	<u>50,337</u>
Net Current Assets		658,485	604,126
Total Assets less Current Liabilities		<u>2,658,486</u>	<u>2,604,127</u>
Represented by:			
Unrestricted funds			
General fund		658,486	604,127
Revaluation Reserve		2,000,000	2,000,000
		<u>2,658,486</u>	<u>2,604,127</u>

The Financial Statements were approved by the Trustees on 24 April 2025



Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits:-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

2. TANGIBLE FIXED ASSETS

Cost	Mass Observation Archive	Total
	£	£
As at 1 st October 2023	2,000,001	2,000,001
Additions		
As at 30 th September 2024	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2024	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2023/24	2022/23
	£	£
Trade Debtors	4,000	7,000
Accrued Income	36,788	10,450
Vat	4,693	14,307
	<u>45,481</u>	<u>31,757</u>

4. CREDITORS

	2023/24	2022/23
	£	£
Trade Creditors	-	48,792
Accruals	17,015	1,545
	<u>17,015</u>	<u>50,337</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2024

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2023/24	2022/23
	£	£
Salaries and wages	109,280	113,796
Social security costs	10,477	10,442
Pension costs	11,636	15,008
	<u>131,393</u>	<u>139,246</u>

No employees had employee benefits in excess of £60,000 (2023: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive. The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE

England & Wales - Charity number 1179673

Accounts



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2022 to 30 September 2023

Report Number 43

www.massobs.org.uk

moa@sussex.ac.uk



Trustees of the Mass Observation Archive

**John Brewer
Simon Garfield
Jane Harvell
Kitty Inglis
Michelle Johansen
Claire Langhamer
Lucy Noakes
Ben Highmore**

Public Benefit Statement

The Archive is a Charitable Incorporated Organisation (registered charity number: 1179673) in the care of the University of Sussex as part of the University's Special Collections. The Archive seeks to benefit the wider community by providing the public with the opportunity to gain knowledge of everyday life in 20th and 21st Century Britain through access to the original Mass Observation social research organisation (1937 to early 1950s), and newer material collected continuously since 1981.

The Archive proactively engages in educational outreach with schools, Further and Higher Education institutions and the local and national community. This outreach provides the opportunity for intergenerational and interregional learning.

The Archive also provides the opportunity for people all over the UK to participate in the recording of their everyday lives, either through participation in the national Mass Observation Project and other related projects and partnerships or through the donation of their personal papers and diaries to a publicly accessible archive.

Contents

Public Benefit Statement.....	2
1. Access.....	4
2. Engagement.....	4
3. The 85 th Anniversary of Mass Observation.....	5
4. Projects and partnerships.....	6
5. The 12 th May diary project.....	7
6. The Trustees.....	8
7. Staff changes.....	8
8. Volunteers and placement students.....	8
9. The Mass Observation Project.....	9
10. Friends of the Mass Observation Archive.....	9
11. Collections.....	10
12. Publications.....	11
13. Events, talks and conferences.....	12
13. Media attention.....	13
Appendix 1.....	15

1. Access

Research visits

118 individuals visited the Mass Observation Archive and made 257 orders for material (see fig.1 and fig.2 in the appendix).

Group sessions

The Mass Observation Archive hosted 52 group visits (appendix fig.3). 289 people participated in these sessions. A list of groups who visited during 2022-2023 is available in Appendix fig.4. The Mass Observation team delivered these sessions online and in person.

Online Access

Researchers continued to be able to access parts of the Archive through the Adam Matthew products, Mass Observation Online and Mass Observation Project Online. The publishers have reported that the Mass Observation Online resource was accessed 28,391 times and the Mass Observation Project resource was accessed 41,421 times. See Section.4, Appendix fig. 5.

2. Engagement

The Education and Outreach offer is now broadly covered by the term engagement. We continued to offer opportunities to engage with the Archive both online and in person at The Keep.

Teaching and learning sessions have included: Bader International School, and University of Sussex students studying, History, English, Social Work, Art History and Education. Careers talks and visits took place for students from Varndean College and BHASVIC at The Keep. Community visits have included; Fresh Start Portslade, Growing Old Disgracefully, Seaford, Horsham U3A and talks have been given to the RH7 Group and the Southwick Society.

The Engagement Manager also delivered outreach workshops in HMP Lewes for Pinned Up Festival and co-hosted a public event at All Saints Centre in Lewes showcasing the creative writing of prisoners inspired by the archive materials. A workshop at HMP Lewes was also held for 12th May diary day.

Resources are available on the Mass Observation Archive website for schools and community groups to engage with the collections and recorded talks are available on the MO YouTube channel providing introductions to the Archive.

The Engagement Manager designed and delivered the MO85 festival programme which included a diverse range of events and activities and hosted student and work experience placements throughout the year.

Support continued for the public engagement at The Keep with the Engagement Manager contributing to the Public Engagement Group and supporting events such as The Keep's Open Morning on 16th September 2023 for Heritage Open Days.

3. The 85th Anniversary of Mass Observation

Mass Observation celebrated 85 years of the Mass Observation movement. To mark this milestone, the Archive launched a festival programme of events and activities exploring the different themes MO has touched upon throughout its history. The MO85 programme has aimed to create an inclusive festival, which celebrates the essence of Mass Observation. The programme ran from March 2022 to August 2023.

As part of these celebrations, the Archive hosted an academic seminar series, alongside, talks, workshops, exhibitions, and online engagement activities.

In summary, the programme included the following activities with statistics taken of online views (correct as of August 2023).

- Talks: 7 talks inspired by the archive, 82 people attended. 765 views on You Tube
- Seminar series: 11 seminars delivered online, 272 people, 713 views on You Tube
- Workshops & events: 13 workshops & events, 216 people attended.
- Coronation Project: 223 accounts received of observations, opinions and reflections
- 12th May day-diary event: 267 diaries received.
- Social media invites: 100's posts, reels, stories. Engagement increased across all platforms
- Audience: 570 in total for MO85 events
- Online You Tube views: 1478

The programme also included recorded talks to watch and listen to via MO's YouTube channel and other opportunities to take part were framed as invitations to join in various activities via social media.

Events were added each month to the Mass Observation website.

<http://www.massobs.org.uk/85>. Social media engagement has taken place via Twitter (@MassObsArchive) and Instagram (massobsarchive). We have used this opportunity to develop our engagement via these channels as well as creating content for the Mass Observation YouTube channel.

Feedback

"It was magic. I haven't had so much fun in years. I really loved being creative and being with other people. The girls were fantastic."

82 year-old attendee of 1940's Chic event

"This is the best thing I have done in prison. It has reminded me of who I used to be before the drugs and violence. I want to go back to my cell and continue writing. This is who I am." Roman, HMP Lewes,

Penned Up workshop

YouTube videos

- Mass Observation team in-conversation about their roles and favourite collections
- Fiona Courage in conversation with Dorothy Sheridan
- Kirsty Patrick speaking about her research on Nature and Wellbeing
- Mass Observation team in-conversation about 12th May day-diary project
- Suzanne Rose speaking about Everyday Kindness
- MO Seminar series recordings
- Mass Observation playlists include;
 - o Mass Observing Royalty
 - o Mental Health and Well Being
 - o Ethics, Observations & Archives
 - o Mass Observation and the everyday

Talks

- MO Past & Present Dr Fiona Courage & Prof Dorothy Sheridan
- MO Nature & Wellbeing Kirsty Patrick
- MO & 12th May MO Team
- MO & Royalty Dr Fiona Courage
- MO & Menopause Dr Jill Kirby
- MO & Everyday Kindness Suzanne Rose
- Class of 37 Prof Claire Langhamer and Prof Hester Barron

Webinar series

Mass Observers: responding to the difficult questions, 9th November 2022

- The ethics of discomfort: Soliciting Mass Observation Project writing on sensitive topics. Renelle McGlacken, University of Nottingham
- Narratives of 'nothing': avoidance, resistance, and refusal. Nina Lockwood and Susie Scott, University of Sussex

Mass Observing health and wellbeing, 25th January 2023

- More vulnerable but happier? An exploration of older people's wellbeing during the first lockdown. David Tross, Birkbeck, University of London
- On the change: experiences of menopause in late twentieth century Britain. Jill Kirby, University of Sussex

- Leisure in Later Life. Tania Wiseman, Swansea University.

Gathering Qualitative data in times of crisis with Kantar Public, 15th March 2023

Leading experts from the Mass Observation Archive and Kantar Public explored the methodologies, approaches, insights and applications from two of the most significant situations to impact our world in recent years: the COVID-19 global pandemic and the war in Ukraine and subsequent mass displacement of a nation.

Kirsty Pattrick and Jessica Scantlebury from the Mass Observation Archive, shared their insights and learnings from the Mass Observation COVID-19 collection.

Yves Fradier and Anne-Sarah Chekaf from Kantar Public, discussed the importance of establishing a longitudinal panel to capture the voices and evolving needs of Ukrainian nationals, displaced from their homes and now forced to establish new lives in their host countries across Europe.

Mass Observing COVID-19 and linguistic analysis: tools for narrative data, 26th April 2023

- 'Delving into the *Mass Observing COVID-19* Wellcome funded project' Fiona Courage, Jessica Scantlebury, Kirsty Pattrick and Angela Bachini, Mass Observation Archive
- 'Conceptual variation in COVID Mass Observation diaries' Justyna Robinson and Rhys Sandow, University of Sussex

Mass Observing the Coronation, 2nd May 2023

Fiona Courage (Mass Observation Archive) and Jen Purcell (Saint Michael's College) announced their new Mass Observation royal anthology for Bloomsbury Academic's Mass Observation Critical Series. Together with Lucy Curzon (University of Alabama), they outlined plans for Mass Observation's mobile investigations in and around London over coronation weekend. These investigations are patterned on those undertaken by Mass Observation in 1937 and 1953.

Exploring the Archives: in conversation with Mass Observation and the Archive of Market and Social Research, 3rd May 2023

- Mass Observation introduced by Jessica Scantlebury and Kirsty Pattrick, and AMSR by Phyllis Macfarlane.
- Claire Langhamer, Director of the Institute of Historical Research. She is a social and cultural historian of modern Britain who specialises in the history of everyday life, especially the experiences of women and girls, and the history of feeling. She is a Trustee of the Mass Observation Archive.

- David Tross has taught courses at undergraduate and postgraduate level at Birkbeck for 10 years, and currently lectures on Birkbeck's BSc Community Development and Public Policy and BSc Social Science programmes.

Mass Observers: ethics and responsibility, 24th May 2023

- Disclosure and composure in the Mass Observation Project, 1981 – 2019. Andrew Burchell, University of Warwick
- Ethical reflexivity, care and slippery data: lessons from working with the Mass Observation Archive. Corinne van Emmerik, Goldsmiths University of London

Navigating the Mass Observation Archive as a new researcher 28th June 2023

A roundtable discussion, hosted by Kirsty Pattrick (Research Manager) and Suzanne Rose (Engagement Manager), with two postgraduate scholars who have used the Mass Observation Archive extensively in their own research. They shared their own varied ways of searching and using this material, and speak about some of their findings.

- Jacinta Mallon (CHASE PhD researcher, University of Kent). Jacinta's thesis examines home-loss in urban Britain during the Second World War, both as a result of the air raids and the British government's own policy of requisition.
- Khaleda Brophy-Harmer (ESRC PhD researcher, University of Southampton) Khaleda's doctoral research explores the everyday 'white self' in England.

Mass Observing the Everyday 20th September 2023

- Heads, Hearts and Guts: The Emotional Politics of Brexit. Emily Robinson and Jonathan Moss, University of Sussex
- Mass Observing everyday literacies: the mundane, profane and profound. Sam Duncan, UCL Institute of Education
- Activist, Protestor, Onlooker: Discovering hidden protest stories. Pollyanna Ruiz, University of Sussex

4. Projects and partnerships

Mass Observation Critical Series

The Mass Observation Critical Series is an interdisciplinary publication series published by Bloomsbury. The series aims to make Mass Observation's rich primary sources accessible to a wide range of academics and students across multiple disciplines, as well as to the general reading public. Books in the series include re-issues of original Mass-Observation publications, edited, and introduced by leading scholars in the field, and thematically oriented anthologies of Mass Observation material. The series also facilitates cutting-edge research by established and new

scholars using Mass Observation resources. Publications from this series include so far are *Mass Observers Making Meaning: Religion, Spirituality and Atheism in Late 20th-Century Britain* by James Hinton, *The Biopolitics of Care in Second World War Britain* by Kimberly Mair and *Mass-Observation: Text, Context and Analysis of the Pioneering Pamphlet and Movement* edited by Jennifer Purcell. A total of 366 copies from the series have been sold as of August 2023.

Mass Observing COVID-19

The Archive began work on its 18-month Wellcome-funded project (for £178,353.00) in 2022. This project is opening-up the extensive narrative collection generated by Mass Observation during the COVID-19 pandemic. As part of this project, a discovery tool is being produced by GeoData (University of Southampton) allowing researchers to interrogate the collection. The tool will enable access to the material, allowing researchers to select relevant documents through searches of meta-data, keywords and open text. It will be possible to then export the data into research tools of their own choice for analysis. A multi-disciplinary Advisory Group and Project Team comprises those from the University of Sussex, University of Warwick, University of Chester, University of Southampton and the Institute of Historical Research.

The project will conclude in early 2024 and be publicised for use across disciplines for learning, teaching and research.

Good Space

Mass Observation joined the Good Space Heritage partnership in Jan 2023. This partnership of 11 heritage organisations is supported by DCMS Volunteering Futures and funded by Arts Council England. The project partnership aims to foster an innovative approach to growing volunteering opportunities, with a focus on championing the positive impact of volunteering on mental health and wellbeing. To support partner organisations' volunteer recruitment, retention, training and delivery, improving diversity and breaking down barriers to engagement. Mass Observation has benefitted from Communities of Practice sessions, training and knowledge exchange with partner organisations. The pilot year for the project is due to end in March 2024.

National Centre for Research Methods

The Research Manager is a member of a national Special Interest Group for Participatory and collaborative research methods. This group are organising the co-delivery of a Critical Conversations webinar series due to take place in November 2023.

5. The 12th May diary project & the Coronation Project

The Mass Observation Archive repeated its annual call for day diaries written on the 12th May 2023. 267 diaries were submitted to the Archive. As with previous years, participants were asked to share the copyright of their diary with the Archive.

The Archive used Instagram to encourage engagement in 12th May. As with previous years, invitations to take part were also sent out to schools, colleges, community groups and prisons.

The Archive built on this national call for 12th May with a special request for accounts recording the King's Coronation on 6th May 2023. Mass Observation has historically recorded most royal events and invitations to take part also went out to schools, colleges, community groups and prisons. Mass Observation hosted a Coronation event for students studying history at University of Sussex as well as an online talk on Observing the Coronation by Dr Fiona Courage and Jen Purcell. In total 223 submissions were received.

6. The Trustees

Michelle Johansen left the Bishopsgate institute in and is now at the Society of Antiquaries.

7. Staff changes

Angela Bachini is Junior Project Archivist for the Mass Observing COVID-19 project funded by the Wellcome Trust. Her role involves cataloguing material for the database resource, redacting identifiable content and working with the Research Manager to promote the project.

Ellie Turner-Kilburn is the new Mass Observation Archive Officer. Her role supports the three strategic pillars of Mass Observation; Archive, Research and Engagement. She leads on publicity and comms, administers enquiries and, processes and catalogues newly generated material. She is currently developing Mass Observations new website.

8. Volunteers and placement students

The Archive hosted several students and work experience placements during the year and is hugely appreciative of their hard work, enthusiasm and commitment.

Martha Doyle, a final-year student from Brighton University continued to volunteer with the Archive.

Sarah Mason began a placement with Mass Observation as part of her studies at Brighton University. Due to personal reasons, Sarah withdrew from her placement.

Olivia Ratcliffe from University of Brighton completed a short 30hr placement in spring 2023

Six final-year English students, Jo Stanley, Lucia Widgery Compolo, Beth Brown, Amelie Bodnar Tunnell, Amy Dorling and Tayra Aylward from the University of Sussex completed a placement for the Championing Literacy module and designed and delivered writing workshops at The Keep in spring 2023 as part of the MO85 programme.

Jacinta Mallon, PhD CHASE funded placement student worked with Mass Observation between January and April 2023. Her involved working on the COVID-19 collection; cataloguing key words, transcribing hand-written submissions, generating a glossary of terms and a pandemic timeline to support researchers. She contributed to and edited webinar events, and supported engagement activities.

Four work-experience students joined us from May – July 2023. They were Tom Rose, Priory School, Lewes, Pippa Fisher, Patcham High School, Gus MacKenzie BHASIC and Dice Barker, Oathall Community College. They worked on different projects and activities designed to introduce them to archives and heritage.

Ella Beales continues to volunteer with the Archive regularly and oversaw the social media strand of the MO85 Anniversary programme.

Monica Birchall retired from her volunteering role after 13 years with Mass Observation.

9. The Mass Observation Project

The current panel size is over 700 and will be closed to new Observers from October 2023.

A weed of the panel is planned for Spring 2024. This involves contacting any writers who have not responded in a year (to 3 Directives) to check whether they still wish to remain a Mass Observer.

Biographical Form

The response rate continues to be good and these are available to researchers upon request. This captures additional biographical information on ethnicity, sexual orientation, disability and religion.

Commissioners

Advice and support documents were provided throughout the year for academic research funding applications and internal ethics processes. Institutions included Cambridge, University of East Anglia and Brighton for bids to ESRC, AHRC and institution's internal funding.

10. Friends of the Mass Observation Archive

Income from the Friends of the Mass Observation Archive received £xxx this year, totalling £xxx.

11. Collections

There have not been any acquisitions during this period.

12. Publications

Walsh, K. (2023). Night-time bedroom soundscapes: embodied geographies of housing and home. *Social & Cultural Geography*, 1–20. <https://doi.org/10.1080/14649365.2023.2245800>

Clarke, N., & Barnett, C. (2023). Beyond compliance: Good citizenship during the COVID-19 pandemic. *Transactions - Institute of British Geographers (1965)*, 48(2), 395–407.

<https://doi.org/10.1111/tran.12587>

Ehgartner, U., & Holmes, H. (2022). Changing understandings of waste reduction and avoidance in moralities of thrift: A comparison of Mass Observers' narratives three decades apart. *Geoforum*, 137, 105–114. <https://doi.org/10.1016/j.geoforum.2022.10.014>

Seaton, A. V. (2022). Life and Family Travel in the Time of COVID-19: Pandemic in England 2020. *Tourism and Hospitality (Basel)*, 3(4), 931–946.

<https://doi.org/10.3390/tourhosp3040060>

Harper, T. (2022). Edward Owens. The Family Firm: Monarchy, Mass Media and the British Public, 1932–53. New Historical Perspectives. London: University of London Press, 2019. Pp. 446. \$65.00 (cloth). *Journal of British Studies*, 61(4), 1072–1073. doi:10.1017/jbr.2022.122

Feminist Animal Studies: Theories, Practices, Politics, Erika Cudworth, Ruth E. McKie, Di Turgoose, Taylor & Francis, 30 Dec 2022

McGlacken, R. (2023). Negotiating the necessity of biomedical animal use through relations with vulnerability. *BioSocieties*. <https://doi.org/10.1057/s41292-022-00295-3>

Parken, O. (2023). The politics of press astrology in wartime Britain, 1939–42. *Historical Research : The Bulletin of the Institute of Historical Research*, 96(272), 243–262.

<https://doi.org/10.1093/hisres/htac029>

Büchs, M., Middlemiss, L., Mylan, J., & Stevens, L. (2023). Sustainable consumption by product substitution? An exploration of the appropriation of plant-based 'mylk' in everyday life. *Consumption and Society*, 2(1), 78–101. <https://doi.org/10.1332/PREN9891>

Coleman, R., & Lyon, D. (2023). Recalibrating Everyday Futures during the COVID-19 Pandemic: Futures Fissured, on Standby and Reset in Mass Observation Responses.

Sociology (Oxford), 57(2), 421–437. <https://doi.org/10.1177/00380385231156651>

- Clarke, N., & Barnett, C. (2023). Archiving the COVID-19 pandemic in Mass Observation and Middletown. *History of the Human Sciences*, 36(2), 3–25.
<https://doi.org/10.1177/09526951231152139>
- Lyon, D., & Coleman, R. (2023). Rupture, repetition, and new rhythms for pandemic times: Mass Observation, everyday life, and COVID-19. *History of the Human Sciences*, 36(2), 26–48. <https://doi.org/10.1177/09526951221133983>
- Pollen, A. (2023). ‘There is nothing less spectacular than a pestilence’: Picturing the pandemic in Mass Observation’s COVID-19 collections. *History of the Human Sciences*, 36(2), 71–104. <https://doi.org/10.1177/09526951221134002>
- Clarke, N., & Barnett, C. (2023). Seeing like an epidemiologist? Mobilising people against COVID-19. *History of the Human Sciences*, 36(2), 49–70.
<https://doi.org/10.1177/09526951231170574>
- Collier, P., & Connolly, J. J. (2023). Time shifts: Place, belonging, and future orientation in pandemic everyday life. *History of the Human Sciences*, 36(2), 105–127.
<https://doi.org/10.1177/09526951221139377>
- Kirby, J. (2022). The stress of work and work of stress in Britain in the late twentieth century. *Contemporary British History*, 36(4), 622–645.
<https://doi.org/10.1080/13619462.2022.2081549>
- Hurdley, R. (2023). Literary allusion in sociological analysis: Mass Observation mantelpiece reports as epic and drama. *Qualitative Research : QR*.
<https://doi.org/10.1177/14687941231176944>
- Observational comedy: Mass Observation and the wartime joke, 1939-45' in British Humour and the Second World War: 'Keep Smiling Through' ed. by Juliette Pattinson, Linsey Robb
- Lockwood, N., & Scott, S. (2023). Saying something with nothing: Refusal, avoidance and resistance in participant non-response. *Methodological Innovations*, 16(2), 215–225.
<https://doi.org/10.1177/20597991231179390>
- Field, C. (2023). Mass Observation, Religion, and the Second World War: When ‘Cooper’s Snoopers’ Caught the Spirit. In M. Snape & S. Bell (Eds.), *British Christianity and the Second World War* (Studies in Modern British Religious History, pp. 99-116). Boydell & Brewer.
doi:10.1017/9781800108783.006
- van Emmerik, C. (2023). Ethical Reflexivity, Care, and Slippery Data: Lessons From Working With the Mass Observation Project. *Sociological Research Online*.
<https://doi.org/10.1177/13607804231164486>
- Blain, J., Stevens, D., Taylor, L., Kingston, P., & Watts, G. (2023). Views about Euthanasia and Dementia: Exploring Perceptions Utilising Evidence from the Mass Observation Archive. *Healthcare (Basel)*, 11(18), 2552-. <https://doi.org/10.3390/healthcare11182552>
- BEYNON-JONES, S., GRABHAM, E., & HENDRIE, N. (2023). ‘The rules are all over the place’: Mass Observation, time, and law in the COVID-19 pandemic. *Journal of Law and Society*,

50(3), 369–391. <https://doi.org/10.1111/jols.12446>

Highmore, B. (2023). 'The Observation by Everyone of Everyone': The project of Mass-Observation in 1937. *Mass-Observation: Text, Context and Analysis of the Pioneering Pamphlet and Movement*, 7.

Blain, J., Stevens, D., Taylor, L., Kingston, P., & Watts, G. (2023, September). Views about Euthanasia and Dementia: Exploring Perceptions Utilising Evidence from the Mass Observation Archive. In *Healthcare* (Vol. 11, No. 18, p. 2552). MDPI.

Purcell, J. J., & Jones, B. (Eds.). (2023). *Mass-Observation: Text, Context and Analysis of the Pioneering Pamphlet and Movement*. Bloomsbury Publishing.

Davies, L. L. (2022). Representing the Poor: Interwar Documentary Film, Mass Observation, and Victor Gollancz Ltd. *Twentieth Century Literature*, 68(1), 1-24.

Goldsmith, R. (2023). Mass-Observation and Vernacular Politics at the 1945 General Election. *Twentieth Century British History*, hwad047.

McGlacken, R. (2022). Constrained, contingent, and conflicted: Complicating acceptance of animal research through an analysis of writing from the UK Mass Observation Project. In *Transforming food systems: ethics, innovation and responsibility* (pp. 245-250). Wageningen Academic Publishers.

13.Events, talks and conferences

Suzanne Rose

ARA Conference Belfast, Mass Observing Communities, August 2023

MO85, Mass Observing Kindness, Nov 2022

Kirsty Pattrick

History and Archives in Practice, Institute of Historical Research, March 2023

Fiona Courage

Public History in European Historical Perspectives, University of Luxembourg, September 2023

Appendix 1

Fig. 1 Number of visits made by individual researchers 2017-2023

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2022-2023	118	20	7
2021-2022	70	46	9
2020-2021	42	77	8
2019-2020	226	49	9
2018-2019	317	51	10
2017-2018	287	43	10

Fig. 2 Number of documents issued from the MOA to researchers at The Keep 2017-2023

Year	Number of documents
2022-2023	257
2021-2022	436
2020-2021	342
2019-2020	430
2018-2019	882
2017-2018	1009

Fig. 3 Group visits 2017-2023

Year	To MOA	Attendance
2022-2023	53	1072
2021-22	51	846
2020-2021	30	561
2019-2020	42	456
2018-2019	83	1834
2017-2018	110	1505

Fig. 4 Group visits made to the MOA in 2022-2023

Date	Name of group / institution/organisation	In person or online	Number in group
1/10/2022	Fresh Start Portslade	In-person	22
10/10/2022	University of Sussex, Geography, BA	In-person	15
19/10/2022	Mass Observing Menopause	Hybrid	24
20/10/2022	Voices in the archives, English PG	In-person	14
31/10/2022	University of Sussex, History, PG	In-person	18
8/11/2022	University of Sussex, History, PG	In person	15
9/11/2022	University of Sussex, Geography, UG	In person	40
10/11/2022	Mass Observing Kindness	Online	9
14/11/2022	University of Sussex, Education, UG	In-person	14
09/11/2022	MO85 Seminar series - Mass Observers: responding to the difficult questions	Online	14
15/11/2022	University of Sussex, History, PG	In-person	14
30/11/2022	University of Sussex, History UG	In-person	14
1/12/2022	University of Sussex, History, PG	In-person	14
18/1/2023	Mass Observing Christmas	In-person	32
20/1/2023	Bader International School	In person	10
25/01/2023	Mass Observing Health and Wellbeing Webinar	Online	33
26/01/2023	University of Sussex, Social Work, BA	In-person	35
08/02/2023	Valenzines MO85 event	In-person	20
10/02/2023	CIRCY Becoming a researcher	In-person	12

10/02/2023	Seaford Growing Old Disgracefully	In-person	6
14/02/2023	University of Sussex, Death & Dying	In-person	8
16/02/2023	Horsham U3A	In-person	30
21/02/2023	University of Sussex, English, BA Celebrating Literacy	In-person	20
24/02/2023	University of Sussex, Politics, BA	In person	18
15/3/2023	University of Brighton, Visual Arts & Culture	In person	25
21/3/2023	Varndean College	In person	20
22/3/2023	1940's Chic, MO85 event	In person	25
29/3/2023	Institute of Historical Research	In person	80
30/3/2023	NCRM Special Interest Group	Online	9
05/04/2023	MO Wants Your Story, HMP Lewes	In-person	14
18/04/2023	Made by Time, Penned Up	In-person	25
19/04/2023	Collecting in Crisis Kantar Public	Online	56
19/04/2023	MO Creative Writing Workshop	In-person	6
25/04/2023	University of Sussex, History Coronation Workshop	In-person	10
26/04/2023	University of Brighton Education	In-person	7
26/04/2023	Mass Observing COVID-19 and linguistic analysis	Online	18
2/05/2023	MO Seminar Coronation	Online	12
03/05/2023	AMSR Seminar	Online	40
10/05/2023	HMP Lewes	In-person	16
15/05/2023	RH7 History Group	In-person	20
17/05/2023	University of Sussex Library	In-person	4
17/05/2023	Class of 37 MO85 event	Hybrid	24
24/05/2023	MO Seminar Series Ethics	Online	20
5/06/2023	University of Sussex Academics	In-person	45
7/06/2023	University of Sheffield	In person	20
14/06/2023	Creative Writing Workshop	In-person	8
19/06/2023	Let's Dance MO 85 event	In person	32
28/6/2023	MO Seminar series Post Graduate Research	Online	14
6/07/2023	BHASIVC	In-person	15
09/06/2023	Doctoral School MO Methods	In-person	5
13/07/2023	Pleasure and Place MO85 event	In-person	10
15/07/2023	Fresh Start Portslade	In person	7
25/7/2023	International Summer School	In person	9
30/8/2023	ARA Conference Belfast	In person	30

Fig. 5 Access to Mass Observation Online 2018-2022

Year	Sessions	Number of sessions from members of the University of Sussex	Number of sessions made from The Keep
2022-2023	28,391	2,286	83

2021-2022	32,497	1,726	87
2020-2021	25,372	1,202	32
2019-2020	18,790	2,525	110
2018-2019	27,018	2,048	288
2017-2018	28,573	2,318	405

Fig. 5 Access to Mass Observation Project Online 2020-2021

Year	All sessions	Number of sessions from members of the University of Sussex	Number of sessions from The Keep
2022-2023	41,421	449	3
2021-2022	636	556	0
2020-2021	1,141	368	1
July – September 2020	10,672	22	0

Fig.6 Directive themes 2020-2021

Date	Topic	Commissioner	Funding	Response
Autumn 2022 (No 126)	Forgiveness	Owen Abbott, University of Cardiff	£8,000 Leverhulme and Internal	133
	Ageism	Paul Kingston, University of Chester	£6,000 Internal	140
	Current Events	In-house	N/A	123
Spring 2023 (No 127)	Cost of Living and Intergenerational Relationships	Jane Falkingham University of Southampton	£10,000 ESRC	189
	Rituals and Magic		£4,000 BA	175
	Coronation	In-house	N/A	173
Summer 2023 (No 128)*	Consumerism and digital technology	David Evans, University of Bristol	£10,000	183
	Personal Appearance	In-house	N/A	178

*Responses to these Directives Directive are still arriving at the Archive.

Fig.7 Income from the Friends scheme (Reporting period: April 6 2018 – April 5 2021)

Year	Number of Friends	Amount raised
2022 - 2023	-	-
2021-2022	10	£1154
2020-2021	11	£320
2019-2020	17	£480.90
2018-2019	21	£604.99

January 2024: This report was written by Kirsty Pattrick, Suzanne Rose, Jessica Scantlebury and Ellie Turner-Kilburn

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2023**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS

The Mass Observation Archive is a
Registered Charity (Charity Registration No. 1179673) and a
Charitable Incorporated Organisation (Company number CE014960)

PRINCIPAL OFFICE

University of Sussex
The University Library
Falmer
Brighton
BN1 9QL

BOARD OF TRUSTEES

Chair: Ms Jane Harvell

Trustees:
Mr John Brewer
Mr Simon Garfield
Ms Kitty Inglis
Dr Michelle Johansen
Professor Claire Langhamer
Professor Lucy Noakes
Professor Ben Highmore

Secretary: Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30 September 2023.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £157,235 and £292,464 respectively, resulting in a surplus of £135,229. The Charity's net movement in funds was a surplus of £135,229. (2022: a surplus of £91,328).

The charity carried forwards unrestricted funds of £604,127.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering eight themes were issued during this financial year. Five of these themes were commissioned through researcher's funding, totalling £24,000.

Royalty income was boosted by sales of a newly released Adam Matthew Digital products, in particular *Mass Observation Project Online*.

By Order of the Board of Trustees

Jane Harvell (Chair)

A handwritten signature in dark ink, appearing to read 'J Harvell', written over a large, stylized checkmark.

Date: 14th May 2024

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2023, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 Act.

Independent Examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of the Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 16 June 2024

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2023

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluatio n reserve	Total funds
	2022-23	2022-23	2022-23	2021-22	2021-22	2021-22
INCOME						
Income and endowments from						
- Royalties	247,425		247,425	168,443	-	168,443
Other income						
- Sales	25,601		25,601	45,300	-	45,300
Interest income	18,202		18,202	100	-	100
Donations	1,236		1,236	1,142	-	1,142
Total income and endowments	292,464		292,464	214,985	-	214,985
EXPENDITURE ON						
Expenditure on charitable activities	157,235		157,235	123,657		123,657
Total expenditure	157,235		157,235	123,657	-	123,657
Net income/(expenditure) on operational activities	135,229		135,229	91,328	-	91,328
OTHER RECOGNISED GAINS AND LOSSES						
Net movement in funds	135,229		135,229	91,328	-	91,328
Total funds brought forward	468,898	2,000,000	2,468,898	377,570	2,000,000	2,377,570
Total funds carried forward	604,127	2,000,000	2,604,127	468,898	2,000,000	2,468,898

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2023

	Unrestricted Funds 2022/23 £	Unrestricted Funds 2021/22 £
Expenditure on charitable activities		
Commission charges and cost of goods sold	12,255	14,750
Travel, training, and Meetings	2,047	574
Postage and Stationery	465	531
Salaries	139,246	105,500
Staff welfare	44	82
Computer & IT	406	-
Subscription	123	514
Accountancy	750	-
Bookkeeping fees	909	946
Independent examiners fee	990	600
Repairs and maintenance	-	160
	157,235	123,657

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

CHARITY NUMBER 1179673

	Note	2022/23	2021/22
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
 CURRENT ASSETS			
Debtors and accrued income	3	31,757	2,135
Cash at bank and in hand		<u>622,706</u>	<u>485,453</u>
		654,463	487,588
 Creditors: Amounts falling due within one year	4	<u>50,337</u>	<u>18,691</u>
 Net Current Assets		604,126	468,897
 Total Assets less Current Liabilities		<u>2,604,127</u>	<u>2,468,898</u>
 Represented by:			
Unrestricted funds			
General fund		604,127	468,898
Revaluation Reserve		2,000,000	2,000,000
		<u>2,604,127</u>	<u>2,468,898</u>

The Financial Statements were approved by the Trustees on

Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

2. TANGIBLE FIXED ASSETS

Cost	Mass Observation Archive	Total
	£	£
As at 1 st October 2022	2,000,001	2,000,001
Additions		
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2022	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2022/23	2021/22
	£	£
Trade Debtors	7,000	36
Accrued Income	10,450	350
Vat	14,307	1,749
Trade creditors	<u>31,757</u>	<u>2,135</u>

4. CREDITORS

	2022/23	2021/22
	£	£
Trade Creditors	48,792	190
Accruals	1,545	18,501
	<u>50,337</u>	<u>18,691</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2022/23	2021/22
	£	£
Salaries and wages	113,796	82,113
Social security costs	10,442	6,795
Pension costs	<u>15,008</u>	<u>16,597</u>
	<u>139,246</u>	<u>105,505</u>

No employees had employee benefits in excess of £60,000 (2022: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive.

The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2023**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS

The Mass Observation Archive is a
Registered Charity (Charity Registration No. 1179673) and a
Charitable Incorporated Organisation (Company number CE014960)

PRINCIPAL OFFICE

University of Sussex
The University Library
Falmer
Brighton
BN1 9QL

BOARD OF TRUSTEES

Chair: Ms Jane Harvell

Trustees: Mr John Brewer
Mr Simon Garfield
Ms Kitty Inglis
Dr Michelle Johansen
Professor Claire Langhamer
Professor Lucy Noakes
Professor Ben Highmore

Secretary: Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30 September 2023.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £157,235 and £292,464 respectively, resulting in a surplus of £135,229. The Charity's net movement in funds was a surplus of £135,229. (2022: a surplus of £91,328).

The charity carried forwards unrestricted funds of £604,127.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2023

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering eight themes were issued during this financial year. Five of these themes were commissioned through researcher's funding, totalling £24,000.

Royalty income was boosted by sales of a newly released Adam Matthew Digital products, in particular *Mass Observation Project Online*.

By Order of the Board of Trustees

Jane Harvell (Chair)

A handwritten signature in dark ink, appearing to read 'J Harvell', written over a large, stylized checkmark.

Date: 14th May 2024

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2023, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 Act.

Independent Examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of the Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 16 June 2024

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2023

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluatio n reserve	Total funds
	2022-23	2022-23	2022-23	2021-22	2021-22	2021-22
INCOME						
Income and endowments from						
- Royalties	247,425		247,425	168,443	-	168,443
Other income						
- Sales	25,601		25,601	45,300	-	45,300
Interest income	18,202		18,202	100	-	100
Donations	1,236		1,236	1,142	-	1,142
Total income and endowments	292,464		292,464	214,985	-	214,985
EXPENDITURE ON						
Expenditure on charitable activities	157,235		157,235	123,657		123,657
Total expenditure	157,235		157,235	123,657	-	123,657
Net income/(expenditure) on operational activities	135,229		135,229	91,328	-	91,328
OTHER RECOGNISED GAINS AND LOSSES						
Net movement in funds	135,229		135,229	91,328	-	91,328
Total funds brought forward	468,898	2,000,000	2,468,898	377,570	2,000,000	2,377,570
Total funds carried forward	604,127	2,000,000	2,604,127	468,898	2,000,000	2,468,898

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2023

	Unrestricted Funds 2022/23 £	Unrestricted Funds 2021/22 £
Expenditure on charitable activities		
Commission charges and cost of goods sold	12,255	14,750
Travel, training, and Meetings	2,047	574
Postage and Stationery	465	531
Salaries	139,246	105,500
Staff welfare	44	82
Computer & IT	406	-
Subscription	123	514
Accountancy	750	-
Bookkeeping fees	909	946
Independent examiners fee	990	600
Repairs and maintenance	-	160
	157,235	123,657

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

CHARITY NUMBER 1179673

	Note	2022/23	2021/22
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	31,757	2,135
Cash at bank and in hand		<u>622,706</u>	<u>485,453</u>
		654,463	487,588
Creditors: Amounts falling due within one year	4	<u>50,337</u>	<u>18,691</u>
Net Current Assets		604,126	468,897
Total Assets less Current Liabilities		<u>2,604,127</u>	<u>2,468,898</u>
Represented by:			
Unrestricted funds			
General fund		604,127	468,898
Revaluation Reserve		2,000,000	2,000,000
		<u>2,604,127</u>	<u>2,468,898</u>

The Financial Statements were approved by the Trustees on

Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

2. TANGIBLE FIXED ASSETS

Cost	Mass Observation Archive	Total
	£	£
As at 1 st October 2022	2,000,001	2,000,001
Additions		
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2022	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2023	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2022/23	2021/22
	£	£
Trade Debtors	7,000	36
Accrued Income	10,450	350
Vat	14,307	1,749
Trade creditors	<u>31,757</u>	<u>2,135</u>

4. CREDITORS

	2022/23	2021/22
	£	£
Trade Creditors	48,792	190
Accruals	1,545	18,501
	<u>50,337</u>	<u>18,691</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2023

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2022/23	2021/22
	£	£
Salaries and wages	113,796	82,113
Social security costs	10,442	6,795
Pension costs	<u>15,008</u>	<u>16,597</u>
	<u>139,246</u>	<u>105,505</u>

No employees had employee benefits in excess of £60,000 (2022: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive.

The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE

England & Wales - Charity number 1179673

Accounts



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2021 to 30 September 2022

Report Number 42

www.massobs.org.uk

moa@sussex.ac.uk



Trustees of the Mass Observation Archive

**John Brewer
Simon Garfield
Jane Harvell
Kitty Inglis
Michelle Johansen
Claire Langhamer
Jeremy MacClancy
Lucy Noakes**

Public Benefit Statement

The Archive is a Charitable Incorporated Organisation (registered charity number: 1179673) in the care of the University of Sussex as part of the University's Special Collections. The Archive seeks to benefit the wider community by providing the public with the opportunity to gain knowledge of everyday life in 20th and 21st Century Britain through access to the original Mass Observation social research organisation (1937 to early 1950s), and newer material collected continuously since 1981.

The Archive proactively engages in educational outreach with schools, Further and Higher Education institutions and the local and national community. This outreach provides the opportunity for intergenerational and interregional learning.

The Archive also provides the opportunity for people all over the UK to participate in the recording of their everyday lives, either through participation in the national Mass Observation Project and other related projects and partnerships or through the donation of their personal papers and diaries to a publicly accessible archive.

Contents

Public Benefit Statement	2
1. Access.....	4
2. Education and Outreach	4
3. The 85 th Anniversary of Mass Observation.....	5
4. Projects and partnerships	6
5. The 12 th May diary project.....	7
6. The Trustees.....	8
7. Staff changes.....	8
8. Volunteers and placement students.....	8
9. The Mass Observation Project.....	9
10. Friends of the Mass Observation Archive	9
11. Collections.....	10
12. Publications.....	11
13. Events, talks and conferences.....	12
13. Media attention	13
Appendix 1	15

1. Access

Research visits

70 individuals visited the Mass Observation Archive and made 436 orders for material (see fig.1 and fig.2 in the appendix). The number of physical visits made to the Archive increased during this year following the complete removal of COVID-19 social distancing measures.

Group sessions

The Mass Observation Archive hosted 51 group visits (appendix fig.3). 285 people participated in these sessions. A list of groups who visited during 2021-2022 is available in Appendix fig.4. The Mass Observation team delivered these sessions online and in person.

Online Access

Researchers continued to be able to access parts of the Archive through the Adam Matthew products, Mass Observation Online and Mass Observation Project Online. The publishers have reported that the resource was accessed 32,497 times (Appendix fig. 5). The new Mass Observation Project resource (see section 4) was accessed 636 times.

2. Education and Outreach

The Education and Outreach programme continued to offer opportunities to engage with the Archive both online and in person at The Keep.

Teaching and learning sessions have included: Varndean College, Roedean School, Bader International School, and University of Sussex students studying, History, English, Social Work, Art History and Education. A careers talk and visit took place for students from BHASVIC at The Keep. We also hosted creative activity workshops for children and families and writing workshops at Hove Museum for adults as well as a creative writing workshop with Creative Future Brighton.

Resources are available on the Mass Observation Archive website for schools and community groups to use to engage with the collections and recorded talks are now available on the MO YouTube channel providing introductions to the Archive.

The Education and Outreach Officer continued to work with the School of Psychology at the University of Sussex towards the creation of a short film on Mass Observation and Kindness, which was screened at Kindfest in November 2021 which launched a new MOP Directive on Kindness. This has formed the basis for further research and engagement activities for World Kindness Day in 2022 as part of MO85 Anniversary programme.

The Education and Outreach Officer has continued to support public engagement at The Keep by contributing to the Public Engagement Group. The Archive's education and outreach offer will form part of The Keep's public engagement programme.

3. The 85th Anniversary of Mass Observation

Mass Observation celebrated 85 years of the Mass Observation movement. To mark this milestone, the Archive launched a festival programme of events and activities exploring the different themes MO has touched upon throughout its history. The MO85 programme has aimed to create an inclusive festival, which celebrates the essence of Mass Observation.

As part of these celebrations, the Archive has hosted an academic seminar series, alongside, talks, workshops, exhibitions, and online engagement activities. The festival programme began in March 2022 and will run until May 2023, providing plenty of opportunities for audiences to take part. Some events have taken place in person, such as a writing workshop with Simon Garfield at The Keep, while other events have been online, such as our academic seminar series. The programme also includes recorded talks to watch and listen to via MO's YouTube channel and other opportunities to take part are framed as invitations to join in various activities via social media.

Events have been added each month to the Mass Observation website. <http://www.massobs.org.uk/85>. Social media engagement has taken place via Twitter (@MassObsArchive) and Instagram (massobsarchive). We have used this opportunity to develop our engagement via these channels as well as creating content for the Mass Observation YouTube channel.

YouTube videos

Mass Observation team in conversation about their roles and favourite collections

Fiona Courage in conversation with Dorothy Sheridan

Kirsty Patrick speaking about her research on Nature and Wellbeing

Mass Observation team in conversation about 12th May

Seminar series

Mass Observation and Methodology, June 2022 Nick Clarke, Southampton, Rachel Hurdley, Cardiff and Rose Lindsey, Southampton

Mass Observing Waste and Recycling, September 2022 Henry Irving, Leeds Beckett, Helen Holmes and Ulrike Ehgartner, Manchester

4. Projects and partnerships

Adam Matthew Digital

The Silver Jubilee collection was digitised by Adam Matthew Digital and added to the Mass Observation Project Online digital resource in spring 2022. The Silver Jubilee collection contains papers related to a project initiated by Mass Observation in 1977 to document 25 years of Queen Elizabeth II's reign. The collection includes Directive replies and observation reports written by members of the public.

Learning to Live with Risk and Responsibility: Understanding Popular Responses to COVID-19

The Mass Observation team continued to support Dr Nick Clarke (Associate Professor of Human Geography) and Professor Clive Barnett's (Professor of Geography and Social Theory, University of Exeter) British Academy-funded project 'Learning to Live with Risk and Responsibility: Understanding Popular Responses to COVID-19'. The project uses material collected by Mass Observation during the COVID-19 pandemic to investigate how citizens responded to the crisis. The research aims to develop a better understanding of how people interpreted demands to act responsibly and translate them into practices of everyday life.

A monthly seminar series was delivered as part of this project. Nearly 100 people engaged with the series and audiences for each seminar varied between 20 and 60. Recordings of the seminars can be accessed on the Mass Observation's YouTube channel: www.youtube.com/channel/UCRLOOH0d0DFOdOBnuiyUliA

Mass Observation Critical Series

The Mass Observation Critical Series is an interdisciplinary publication series published by Bloomsbury. The series aims to make Mass Observation's rich primary sources accessible to a wide range of academics and students across multiple disciplines, as well as to the general reading public. Books in the series include re-issues of original Mass-Observation publications, edited, and introduced by leading scholars in the field, and thematically oriented anthologies of Mass Observation material. The series also facilitates cutting-edge research by established and new scholars using Mass Observation resources. Publications from this series include *Mass Observers Making Meaning: Religion, Spirituality and Atheism in Late 20th-Century Britain* by James Hinton and *The Biopolitics of Care in Second World War Britain* by Kimberly Mair.

Mass Observing COVID-19

The Archive began work on an 18-month Wellcome-funded project (for £178,353.00). This is a project to open-up the extensive narrative collection collected by Mass Observation during the COVID-19 pandemic. As part of this project, a tool for discovery and exploration will be produced by GeoData (University of Southampton) allowing researchers to interrogate the collection. The tool is designed to encourage access to narrative texts, allowing researchers to select relevant materials and export the data into research tools of their own choice for analysis. A multi-disciplinary Advisory Group and Project Team comprises those from the University of

Sussex, University of Warwick, University of Chester, University of Southampton and the Institute of Historical Research.

Richard Slee: Mantelpiece Observations

Richard Slee: Mantelpiece Observations is a project led by Bolton Museum in partnership with the Mass Observation Archive and the Museum of the Home, and funded by the Arts Council, England. The project produced an exhibition of new work by Richard Slee, one of Britain's most important contemporary ceramic artists, inspired by Mass Observation's Mantelpiece Reports of 1937. Works created as part of this project were exhibited at Hove Museum between July 2021 and January 2022.

Unlocking Our Sound Heritage (UOSH)

Unlocking Our Sound Heritage (UOSH), a three-year British Library project, funded by the Heritage Lottery Fund ended during the year. The project aimed to increase access to sound collections across the UK, digitising recordings and making them available online or onsite in archives. Recordings from Mass Observation's audio collections have been digitised as part of this project.

Development of API and visualisation tools to discover post-Covid changes in energy consumption in UK households

This project was led by Dr Justyna Robinson (University of Sussex) and funded by the COVID Recovery HEIF programme at the University of Sussex. The project aimed to analyse narratives submitted to Mass Observation between 2019 and 2021. This data was cross-referenced with writers' location and socio-demographic characteristics to produce a visualisation tool on emerging challenges for Covid recovery in areas of work, employment, and households' interaction with wider economic issues. The project incorporated six days of the Mass Observation Archivist's time.

Nothing and the 'road not taken'

In September 2022, a selection of Mass Observers were contacted by the Archive and invited to participate in further research by commissioners of the Autumn 2020 Directive. Susie Scott and Nina Lockwood (University of Sussex) were keen to undertake follow-up interviews with contributors. The Archive supported this activity but were clear in their correspondence that this was a unique request and there were no expectations on taking part. The response was positive and several interviews have taken place.

5. The 12th May diary project

The Mass Observation Archive repeated its annual call for day diaries written on the 12th May 2022. Over 300 electronic diaries and 100 physical diaries were submitted to the Archive. As with previous years, participants were asked to share the copyright of their diary with the Archive. No other instructions were given to the diarists.

The Archive used Instagram for the first time to encourage engagement in 12th May. As with previous years, invitations to take part were also sent out to schools, colleges, community groups. The Archive is developing plans to build will on its national call for 12th May with a special request for day diaries recording the King's Coronation on 6th May 2023.

6. The Trustees

Claire Langhamer left the University of Sussex in October 2021 to join the Institute of Historical Research as its Director. She continues to be a Mass Observation Archive Trustee.

Ben Highmore joined the Trust in January 2022. He is a Professor of Cultural Studies at the University of Sussex and first encountered Mass Observation in the early 1990s as part of his doctoral research on approaches to the study of everyday life. His most recent involvement with Mass Observation is an essay in a volume that is republishing its very first pamphlet. He is the author of ten books including *The Great Indoors: At home in the modern British house* and *The Art of Brutalism: Rescuing hope from catastrophe in 1950s Britain*.

7. Staff changes

Angela Bachini and Natasha Witts joined the Mass Observation Archive in February 2022, working as cataloguers (fix term, 0.5 FTE) on the Mass Observing Covid-19 project. Natasha resigned from her post in October 2022 to take up a permanent position at Glyndebourne Library.

8. Volunteers and placement students

The Archive hosted several students and work experience placements during the year and is hugely appreciative of their hard work, enthusiasm and commitment.

Beth McPhun, from Brighton University, who completed her placement in 2021, continued working as an Archive volunteer until she graduated in 2022.

Martha Doyle, a second-year student from Brighton University completed a 30-hour placement in the spring 2022 and continues to volunteer with the Archive.

Eliza Buckham, MA in Curating Collections student from Brighton University began a placement in spring 2022 and left in summer 2022.

Two final-year English students, Abbie Hodges and Millie Raine from the University of Sussex completed a placement for the Championing Literacy module and designed and delivered writing workshops at The Keep in Spring 2022 as part of the MO85 programme.

Three work-experience students joined us in July 2022. Faith Maryan, Shoreham Academy, Demi Higgins, Patcham High School and Lewis Kobrak from Varndean College. They curated a new exhibition at The Keep and undertook various activities within the Archive

Ella Beales continues to volunteer with the Archive regularly and is currently overseeing the social media strand of the MO85 Anniversary programme.

Monica Birchall volunteers one day a week and assists with cataloguing work.

9. The Mass Observation Project

During the year, the Archive reviewed the Mass Observation Project panel to remove any writers who have not responded for over a year. 390 people were identified and removed reducing the panel size to 364. Before removing these writers Archive staff wrote to them to ask why they were no longer contributing to the Project. The most common reasons were old age and health.

The Archive reopened the panel for new writers in May 2022. The current panel size is 450.

Biographical Form

The form generated in 2019 is provided to new writers but is not mandatory to complete. The response rate continues to be good and these are available to researchers upon request. This captures additional biographical information on ethnicity, sexual orientation, disability and religion.

Commissioners

Advice and support documents were provided throughout the year for academic research funding applications and internal ethics processes. Institutions included Northumbria, Oxford, Manchester, Cardiff and Southampton for bids to ESRC, the Wellcome Trust and institution's internal funding.

10. Friends of the Mass Observation Archive

Income from the Friends of the Mass Observation Archive increased by £834 this year, totalling £1154. This is due to a single donation of £609 from one donor. The number of Friends decreased from 11 to 10 (see fig. 7 in the appendix)

11. Collections

Addition to Australia Migration Project (SxMOA25)

49 photographs of Joan Pickett's life in Australia. File includes negatives and a family tree.

Addition to the Euan Duff collection (SxMOA23)

Addition includes:

How We Are - revisited (in two parts)

nub, 2021 (The author has requested that this be placed under restricted access due to nudity in the collection)

in Lincolnshire, 2015 (in two parts)

Portfolio 2022

The Martha Hayward Scrapbook (SxMOA99/173)

Scrapbook created by Martha Hayward during her visit to the World Fair in Brussels, 1958. The scrapbook includes writing, photographs, and printed ephemera.

Paperchains Archive (SxMOA63)

Paperchains was a project to collect stories related to the COVID-19 lockdown from people with experience of prison, homelessness, addiction, and families of people in the armed forces. A publication anthology of 30 stories was created and sold by Story Machine Books.

Mass Observation oral history interviews by Jennifer Purcell (SxMOA99/175)

This is an oral history collection of interviews with Nick Stanley, Dorothy Sheridan, and Penny Summerfield. The interviews were conducted by Jennifer Purcell in 2020 as part of her research related to the Bloomsbury Academic series on Mass Observation.

Mirador Addition (SxMOA50)

This addition to the Mirador Archive includes magazines written between 2018 and 2022.

Val Morche to Agnes Harcourt (letters donated by Penny Summerfield) (SxMOA1/2/32/3/4)

This is a collection of letters written by Val Morche, who was a Mass Observer and welder, to Agnes Harcourt. The letters were given to Penny Summerfield by Agnes Harcourt in 1989 who donated them to the Archive in 2022.

12.Publications

Bailey, Taylor, L., Kingston, P., & Watts, G. (2021). Older adults and “scams”: evidence from the Mass Observation Archive. *The Journal of Adult Protection*, 23(1), 57–69. <https://doi.org/10.1108/JAP-07-2020-0030>

Barron, Hester and Langhamer, Claire (2022) *Class of '37* John Blake Publishing Ltd (Longlisted for the RSL Ondaatje Prize)

Burchell, & Thomson, M. (2022). Composing Well-being: Mental Health and the Mass Observation Project in Twentieth-Century Britain. *Social History of Medicine : the Journal of the Society for the Social History of Medicine*, 35(2), 444–472. <https://doi.org/10.1093/shm/hkab104>

Clarke, & Moss, J. (2021). Popular imaginative geographies and Brexit: Evidence from Mass Observation. *Transactions - Institute of British Geographers* (1965), 46(3), 732–746. <https://doi.org/10.1111/tran.12444>

Davies. (2022). Representing the Poor: Interwar Documentary Film, Mass Observation, and Victor Gollancz Ltd. *Twentieth Century Literature*, 68(1), 1–24. <https://doi.org/10.1215/0041462X-9668871>

Dawson. (2021). Seven Lives from Mass Observation: Britain in the Late Twentieth Century . By James Hinton. Oxford: Oxford University Press, 2016. Pp. x+208. \$39.95. *The Journal of Modern History*, 93(2), 460–462. <https://doi.org/10.1086/713855>

Downing, Taylor (2022) *1942: Britain at the Brink*, Little, Brown Book Group

Hinton, James (2022) *Mass Observers Making Meaning: Religion, Spirituality and Atheism in Late 20th-Century Britain*, Bloomsbury

Kynaston, David (2021) *On the Cusp: Days of '62*, Bloomsbury

MacGregor. (2021). The Pub and the People. A Worktown Study by Mass Observation. *Addiction* (Abingdon, England), 116(2), 407–411. <https://doi.org/10.1111/add.15220>

McGlacken. (2021). (Not) Knowing and (Not) Caring About Animal Research: An Analysis of Writing From the Mass Observation Project. *Science & Technology Studies* (Tampere, Finland), 35(3), 2–. <https://doi.org/10.23987/sts.102496>

McGlacken, & Hobson-West, P. (2022). Critiquing imaginaries of “the public” in UK dialogue around animal research: Insights from the Mass Observation Project. *Studies in History and Philosophy of Science. Part A*, 91, 280–287. <https://doi.org/10.1016/j.shpsa.2021.12.009>

Mair, Kimberly (2022) *The Biopolitics of Care in Second World War Britain*, Bloomsbury

Malcolmson, Patricia and Malcolmson, Robert (2022) *A Nurse's War A Diary of Hope and Heartache on the Home Front*, Harper North.

Taylor, & Prince, S. (2021). Temporalities, Ritual, And Drinking In Mass Observation's Worktown. *The Historical Journal*, 64(4), 1083–1104.
<https://doi.org/10.1017/S0018246x20000461>

Thackeray. (2022). Mass Observation, Apathy, and Electoral Politics in England, 1937–1950. *The Historical Journal*, 65(3), 750–773.
<https://doi.org/10.1017/S0018246X21000170>

Wood, & Kay, J. B. (2021). "I am against Americanizing England. Ordinary TV does not seem to have an elevating influence": class, gender, public anxiety, and the responses to the arrival of commercial television in the Mass Observation Archive, UK. *Feminist Media Studies*, 21(4), 523–538.
<https://doi.org/10.1080/14680777.2021.1915834>

13.Events, talks and conferences

Suzanne Rose

Kindfest, November 2021.

Speaking Freely: Finding Words an Institute of Classical Studies and Institute of Historical Research, 19th January 2022.

Upper Beeding and Bramber History Society, 2nd February 2022

Southwick Society, 12th September 2022

Jessica Scantlebury

LGBTQ+ collections, Adam Matthew Digital, February 2022.

Kirsty Pattrick

Burgess Hill History Society 14th January 2022

Kirsty Pattrick and Jessica Scantlebury

History Day, DCDC conference, 13th July 2022

Kirsty Pattrick, Jessica Scantlebury and Fiona Courage

Timescapes Conference 9th and 16th September 2022

13. Media attention

Print and online

‘Pocock’s Pen Pals: The Virtues Of An Unrepresentative Sample’

<https://www.economist.com/christmas-specials/2021/12/18/the-virtues-of-an-unrepresentative-sample>

18/12/2021

‘The Guardian view on ordinary histories: often quite extraordinary

Editorial The Guardian view on ordinary histories: often quite extraordinary’

<https://www.theguardian.com/commentisfree/2022/feb/25/the-guardian-view-on-ordinary-histories-often-quite-extraordinary>

25/02/2022

‘So much has changed since 1938, but not the very British way of coping with crisis

This article is more than 6 months old - Ian Jack’

<https://www.theguardian.com/commentisfree/2022/mar/19/1938-british-crisis-second-world-war>

19/03/2022

Everyday Life in the UK Kirsty Patrick *Research Matters* Social Research Association

[Research Matters](#)

‘BookBrunch’ <https://www.femalefirst.co.uk/books/patricia-and-robert-malcolmson-a-nurses-war-1354457.html>

12/07/2022

‘Diaries: without benefit of hindsight’ <https://www.bookbrunch.co.uk/page/free-article/diaries-without-benefit-of-hindsight/>

19/07/2022

‘The Editing of Kathleen Johnstone’s *A Nurse’s War* by Patricia & Robert Malcolmson’

<https://www.writing.ie/interviews/the-editing-of-kathleen-johnstones-a-nurses-war-by-patricia-robert-malcolmson/>

19/07/2022

‘Blitz Spirt’, The Bookseller, 01/08/2022

‘How Britain has changed since Elizabeth II was crowned in 1953’

<https://www.economist.com/britain/2022/09/08/how-britain-has-changed-since-elizabeth-ii-was-crowned-in>

1953#:~:text=How%20Britain%20has%20changed%20since%20Elizabeth%20II%20was%20crowned%20in%201953

08/09/2022

‘Britain could plan for the Queen’s death – but not for the risky tides of public feeling
Marina Hyde’

https://www.theguardian.com/commentisfree/2022/sep/09/britain-queen-death-public-feeling-diana-brexite-motion?CMP=Share_iOSApp_Other
09/09/2022

‘Wednesday briefing: How the police overstepped with republican protests’
<https://www.theguardian.com/world/2022/sep/14/wednesday-briefing-the-police-response-to-displays-of-royal-dissent>
14/09/2022

‘William and Harry reunite to mourn the Queen — here’s why the death of a family member can bring siblings together’ <https://theconversation.com/william-and-harry-reunite-to-mourn-the-queen-heres-why-the-death-of-a-family-member-can-bring-siblings-together-190609>
16/09/2022

‘The Queue’ <https://thecritic.co.uk/the-queue/>
18/09/2022

‘Annus horribilis: A review of Taylor Downing’s ‘1942’
<https://smokymountainnews.com/archives/item/34354-annus-horribilis-a-review-of-taylor-downing-s-1942>
21/09/2022

‘Southwick Society starts new season of Heritage Talks’
<https://www.sussexexpress.co.uk/whats-on/arts-and-entertainment/southwick-society-starts-new-season-of-heritage-talks-3861217>
29/09/2022

Radio

12th May 2022, BBC Sussex

14th July 2022, BBC Cambridgeshire

Television

11th May 2022, BBC South East

Appendix 1

Fig. 1 Number of visits made by individual researchers 2017-2022

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2021-2022	70	46	9
2020-2021	42	77	8
2019-2020	226	49	9
2018-2019	317	51	10
2017-2018	287	43	10

Fig. 2 Number of documents issued from the MOA to researchers at The Keep 2017-2022

Year	Number of documents
2021-2022	436
2020-2021	342
2019-2020	430
2018-2019	882
2017-2018	1009

Fig. 3 Group visits 2017-2022

Year	To MOA	Attendance
2021-22	51	846
2020-2021	30	561
2019-2020	42	456
2018-2019	83	1834
2017-2018	110	1505

Fig. 4 Group visits made to the MOA in 2020-2021

Date	Name of group / institution/organisation	In person or online	Number in group
05/10/2021	University of Sussex, Drama, BA	In-person	28
13/10/2021	University of Sussex, History, MA	In-person	8
19/10/2021	University of Essex, History, BA	Online	25
21/10/2021	Creative Future, MO Writing workshop	In-person	8
27/10/2021	University of Sussex, History of Art, MA	In-person	6
28/10/2021	Hove Museum, MO workshop	In-person	8

29/10/2021	Hove Museum, MO workshop	In-person	8
01/11/2021	University of Sussex, History of Art, MA	In-person	6
01/11/2021	University of Sussex, History of Art, MA	In-person	5
06/11/2021	Hove Museum, MO workshop	In-person	4
11/11/2021	University of Sussex, History, MA	In-person	12
15/11/2021	University of Sussex, American Studies, BA	In-person	13
18/11/2021	University of Sussex, History, MA	In-person	10
18/11/2021	University of Sussex, Education, BA	In-person	20
14/01/2022	Burgess Hill Local Historical Society	In-person	26
19/01/2022	Institute of Historical Research	Online	125
25/01/2022	University of Sussex, Social Work, BA	In-person	16
02/02/2022	Upper Beeding & Bramber Historical Society	In-person	30
09/02/2022	University of Sussex, English, BA	In-person	14
11/02/2022	University of Sussex PGCE	In-person	4
14/02/2022	University of Sussex, MAH (English), PG	In-person	13
14/02/2022	University of Sussex, MAH (English), PG	In-person	16
23/02/2022	University of Sussex, Politics of Feeling, BA	In-person	14
23/02/2022	University of Sussex, English, BA	Online	4
25/02/2022	University of Sussex, Sociology, BA	In-person	15
28/02/2022	University of Sussex, Sociology, BA	In-person	12
28/02/2022	University of Sussex, Sociology, BA	In-person	9
01/03/2022	University of Sussex, Sociology, BA	In-person	15
02/03/2022	Varndean College	In-person	26
04/03/2022	Bader International School	In-person	7
23/03/2022	University of Sussex, History, UG	In-person	16
23/03/2022	MO Creative Writing Workshop	In-person	7
30/03/2022	MO Creative Writing Workshop	In-person	5
21/04/2022	University of Sussex, MA Design	In-person	36
18/05/2022	Mass Observation Writing Workshop with Simon Garfield	In-person	12
20/05/2022	Bader International School	In-person	6
25/05/2022	MO Seminar Series launch event	In-person	16
07/06/2022	Doctoral school 'In-depth Qualitative Survey'	In-person	4
10/06/2022	Roedean School	In-person	44
14/06/2022	Roedean School	In-person	22
15/06/2022	Roedean School	In-person	44
16/06/2022	Roedean School	In-person	22
20/06/2022	University of Sussex Staff	In-person	6
21/06/2022	University of Sussex Staff	In-person	15
23/06/2022	MO85 Royalty event	Online	25

23/06/2022	University of Sussex Staff	In-person	15
29/06/2022	MO Seminar Series Mass Observation and Methodology	Online	23
05/07/2022	BHASVIC, Careers talk	In-person	12
13/07/2022	DCDC conference talk	ONline	32
26/07/2022	University of Sussex, Summer School	In-person	9
20/09/2022	Doctoral school Welcome Event	In-person	12

Fig. 5 Access to Mass Observation Online 2018-2022

Year	Sessions	Number of sessions from members of the University of Sussex	Number of sessions made from The Keep
2021-2022	32,497	1,726	87
2020-2021	25,372	1,202	32
2019-2020	18,790	2,525	110
2018-2019	27,018	2,048	288
2017-2018	28,573	2,318	405

Fig. 5 Access to Mass Observation Project Online 2020-2021

Year	All sessions	Number of sessions from members of the University of Sussex	Number of sessions from The Keep
2021-2022	636	556	0
2020-2021	1,141	368	1
July – September 2020	10,672	22	0

Fig.6 Directive themes 2020-2021

Date	Topic	Commissioner	Funding	No. sent out	Response
Autumn 2021 (No 123)	Kindness	Robin Banerjee (University of Sussex)	£2,000	383	150 (39%)
	UK Trade Deals	Professor Paul Kingston (University of Chester)	£5,000	383	129 (34%)
	UK Events	Internal		383	141 (37%)
Spring 2022 (No 124)	Smell	William Tullett (Anglia Ruskin University)	£2,000	385	141 (37%)
	Drones	Anna Jackman (University of Reading)	£5,000	385	134 (35%)
	Second World War	Daniel Shuster (University of Kent)	Volunteered with the ARcive	385	147 (38%)
	The Russian invasion of Ukraine	Internal		385	129 (34%)
Summer 2022 (No 125)*	Grudging Acts	Wendy Bottero (University of Manchester)	£8,000	394	106 (27%)
	Genetics and health in our everyday lives;	Susie Weller (Southampton and Oxford Cells Group)	£10,000	394	93 (24%)
	The Royal Family and update following the death of Her Majesty the Queen (update sent 12/09/2022)	Internal		394	119 (30%)

*Responses to these Directives Directive are still arriving at the Archive.

Fig.7 Income from the Friends scheme (Reporting period: April 6 2018 – April 5 2021)

Year	Number of Friends	Amount raised
------	-------------------	---------------

2021-2022	10	£1154
2020-2021	11	£320
2019-2020	17	£480.90
2018-2019	21	£604.99

November 2022: This report was written by Kirsty Pattrick, Suzanne Rose and Jessica Scantlebury

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2022**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS	The Mass Observation Archive is a Registered Charity (Charity Registration No. 1179673) and a Charitable Incorporated Organisation (Company number CE014960)
PRINCIPAL OFFICE	University of Sussex The University Library Falmer Brighton BN1 9QL
BOARD OF TRUSTEES	
Chair:	Ms Jane Harvell
Trustees:	Mr John Brewer Mr Simon Garfield Ms Kitty Inglis Dr Michelle Johansen Professor Claire Langhamer Professor Lucy Noakes Professor Ben Highmore (added)
Secretary:	Dr Fiona Courage (non-Trustee)
Stepped down:	Professor Jeremy MacClancy

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30th September 2022.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £123,657 and £214,985 respectively, resulting in a surplus of £91,328. The Charity's net movement in funds was a surplus of £91,328. (2021: a deficit of £16,672) .

The charity carried forwards unrestricted funds of £468,896.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering ten themes were issued during this financial year. Three of these themes were funded through commissioner's research income, totalling £32,000, an Increase on the previous year.

Royalty income was boosted by sales of a newly released Adam Matthew Digital product, in particular *Mass Observation Project Online*.

By Order of the Board of Trustees

.....

Jane Harvell (Chair)

Date:

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2022, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 11 Aug 2023

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2022

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluation reserve	Total funds
	2021-22	2021-22	2021-22	2020-21	2020-21	2020-21
	£	£	£	£	£	£
INCOME						
Income and endowments from						
- Royalties	168,443	-	168,443	65,995	-	65,995
Other income						
- Sales	45,300	-	45,300	37,969	-	37,969
Interest income	100	-	100	-	-	-
Donations	1,142	-	1,142	1,875	-	1,875
Total income and endowments	214,985	-	214,985	105,972	-	105,972
EXPENDITURE ON						
Expenditure on charitable activities	123,657	-	123,657	122,511	-	122,511
Total expenditure	123,657	-	123,657	122,511	-	122,511
Net income/(expenditure) on operational activities	91,328	-	91,328	(16,672)	-	(16,672)
Total funds brought forward	377,570	2,000,000	2,377,570	394,242	2,000,000	2,394,242
Total funds carried forward	468,898	2,000,000	2,468,898	377,570	2,000,000	2,377,570

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2022

	Unrestricted Funds 2021/22	Unrestricted Funds 2020/21
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	14,750	7,118
Travel, training, and Meetings	574	2,215
Postage and Stationery	531	1,413
Salaries	105,500	110,111
Staff welfare	82	27
Subscription	514	50
Bookkeeping fees	946	977
Independent examiners fee	600	600
Repairs and maintenance	160	-
	123,657	122,511

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30 SEPTEMBER 2022
COMPANY NUMBER CE014960
CHARITY NUMBER 1179673

	Note	2021/22	2020/21
Fixed Asset		£	£
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	2,135	7,350
Cash at bank and in hand		<u>485,453</u>	<u>391,623</u>
		487,588	398,973
Creditors: Amounts falling due within one year	4	<u>18,691</u>	<u>21,404</u>
Net Current Assets		468,897	377,569
Total Assets less Current Liabilities		<u>2,468,898</u>	<u>2,377,570</u>
Represented by:			
Unrestricted funds			
General fund		468,898	377,570
Revaluation Reserve		2,000,000	2,000,000
		<u>2,468,898</u>	<u>2,377,570</u>

The Financial Statements were approved by the Trustees on

9th May 2023


 Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits:-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

2. TANGIBLE FIXED ASSETS

Valuation	Mass Observation Archive £
As at 1 October 2021 and 30 September 2022	<u>2,000,001</u>

3. DEBTORS

	2021/22 £	2020/21 £
Trade Debtors	36	7,000
Accrued Income	350	350
Vat	1,749	-
	<u>2,135</u>	<u>7,350</u>

4. CREDITORS

	2021/22 £	2020/21 £
Trade Creditors	190	-
Accruals	18,501	20,135
Vat	-	1,269
	<u>18,691</u>	<u>21,404</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2021/22	2020/21
	£	£
Salaries and wages	82,113	88,532
Social security costs	6,795	6,932
Pension costs	16,592	14,647
	<u>105,500</u>	<u>110,111</u>

No employees had employee benefits in excess of £60,000 (2021: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive. The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2022**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS	The Mass Observation Archive is a Registered Charity (Charity Registration No. 1179673) and a Charitable Incorporated Organisation (Company number CE014960)
PRINCIPAL OFFICE	University of Sussex The University Library Falmer Brighton BN1 9QL
BOARD OF TRUSTEES	
Chair:	Ms Jane Harvell
Trustees:	Mr John Brewer Mr Simon Garfield Ms Kitty Inglis Dr Michelle Johansen Professor Claire Langhamer Professor Lucy Noakes Professor Ben Highmore (added)
Secretary:	Dr Fiona Courage (non-Trustee)
Stepped down:	Professor Jeremy MacClancy

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30th September 2022.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673)

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £123,657 and £214,985 respectively, resulting in a surplus of £91,328. The Charity's net movement in funds was a surplus of £91,328. (2021: a deficit of £16,672) .

The charity carried forwards unrestricted funds of £468,896.

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers. This action is in line with the MOA Trust aim to support postgraduate and early career research.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2022

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering ten themes were issued during this financial year. Three of these themes were funded through commissioner's research income, totalling £32,000, an Increase on the previous year.

Royalty income was boosted by sales of a newly released Adam Matthew Digital product, in particular *Mass Observation Project Online*.

By Order of the Board of Trustees

.....

Jane Harvell (Chair)

Date:

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30 September 2022, which are set out on pages 7 to 12.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 11 Aug 2023

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2022

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluation reserve	Total funds
	2021-22	2021-22	2021-22	2020-21	2020-21	2020-21
	£	£	£	£	£	£
INCOME						
Income and endowments from						
- Royalties	168,443	-	168,443	65,995	-	65,995
Other income						
- Sales	45,300	-	45,300	37,969	-	37,969
Interest income	100	-	100	-	-	-
Donations	1,142	-	1,142	1,875	-	1,875
Total income and endowments	214,985	-	214,985	105,972	-	105,972
EXPENDITURE ON						
Expenditure on charitable activities	123,657	-	123,657	122,511	-	122,511
Total expenditure	123,657	-	123,657	122,511	-	122,511
Net income/(expenditure) on operational activities	91,328	-	91,328	(16,672)	-	(16,672)
Total funds brought forward	377,570	2,000,000	2,377,570	394,242	2,000,000	2,394,242
Total funds carried forward	468,898	2,000,000	2,468,898	377,570	2,000,000	2,377,570

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2022

	Unrestricted Funds 2021/22	Unrestricted Funds 2020/21
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	14,750	7,118
Travel, training, and Meetings	574	2,215
Postage and Stationery	531	1,413
Salaries	105,500	110,111
Staff welfare	82	27
Subscription	514	50
Bookkeeping fees	946	977
Independent examiners fee	600	600
Repairs and maintenance	160	-
	123,657	122,511

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30 SEPTEMBER 2022
COMPANY NUMBER CE014960
CHARITY NUMBER 1179673

	Note	2021/22	2020/21
Fixed Asset		£	£
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	2,135	7,350
Cash at bank and in hand		<u>485,453</u>	<u>391,623</u>
		487,588	398,973
Creditors: Amounts falling due within one year	4	<u>18,691</u>	<u>21,404</u>
Net Current Assets		468,897	377,569
Total Assets less Current Liabilities		<u>2,468,898</u>	<u>2,377,570</u>
Represented by:			
Unrestricted funds			
General fund		468,898	377,570
Revaluation Reserve		2,000,000	2,000,000
		<u>2,468,898</u>	<u>2,377,570</u>

The Financial Statements were approved by the Trustees on

9th May 2023


 Jane Harvell Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows:-

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits:-

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

2. TANGIBLE FIXED ASSETS

Valuation	Mass Observation Archive £
As at 1 October 2021 and 30 September 2022	<u>2,000,001</u>

3. DEBTORS

	2021/22 £	2020/21 £
Trade Debtors	36	7,000
Accrued Income	350	350
Vat	1,749	-
	<u>2,135</u>	<u>7,350</u>

4. CREDITORS

	2021/22 £	2020/21 £
Trade Creditors	190	-
Accruals	18,501	20,135
Vat	-	1,269
	<u>18,691</u>	<u>21,404</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2021/22	2020/21
	£	£
Salaries and wages	82,113	88,532
Social security costs	6,795	6,932
Pension costs	16,592	14,647
	<u>105,500</u>	<u>110,111</u>

No employees had employee benefits in excess of £60,000 (2021: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive. The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE

England & Wales - Charity number 1179673

Accounts



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2020 to 30 September 2021

Report Number 41

www.massobs.org.uk

moa@sussex.ac.uk



Trustees of the Mass Observation Archive

John Brewer
Simon Garfield
Jane Harvell
Kitty Inglis
Michelle Johansen
Claire Langhamer
Jeremy MacClancy
Lucy Noakes

Public Benefit Statement

The Archive is a Charitable Incorporated Organisation (registered charity number: 1179673) in the care of the University of Sussex as part of the University's Special Collections. The Archive seeks to benefit the wider community by providing the public with the opportunity to gain knowledge of everyday life in 20th and 21st Century Britain through access to the original Mass Observation social research organisation (1937 to early 1950s), and newer material collected continuously since 1981.

The Archive proactively engages in educational outreach with schools, Further and Higher Education institutions and the local and national community. This outreach provides the opportunity for intergenerational and interregional learning.

The Archive also provides the opportunity for people all over the UK to participate in the recording of their everyday lives, either through participation in the national Mass Observation Project and other related projects and partnerships or through the donation of their personal papers and diaries to a publicly accessible archive.

Contents

Public Benefit Statement	2
1. Access.....	4
2. Education and Outreach	4
3. Projects and partnerships	5
4. Adam Matthew Digital.....	7
5. 12 th May 2021	7
6. Digital preservation.....	8
7. The Trustees.....	8
8. Staff changes.....	8
9. Volunteers and placement students.....	8
10. The Mass Observation Project	9
11. Friends of the Mass Observation Archive	10
12. Collections.....	10
13. Publications	10
14. Events, talks and conferences.....	12
13. Media attention	13
Appendix 1	15

1. Access

Research visits

42 individuals visited the Mass Observation Archive and made 342 orders for material (see fig.1 and fig.2 in the appendix). The number of physical visits made to the Archive decreased during this year. This is because The Keep, where the Archive is based, was closed to researchers in November 2020 and again from January 2021 to April 2021 following government guidelines relating to COVID-19. The number of researchers in the Reading Room was also limited to 10 per day to facilitate social distancing.

Group sessions

The Mass Observation Archive hosted 30 group visits (appendix fig.3). 561 people participated in these sessions. A list of groups who visited during 2020-2021 is available in Appendix fig.4. The Mass Observation team delivered many of these sessions online.

Online Access

Researchers continued to be able to access parts of the Archive through the Adam Matthew products, *Mass Observation Online* and the *Mass Observation Project Online*. The publishers have reported that the resource was accessed 25,372 times (Appendix fig. 5). The new Mass Observation Project resource (see section 4) was accessed 1,202 times. Adam Matthew Digital reported that there was an error with their analytics software so these figures may not reflect the total usage.

2. Education and Outreach

The teaching provision included an online offer to support students during the COVID-19 pandemic restrictions. This included pre-recorded content and live sessions using Zoom. Bespoke resource Padlets were produced for groups which included demonstration films on how to use Mass Observation Online, what to expect when visiting The Keep and an introduction to the Mass Observation Project. The resource also provided guides to archive research skills and links to relevant websites.

Online sessions were provided for LGBTQ+ Carers for the Carers Centre in Brighton in October and February as well as a session on mental health in June. A session for NHS frontline practitioners was delivered in April 2021, as well as a session for Youth workers as part of the Voices from A Citizen Enquiry Event programme in May.

Online resources were provided to schools and wider community groups and a set of short films using the Covid 19 Collection was created for 12th May to showcase the collection and encourage further engagement with diary day.

A teaching session for Brighton College sixth form historians was delivered online in June. A World War Two themed session was delivered at The Keep in July for students from Shoreham Academy.

Support was provided to Queer in Brighton for their LGBTQ+ Heritage project which was extended to the end of 2020 due to the impact of the Covid-19 pandemic.

Three student placements were supported and hosted for two students from the University of Brighton and one from Shoreham Academy.

The Mass Observation Team continued to work with the School of Psychology at the University of Sussex towards the creation of a short film on Mass Observation and Kindness for Kindfest (www.teamkind.org.uk) which will take place in November 2021 and the launch of a new MOP Directive on Kindness and related outreach and engagement activities.

The Education and Outreach Officer has continued to support public engagement at The Keep through contributing to the Public Engagement Group. MO's education and outreach offer will form part of The Keep's public engagement programme.

3. Projects and partnerships

Learning to Live with Risk and Responsibility: Understanding Popular Responses to COVID-19

The Mass Observation team continued to support Dr Nick Clarke (Associate Professor of Human Geography) and Professor Clive Barnett's (Professor of Geography and Social Theory, University of Exeter) British Academy funded project 'Learning to Live with Risk and Responsibility: Understanding Popular Responses to COVID-19'. The project uses material collected by Mass Observation during the COVID-19 pandemic to investigate how citizens respond to the crisis. The research aims to develop a better understanding of how people interpreted demands to act responsibly and translate them into practices of everyday life.

A monthly seminar series has been running in conjunction with this project. Nearly 100 people engaged with the series and audiences for each seminar varied between 20 and 60. Recordings of the seminar can be accessed on the Mass Observation's YouTube channel: www.youtube.com/channel/UCRLOOH0d0DF0dOBnuiyUliA

Richard Slee: Mantelpiece Observations

Richard Slee: Mantelpiece Observations is a project led by Bolton Museum in partnership with the Mass Observation Archive and the Museum of the Home, and funded by the Arts Council, England.

The project produced an exhibition of new work by Richard Slee, one of Britain's most important contemporary ceramic artists, inspired by Mass Observation's Mantelpiece Reports of 1937. Works created as part of this project were exhibited at

Bolton Museum and Hove Museum alongside a series of family and creative writing workshops

Between 2nd - 6th November 2020 the Little Festival of Mantelpieces was delivered online (see www.boltonlams.co.uk/news/article/12/a-little-online-festival-of-mantelpieces). This included an in-conversation with Mathew Watson (Bolton Museum Curator), Professor Claire Langhamer and Dr Rachel Hurdley.

Unlocking Our Sound Heritage (UOSH)

Unlocking Our Sound Heritage (UOSH) is a three-year British Library project, funded by the Heritage Lottery Fund. The project aims to transform access to sound collections across the UK, digitising recordings and making them available online or onsite in archives. Recordings from Mass Observation's audio collections have been digitised as part of this project.

COVID-19 and Time

Dr Dawn Lyon (University of Kent) and Dr Rebecca Coleman (Goldsmiths, University of London) commissioned the summer directive called 'Covid and Time' as part of their research on time during the COVID-19 pandemic. As part of our collaboration, they have produced three in-conversation film resources on commissioning a Directive, coding material found in the Archive and the ethics of using Mass Observation. These videos will be used to support students and researchers and will be made available through the Archive's website and teaching resources.

Discourses of Voluntary Action

An ESRC funded mixed-methods research project in partnership with Mass Observation. Researchers used Mass Observation material relating to the 1942 Beveridge report, and MOP Directives on the Big Society (2010) and Charity and the Welfare State (2018) commissioned by this project. In September 2021, their open access book *Transformational Moments for Social Welfare: What Role for Voluntary Action?* was published.

A searchable socio-demographic map of Covid pandemic and post-pandemic thinking

This project was led by Dr Justyna Robinson (University of Sussex) and funded by the COVID Recovery HEIF programme at the University of Sussex. The project aimed to analyse narratives submitted to Mass Observation between 2019 and 2021. This data was cross-referenced with writers' location and socio-demographic characteristics to produce a visualisation tool on emerging challenges for Covid recovery in areas of work, employment, and households' interaction with wider economic issues. The project incorporated six days of the Mass Observation Archivist's time.

Mass Observing COVID-19

A successful Wellcome grant of £178,353.00 was awarded to the Mass Observation Archive to deliver an 18-month project (commencing November 2021). It will open up the extensive narrative collections relating to the impact of Covid-19 on the

mental and physical health and social welfare of volunteer writers around the UK. A tool for discovery and exploration will be produced by GeoData (University of Southampton) allowing researchers to interrogate these collections. The tool is designed to open up access to the narrative texts, allowing researchers to select relevant materials and export the data into research tools of their own choice for analysis. A multi-disciplinary Advisory Group and Project Team comprises those from the University of Sussex, University of Warwick, University of Chester, University of Southampton and the Institute of Historical Research.

A Taste of History

Five videos in a series called “A Taste of History” were produced by Stella Sims and published on the Mass Observation Archive’s YouTube channel. These videos explore Mass Observation’s collections relating to food during the Second World War. These videos include a cookery demonstration of a recipe found in the Archive. They can be accessed here:

[www.youtube.com/watch?v= PhvFNJjacQ&list=PLHab2Tt38DJEJqtqhmm73m7NJyxYQkIOZ](https://www.youtube.com/watch?v=PhvFNJjacQ&list=PLHab2Tt38DJEJqtqhmm73m7NJyxYQkIOZ).

4. Adam Matthew Digital

An update to Mass Observation Project Online was published in spring 2021 by Adam Matthew Digital. This resource now contains responses to Mass Observation Project Directives from 1981 to 1999.

As well as the Directive responses, the resource contains essays introducing and contextualising the Mass Observation Project. This includes essays on the Mass Observation Project in the 1990s by Jessica Scantlebury and Kirsty Pattrick and royalty by Fiona Courage.

Jessica Scantlebury and Kirsty Pattrick spoke at an online event to launch Mass Observation Project Online in Spring 2021.

In summer 2021, Adam Matthew Digital began digitising the Silver Jubilee collection from 1977. This is a project initiated by MO to document the Jubilee and includes Directive replies and observation reports. This material will be added by Adam Matthew Digital to the Mass Observation Project Online in spring 2022.

5. 12th May 2021

The Mass Observation Archive repeated its call for day diaries written on the 12th May. This year’s diary day was during the Covid-19 pandemic which was the focus of many of the diaries. Over 2,400 electronic diaries were submitted to the Archive from individuals.

As in previous years, participants were asked to send in their diaries electronically and asked to share the copyright of their diary with the Archive. No other instructions were given to the diarists.

To encourage engagement, a series of short films were created and hosted on the MO website. The event also gained media coverage regionally and nationally including publicity on Rado 4 throughout the week.

6. Digital preservation

The Mass Observation Archive continued to work with University of Sussex Library colleagues on various digital preservation strategies to safeguard the Archive's born-digital collections. This included testing a digital preservation platform, called Arkivum, which will be launched in autumn 2021. As a result of this digital preservation work, the Archive reviewed its policy to print born-digital documents and is currently investigating ways to provide access to born-digital collections at The Keep.

7. The Trustees

During the reporting period, the Trustees met three times for their usual meeting. They also participated in Trustee training, delivered by the NCVO. There were no changes to the makeup of the Trustee board during this time.

During the year, the Mass Observation Trustees and Mass Observation Team worked on a new strategic plan for the Archive. This plan is currently being reviewed and will be launched in the next year.

8. Staff changes

Chloe Daniels was recruited as an Archive Assistant for 7 months in January 2021. This role was funded by the MOA Trust to catalogue the 12th May diaries collected by Mass Observation in 2020.

Fiona Courage's job title changed from Mass Observation Curator to the Director of the Mass Observation Archive in summer 2021.

Jessica Scantlebury was promoted to Mass Observation Archivist in July 2021.

9. Volunteers and placement students

Beth McPhun an undergraduate student from the University of Brighton undertook a 30-hour placement in Spring 2021. She completed her placement and has stayed on as a volunteer with MO supporting the education and outreach programme activities

whilst she completes her final year at University. Beth is using MOA for her dissertation research.

Keziah Creasey Keeler, a masters student from the University of Brighton, undertook a 150-hour placement from February 2021 and to be completed in November 2021. In August 2021 Keziah was able to secure a post at the Towner Art Gallery in Eastbourne using her placement as evidence at her interview to demonstrate her skills and experience.

Luke Duffy, Year 12 student from Shoreham Academy, completed a week-long virtual placement in July and undertook a research project which enabled him to develop skills and experience in the sector.

10.The Mass Observation Project

During this reporting period, the Mass Observation Project was closed to new applicants wishing to join the Project. The reason related to the increase in publicity about Mass Observation during the COVID-19 pandemic which meant that The Project was unable to accommodate all applicants onto the panel and the panel size stood at around 754. During the year, the Mass Observation Team analysed the panel to identify writers who have not contacted the Archive in over a year. 390 people were identified and removed reducing the panel size to 364. Once this work has been completed, the Archive will be able to open the Project to new writers. See figure. 6 in the appendix for further details about the response rate to the Mass Observation Directives.

To encourage the use of Directive responses across more disciplines and the potential of new commissions, a biographical form was produced and issued to all writers in Summer 2020. This was informed by the Personal Identity Directive (Summer 2019). The form contains a request to provide information relating to sexuality, gender identity, disability and religion. 291 people completed this form and the Archive is currently processing this data to make it available for research. The form allows people to self-identify through a free text format and will provide researchers with increased demographic data.

Four of the Directives issued this year were themes suggested by academic researchers. This included three new commissioners, one of whom re-directed her funding and data collection due to the pandemic and restrictions on face-to-face interviews. These commissioned Directives raised £32,000 (see figure. 6 in the appendix).

Kirsty Patrick and Jessica Scantlebury continued to support and advise researchers accessing the COVID-19 collections, which has resulted in interest from across disciplines and institutions nationally and internationally. As part of their work on this collection, an article was published in ALISS Quarterly (Association of Librarians and Information Professionals in the Social Sciences).

11. Friends of the Mass Observation Archive

Income from the Friends of the Mass Observation Archive decreased by £160 this year, totalling £320. The number of Friends decreased from 17 to 11 (see fig. 7 in the appendix)

12. Collections

12th May day diaries (hybrid collection)

A collection of day diaries from across the UK from people of all ages including school children.

Addition to the Mass Observation Project history and organisation collection

Dorothy Sheridan donated a collection of papers relating to her time as Director of the Mass Observation Project.

Addition to the Muriel Mary Hill collection

This is a collection of personal papers created during the 1940s, while Muriel Hill was enrolled in the local ARP unit. Muriel was later called up to the ATS and much of the collection deals with her time in service.

13. Publications

T.G. Ashplant. (2021). Mass Observation (1937-2017) and Life Writing: an Introduction. *The European Journal of Life Writing*, 10, MO1–MO15.
<https://doi.org/10.21827/ejlw.10.37403>

T.G. Ashplant. (2021). “Subjective Cameras”: Authorship, Form, and Interpretation of Mass Observation *Life Writings*. *The European Journal of Life Writing*, 10, MO16–MO44. <https://doi.org/10.21827/ejlw.10.37404>

Bailey, J., Taylor, L., Kingston, P., & Watts, G. (2021). Older adults and “scams”: evidence from the Mass Observation Archive. *The Journal of Adult Protection*, 23(1), 57–69. <https://doi.org/10.1108/JAP-07-2020-0030>

Brewis, G., Ellis Paine, A. Hardill I., Lindsey R and Macmillan, R. *Transformational Moments in Social Welfare: What Role for Voluntary Action?* Policy Press

Brown, B. *Blitz Spirit: Voices of Britain Living Through Crisis, 1939-1945*, Hodder and Stoughton

Child, P. (2020). Blacktown, Mass-Observation, And The Dynamics Of Voluntary Action In Mid-Twentieth-Century England. *The Historical Journal*, 63(3), 754–776.
<https://doi.org/10.1017/S0018246X19000268>

Clarke, N. and Moss, J. (2021). Popular imaginative geographies and Brexit: Evidence from Mass Observation. *Transactions - Institute of British Geographers* (1965), 46(3), 732–746. <https://doi.org/10.1111/tran.12444>

Dominguez, G. (2020). Mass Observation Project, 1981-2009: Adam Matthew Digital; amdigital.co.uk/primary-sources/mass-observation-project Free trials available. *Library Journal* (1976), 145(10).

James Hinton. (2021). Seven Late Twentieth-Century Lives: the Mass Observation Project and Life Writing. *The European Journal of Life Writing*, 10, MO92–MO101. <https://doi.org/10.21827/ejlw.10.37407>

Kynaston, David (2021) *On the Cusp: Days of '62*, Bloomsbury

Langhamer, C., & Barron, H. (2021). *The Class Of '37 : Telling Tales Of Girlhood From Before The War* . London: John Blake Publishing Limited.

Patrick, K., & Scantlebury, J. (2021) *Everyday Lives in the COVID-19 Pandemic; voices of Mass Observers*. ALLISS Quarterly Vol.16 No.2

MacGregor, S. (2021). The Pub and the People. A Worktown Study by Mass Observation. *Addiction* (Abingdon, England), 116(2), 407–411. <https://doi.org/10.1111/add.15220>

Malcolmson, P. and Malcolmson, R. (2021). MO Diaries and Their Editors. *The European Journal of Life Writing*, 10, MO68–MO91. <https://doi.org/10.21827/ejlw.10.37406>

Moss, J. and Clarke, N. (2021). A folk theory of the EEC: popular euroscepticism in the early 1980s. *Contemporary British History*, 1–24. <https://doi.org/10.1080/13619462.2021.1918107>

Moss, J., Robinson, E., & Watts, J. (2020). Brexit and the Everyday Politics of Emotion: Methodological Lessons from History. *Political Studies*, 68(4), 837–856. <https://doi.org/10.1177/0032321720911915>

Olsen, V., Taylor, L., Whiteley, K., Ellerton, A., Kingston, P., & Bailey, J. (2020). Exploring public perceptions and understanding of dementia: Analysing narratives from the Mass Observation Project. *Dementia* (London, England), 19(8), 2804–2820. <https://doi.org/10.1177/1471301219861468>

Sheridan, D. (2021). Woven Tapestries: Dialogues and Dilemmas in Editing a Diary. *The European Journal of Life Writing*, 10, MO45–MO67. <https://doi.org/10.21827/ejlw.10.37405>

Walter, T., & Bailey, T. (2020). How Funerals Accomplish Family: Findings From a Mass-Observation Study. *Omega: Journal of Death and Dying*, 82(2), 175–195.
<https://doi.org/10.1177/0030222818804646>

Wood, H., & Kay, J. B. (2021). “I am against Americanizing England. Ordinary TV does not seem to have an elevating influence”: class, gender, public anxiety, and the responses to the arrival of commercial television in the Mass Observation Archive, UK. *Feminist Media Studies*, 21(4), 523–538.
<https://doi.org/10.1080/14680777.2021.1915834>

14.Events, talks and conferences

As part of our partnership with the ‘Learning to Live with Risk and Responsibility: Understanding Popular Responses to COVID-19’ project a monthly 2-hour seminar series has been delivered. Led by Dr Nick Clarke and Professor Clive Barnett with support from Jessica Scantlebury and Kirsty Patrick. This has involved 2-3 presentations per seminar followed by a discussion involving a mix of academic and non-academic participants. Those attending have been from the UK, Europe and the US. All presentations have been recorded and are available on the Mass Observation Archive’s YouTube channel. Sessions included ‘Situating the Covid-19 collections in MO’, ‘Using MO’s Covid-19 collections’, ‘Beyond MO: Other journals of the plague year’ and ‘Beyond the UK: Other qualitative studies of lockdown.’ Kirsty Patrick presented a paper on *Women, wellbeing and the natural environment during the COVID-19 pandemic*.

Jessica Scantlebury spoke about Mass Observation’s LGBTQ+ collections at an Adam Matthew Digital event to celebrate Pride month in June 2021. This was an online event and attended by international participants.

Suzanne Rose spoke at Voices from a Citizen Enquiry event on 12th May. This was an online event attended by participants across the UK from the Youth Work sector.

Kirsty Patrick and Suzanne Rose spoke at the Centre for Life History, University of Sussex event in May 2021.

Kirsty Patrick participated in an NCRM Workshop: working with secondary data and Covid-19 data in December 2020. This was an opportunity to promote Mass Observation narratives and directive commissions for those re-directing their data collecting in response to the pandemic.

Fiona Courage spoke at the Institute of Historical Research’s annual *History Day* in November 2020, discussing the practice of collection during the Covid Pandemic.

13. Media attention

Print

'10 things I'd like my readers to know about me and my book by Nicola Madge'
<https://www.femalefirst.co.uk/books/sixty-somethings-nicola-madge-paul-hoggart-1262154.html> 13/10/2020

'Blitz Spirit' *The Daily Mirror* 23rd October 2020

'Blitz Spirit, ed Becky Brown review: the miracle that was Mass Observation'
<https://www.telegraph.co.uk/books/what-to-read/blitz-spirit-ed-becky-brown-review-miracle-mass-observation/> 6th November 2020

'What wartime festive diaries can teach us about Christmas in the time of Covid'
<https://www.telegraph.co.uk/christmas/2020/12/20/wartime-festive-diaries-can-teach-us-christmas-time-covid/> 22nd December 2020.

'Freedom loving' Britons will endure Christmas restrictions as they did the blackout in WWII' <https://www.independent.co.uk/voices/christmas-tier-4-lockdown-rules-blackout-b1776745.html>, 22nd December 2020.

'It wouldn't hurt us to postpone the big Christmas blowout'
<https://www.thetimes.co.uk/edition/comment/it-wouldnt-hurt-us-to-postpone-the-big-christmas-blowout-zntsv7q0p>, 22nd December 2020.

'Michael Apted: a vital and dignified director who understood how class shapes us all' <https://www.theguardian.com/film/2021/jan/08/michael-aped-a-wonderful-film-maker-who-understood-how-class-shapes-us-all> 8th Jan 2021

Lord Haw-Haw: popularity of wartime Nazi propagandist made the BBC up its game (theconversation.com) <https://theconversation.com/lord-haw-haw-popularity-of-wartime-nazi-propagandist-made-the-bbc-up-its-game-150787> 7th Jan 2021

'Lucy Worsley on Blitz Spirit: the courageous stories of six Londoners'
<https://www.historyextra.com/period/second-world-war/lucy-worsley-blitz-stories/>, 8th Feb 2021

'Blitz Spirit with Lucy Worsley, BBC1, review: A long overdue reimagining of 'Britain's finest hour'
<https://inews.co.uk/culture/television/blitz-spirit-with-lucy-worsley-bbc1-review-keep-calm-and-carry-on-885028>, 20/02/2021

'What's on? 10 top telly tips for Tuesday February 23'
<https://www.rte.ie/entertainment/2021/0223/1198654-whats-on-10-top-telly-tips-for-tuesday-february-23/>, 22/02/2021

'Covid floor signage documented for history'
<http://www.signlink.co.uk/News/Industry/7710/covid-floor-signage-documented-for-history> 29/04/2021

'COVID-19 and the Blitz compared: mental health outcomes in the UK'
[https://www.thelancet.com/journals/lanpsy/article/PIIS2215-0366\(21\)00118-8/fulltext](https://www.thelancet.com/journals/lanpsy/article/PIIS2215-0366(21)00118-8/fulltext) 11/05/2021

'UK Mass Observation' <http://www.newsbiscuit.com/2021/05/13/uk-mass-observation-project-entries-now-in> 12/05/2021

'Mass Observation Day: What's your diary entry today? Take a peek at what others have written' <https://newseu.cgtn.com/news/2021-05-13/What-s-your-diary-entry-today-Take-a-peek-at-what-others-have-written-10d6l4jG9Ik/index.html>, 16/05/2021

'Salina Art Center exhibition features work of 4 photographers'
<https://salinapost.com/posts/3f52ccd2-36b1-4c6f-b81f-1f511f70e1a3>, 16/05/2021

'Photographer Don Tonge brings Bolton 1970s into sharp focus at Bolton Library and Museum exhibition'
<https://www.theboltonnews.co.uk/news/19434484.photographer-don-tonge-brings-bolton-1970s-sharp-focus-bolton-library-museum-exhibition/>, 11/07/2021

'We found a hoard of essays by schoolgirls in 1937 about their lives – they are beautiful and brilliant' <https://inews.co.uk/inews-lifestyle/people/essays-schoolgirls-class-of-1937-lives-beautiful-brilliant-mass-observation-1118697>, 26/07/2021

'New Documentary On Picture Post – We Meet The Director'
<https://www.amateurphotographer.co.uk/iconic-images/new-documentary-on-picture-post-we-meet-the-director-153200>, 7/09/2021

'James Bond and the Beatles herald a new Britain'
<https://www.spectator.co.uk/article/james-bond-and-the-beatles-herald-a-new-britain>, 11/09/2021

'Emma Hornby releases first book in new series 'Her Wartime Secret'
<https://www.theboltonnews.co.uk/news/19582098.emma-hornby-releases-first-book-new-series-her-wartime-secret/>, 16/09/2021

Television

'Blitz Spirit with Lucy Worsley' *BBC One*, 23/02/2021

Radio

Radio 4 12th May Day Diary, Claire Langhamer (Trustee)
BBC Radio 12th May Day Diary Simon Garfield (Trustee)

Appendix 1

Fig. 1 Number of visits made by individual researchers 2016-2021

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2020-2021	42	77	8
2019-2020	226	49	9
2018-2019	317	51	10
2017-2018	287	43	10
2016-2017	315	51	11

Fig. 2 Number of documents issued from the MOA to researchers at The Keep 2016-2021

Year	Number of documents
2020-2021	342
2019-2020	430
2018-2019	882
2017-2018	1009
2016-2017	811

Fig. 3 Group visits 2016-2021

Year	To MOA	Attendance
2020-2021	30	561
2019-2020	42	456
2018-2019	83	1834
2017-2018	110	1505
2016-2017	98	1601

Fig. 4 Group visits made to the MOA in 2020-2021

Date	Name of group / institution/organisation	Number in group
08/10/2020	Carers Centre (Online)	5
30/10/2020	University of Sussex, American Studies MA (Online)	5
06/11/2020	University of Sussex, American Studies MA (Online)	5
06/11/2020	University of Sussex, History BA (Online)	17
09/11/2020	University of Sussex, History Research Methods MA (Online)	9
16/11/2020	University of Sussex, Education BA (Online)	25

16/11/2020	University of Sussex, History MA (Online)	9
30/11/2020	Royal College Art, BA (Online)	6
03/12/2020	University of Brighton, Literature, BA (Online)	7
11/01/2021	University of Sussex, Foundation BA (Online)	56
15/02/2021	University of Sussex, Media BA (Online)	87
22/02/2021	Carers Centre, (Online)	6
01/03/2021	University of Sussex, Yr 2 Elective School of Education BA (Online)	45
01/03/2021	University of Sussex, Sociology BA (Online)	3
02/03/2021	University of Sussex, Sociology BA (Online)	12
22/03/2021	University of Sussex, English BA (Online)	15
15/03/2021	UoB, History of Art BA (Online)	19
16/03/2021	DMOB (Online)	15
18/03/2021	University of Sussex, Pharmacy BA (Online)	25
16/03/2021	University of Sussex, Politics BA(Online)	14
22/03/2021	University of Sussex, History BA (Online)	24
14/04/2021	NHS (Online)	20
19/04/2021	UoB, Human Geography BA (Online)	30
11/05/2021	Life History Research Online session	20
12/05/2021	Youth Workers, (Online)	40
14/06/2021	MH Carers, (Online)	8
15/06/2021	University of Sussex, Doc School Postgraduate(Online)	3
22/06/2021	University of Sussex, English Literature Research (Face to face at The Keep)	2
29/06/2021	Brighton College, (Online)	16
16/07/2021	Shoreham Academy, (The Keep)	13

Fig. 5 Access to Mass Observation Online 2016-2021

Year	Sessions	Number of sessions from members of the University of Sussex	Number of sessions made from The Keep
2020-2021	25,372	1,202	32
2019-2020	18,790	2,525	110#
2018-2019	27,018	2,048	288
2017-2018	28,573	2,318	405
2016-2017	29,403	3,154	331

Fig. 5 Access to Mass Observation Project Online 2020-2021

Year	All sessions	Number of sessions from members of the University of Sussex	Number of sessions from The Keep
2020-2021	1,141	368	1
July – September 2020	10,672	22	0

Fig.6 Directive themes 2020-2021

Date	Topic	Commissioner	Funding	No. sent out	Response
Autumn 2020 (No 120)	Nothing and the 'roads not taken'	Prof Susie Scott (University of Sussex)	£10,000 (Leverhulme)	754	219 (29%)
	Everyday health and wellbeing	Prof Tracey Loughran (University of Essex)	£10,000 (Wellcome Trust)	754	229 (30%)
Spring 2021 (No 121)	Household Recycling	Dr Henry Irving (Leeds Beckett University)	£5,000 (Internal funding)	751	217 (29%)
	Why I write	In house theme	NA	751	217 (29%)
	The Covid-19 Vaccine	In house theme	NA	751	218 (29%)
Summer 2021* (No 122)	Covid-19 Testing Stories	Helen Stagg and Alice Street (University of Edinburgh)	£7,000 (European Research Council)	750	164 (22%)
	A favourite recipe and a memorable meal	In house theme	NA	750	158 (21%)

*Responses to these Directives Directive are still arriving at the Archive.

Fig.7 Income from the Friends scheme (Reporting period: April 6 2017 – April 5 2021)

Year	Number of Friends	Amount raised
2020-2021	11	£320
2019-2020	17	£480.90
2018-2019	21	£604.99
2017-2018	37	£1099.49

2nd November 2021: This report was written by Kirsty Patrick, Suzanne Rose and Jessica Scantlebury

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2021**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS	The Mass Observation Archive is a Registered Charity (Charity Registration No. 1179673) and a Charitable Incorporated Organisation (Company number CE014960)
PRINCIPAL OFFICE	University of Sussex The University Library Falmer Brighton BN1 9QL
BOARD OF TRUSTEES	
Chair:	Ms Jane Harvell
Trustees:	Mr John Brewer Mr Simon Garfield Ms Kitty Inglis Dr Michelle Johansen Professor Claire Langhamer Professor Jeremy MacClancy Professor Lucy Noakes
Secretary:	Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30th September 2021.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673).

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls, and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £122,511 and £105,839 respectively, resulting in a deficit of £16,672. The Charity's net movement in funds was a deficit of £16,672 (2020: a surplus of £1,982,086 – resulting from the revaluation of the charity's Archive of £2,000,000).

The charity carried forwards unrestricted funds of £377,570

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering eight themes were issued during this financial year. Five of these themes were funded through commissioner's research income, totalling £31,160, an increase on the previous year.

Royalty income continues to benefit from the previous year's launch of the first part of the Mass Observation Project Online product published by Adam Matthew Digital.

By Order of the Board of Trustees



Ms Jane Harvell

Trustee/(Chair)

Date:

28.3.2022

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30th September 2021, which are set out on pages 7 to 11.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 6 April 2022

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2021

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluation reserve	Total funds
	2020-21	2020-21	2020-21	2019-20	2019-20	2019-20
INCOME						
Income and endowments from						
- Royalties	65,995	-	65,995	87,446	-	87,446
Other income						
- Sales	37,969	-	37,969	10,792	-	10,792
Interest income	-	-	-	(2,648)	-	(2,648)
Donations	1,875	-	1,875	500	-	500
Total income and endowments	105,839	-	105,839	96,090	-	96,090
EXPENDITURE ON						
Expenditure on charitable activities	122,511	-	122,511	114,004	-	114,004
Total expenditure	122,511	-	122,511	114,004	-	114,004
Net income/(expenditure) on operational activities	(16,672)	-	(16,672)	(17,914)	-	(17,914)
OTHER RECOGNISED GAINS AND LOSSES						
Gain on revaluation of reserve	-	-	-	-	2,000,000	2,000,000
Net movement in funds	(16,672)		(16,672)	(17,914)	2,000,000	1,982,086
Total funds brought forward	394,242	2,000,000	2,394,242	412,156	-	412,156
Total funds carried forward	377,570	2,000,000	2,377,570	394,242	2,000,000	2,394,242

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2021

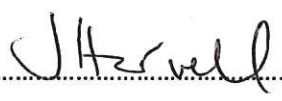
	Unrestricted Funds 2020/21	Unrestricted Funds 2019/20
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	7,118	8,631
Travel, training, and Meetings	2,215	2,849
Postage and Stationery	1,413	1,273
Salaries	110,111	98,151
Staff welfare	27	(16)
Subscription	50	50
Legal and consultancy fees	-	343
Independent examination and bookkeeping fees	1,577	2,723
	<u>122,511</u>	<u>114,004</u>

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30TH SEPTEMBER 2021
COMPANY NUMBER CE014960
CHARITY NUMBER 1179673

	Note	2020/21	2019/20
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	7,350	8,522
Cash at bank and in hand		<u>391,623</u>	<u>394,715</u>
		398,973	403,237
Creditors: Amounts falling due within one year	4	<u>21,404</u>	<u>8,996</u>
Net Current Assets		377,569	394,241
Total Assets less Current Liabilities		<u>2,377,570</u>	<u>2,394,242</u>
Represented by:			
Unrestricted funds			
General fund		377,570	394,242
Revaluation Reserve		2,000,000	2,000,000
		<u>2,377,570</u>	<u>2,394,242</u>

The Financial Statements were approved by the Trustees on

and signed on their behalf by:


 Jane Harvell - Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition, they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows: -

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits.

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

2. TANGIBLE FIXED ASSETS

Cost or valuation	Mass Observation Archive	Total
	£	£
As at 1 st October 2020	2,000,001	2,000,001
Additions		
As at 30 th September 2021	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2021	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2020	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2020/21	2019/20
	£	£
Trade Debtors	7,000	5,000
Accrued Income	350	350
Vat	-	3,172
	<u>7,350</u>	<u>8,522</u>

4. CREDITORS

	2020/21	2019/20
	£	£
Trade Creditors	-	182
Accruals	20,135	8,814
Vat	1,269	-
	<u>22,586</u>	<u>8,996</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2020/21 £	2019/20 £
Salaries and wages	88,532	79,797
Social security costs	6,932	5,326
Pension costs	14,647	13,028
	<u>110,111</u>	<u>98,151</u>

No employees had employee benefits in excess of £60,000 (2020: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive.

The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.

The Mass Observation Archive

**Annual Report and Financial Statements
for the year ended 30 September 2021**

THE MASS OBSERVATION ARCHIVE

CONTENTS

	<i>Page</i>
Legal and administration details	1-2
Report of the Trustees	3-5
Independent Examiner's report	6
Statement of financial activities	7-8
Balance sheet	9
Notes to the financial statements	10-12

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

LEGAL STATUS	The Mass Observation Archive is a Registered Charity (Charity Registration No. 1179673) and a Charitable Incorporated Organisation (Company number CE014960)
PRINCIPAL OFFICE	University of Sussex The University Library Falmer Brighton BN1 9QL
BOARD OF TRUSTEES	
Chair:	Ms Jane Harvell
Trustees:	Mr John Brewer Mr Simon Garfield Ms Kitty Inglis Dr Michelle Johansen Professor Claire Langhamer Professor Jeremy MacClancy Professor Lucy Noakes
Secretary:	Dr Fiona Courage (non-Trustee)

THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Bankers

Co-operative Bank
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Introduction

The Trustees have pleasure in presenting their annual report and financial statements for the year ended 30th September 2021.

The Mass Observation Archive is registered as a charity (Charity Registration No. 1179673). It is governed by its rules which were first adopted on 28 August 2018. It should be noted that the charity is the successor charity to Mass Observation Archive (Charity Registration No. 270218). The charity is a Charitable Incorporated Organisation (Company number 1179673).

The financial statements comply with current statutory requirements, the Rules and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

Objectives of the charity

To advance education for the public benefit by operating and maintaining an archive specialising in particular but not exclusively in the modern social history of Great Britain.

The role of the Trustees

The charity trustees shall manage the affairs of the CIO and may for that purpose exercise all the powers of the CIO. It is the duty of each charity trustee:

- a. to exercise his or her powers and to perform his or her functions in his or her capacity as a trustee of the CIO in the way he or she decides in good faith would be most likely to further the purposes of the CIO; and
- b. to exercise, in the performance of those functions, such care and skill as is reasonable in the circumstances

The chair of Trustees is the Director of Library Services, University of Sussex, an ex officio appointed by the University of Sussex in line with the provisions of the CIO's constitution. The Risk Register is the responsibility of the Trustees. They provide the material support necessary for the effective running of the CIO. The Trustees work in accordance with the guidelines laid down by the Charity Commission.

Management is the responsibility of the Trustees and is delegated to the Mass Observation Team in terms of day-to-day administration. Under the Mass Observation University of Sussex Memorandum of Understanding (May 2018) the University of Sussex takes responsibility for the line management of staff employed specifically to work on the Mass Observation Archive.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Trustee responsibilities

Financial statements

The Trustees are required to prepare annual financial statements, which provide a true and fair view of the affairs of the charity as at the end of the financial year and of the income and expenditure of the charity for the year.

In preparing the reports the Trustees:

1. Select suitable accounting policies and apply them consistently
2. Make judgements and estimates that are reasonable and prudent
3. State whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements, and
4. Prepare the Financial Statements on the ongoing concern basis unless it is inappropriate.

Public benefit

The Trustees confirm that they have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives.

Risk review

The Board of Trustees reviews the major risks to which the charity is exposed on a regular basis and systems and actions are implemented to mitigate those risks. The Trustees believe that there is a satisfactory system of internal controls, and these are reviewed on a regular basis.

Financial review

Total expenditure and income for the year on operational activities were £122,511 and £105,839 respectively, resulting in a deficit of £16,672. The Charity's net movement in funds was a deficit of £16,672 (2020: a surplus of £1,982,086 – resulting from the revaluation of the charity's Archive of £2,000,000).

The charity carried forwards unrestricted funds of £377,570

Expenditure is focussed entirely on Staff salaries and commission paid to Curtis Brown in respect of the royalties collected.

Income

The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers.

Reserves

It has been agreed it is appropriate for The Mass Observation Archive to maintain strategic reserves sufficient to support unavoidable operating costs for a period of up to 12 months. The strategic reserve must consist of unrestricted funds.

THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Summary of main financial activities in relation to Objects of the CIO

Three Directives covering eight themes were issued during this financial year. Five of these themes were funded through commissioner's research income, totalling £31,160, an increase on the previous year.

Royalty income continues to benefit from the previous year's launch of the first part of the Mass Observation Project Online product published by Adam Matthew Digital.

By Order of the Board of Trustees



Ms Jane Harvell

Trustee/(Chair)

Date:

28.3.2022

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
THE MASS OBSERVATION ARCHIVE**

I report on the accounts for the year ended 30th September 2021, which are set out on pages 7 to 11.

Respective responsibilities of Trustees and Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the Trustee's accounts 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 2011 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 Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts 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.



VMR Anderson BA (Hons) FCA DChA

Chartered Accountant
Clark Brownscombe
2 St. Andrews Place
Lewes
East Sussex
BN7 1UP

Date: 6 April 2022

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2021

	Unrestricted funds	Revaluation reserve	Total funds	Unrestricted funds	Revaluation reserve	Total funds
	2020-21	2020-21	2020-21	2019-20	2019-20	2019-20
INCOME						
Income and endowments from						
- Royalties	65,995	-	65,995	87,446	-	87,446
Other income						
- Sales	37,969	-	37,969	10,792	-	10,792
Interest income	-	-	-	(2,648)	-	(2,648)
Donations	1,875	-	1,875	500	-	500
Total income and endowments	105,839	-	105,839	96,090	-	96,090
EXPENDITURE ON						
Expenditure on charitable activities	122,511	-	122,511	114,004	-	114,004
Total expenditure	122,511	-	122,511	114,004	-	114,004
Net income/(expenditure) on operational activities	(16,672)	-	(16,672)	(17,914)	-	(17,914)
OTHER RECOGNISED GAINS AND LOSSES						
Gain on revaluation of reserve	-	-	-	-	2,000,000	2,000,000
Net movement in funds	(16,672)		(16,672)	(17,914)	2,000,000	1,982,086
Total funds brought forward	394,242	2,000,000	2,394,242	412,156	-	412,156
Total funds carried forward	377,570	2,000,000	2,377,570	394,242	2,000,000	2,394,242

THE MASS OBSERVATION ARCHIVE
STATEMENT OF FINANCIAL ACTIVITIES FOR
THE YEAR ENDED 30 SEPTEMBER 2021

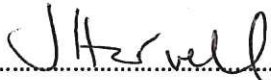
	Unrestricted Funds 2020/21	Unrestricted Funds 2019/20
	£	£
Expenditure on charitable activities		
Commission charges and cost of goods sold	7,118	8,631
Travel, training, and Meetings	2,215	2,849
Postage and Stationery	1,413	1,273
Salaries	110,111	98,151
Staff welfare	27	(16)
Subscription	50	50
Legal and consultancy fees	-	343
Independent examination and bookkeeping fees	1,577	2,723
	<u>122,511</u>	<u>114,004</u>

THE MASS OBSERVATION ARCHIVE
BALANCE SHEET AS AT 30TH SEPTEMBER 2021
COMPANY NUMBER CE014960
CHARITY NUMBER 1179673

	Note	2020/21	2019/20
Fixed Asset			
Mass Observation Archive	2	2,000,001	2,000,001
CURRENT ASSETS			
Debtors and accrued income	3	7,350	8,522
Cash at bank and in hand		<u>391,623</u>	<u>394,715</u>
		398,973	403,237
Creditors: Amounts falling due within one year	4	<u>21,404</u>	<u>8,996</u>
Net Current Assets		377,569	394,241
Total Assets less Current Liabilities		<u>2,377,570</u>	<u>2,394,242</u>
Represented by:			
Unrestricted funds			
General fund		377,570	394,242
Revaluation Reserve		2,000,000	2,000,000
		<u>2,377,570</u>	<u>2,394,242</u>

The Financial Statements were approved by the Trustees on

and signed on their behalf by:



 Jane Harvell - Trustee

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

1. ACCOUNTING POLICIES

a. Accounting

These financial statements have been prepared under the historical cost convention, and in accordance with applicable accounting standards. In addition, they have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102. The trust constitutes a public benefit entity as defined by FRS 102. The Trustees consider that there are no material uncertainties about the trust's ability to continue as a going concern. The accounts are prepared in sterling which is the functional currency of the Charity.

b. Fund Accounting

The charity maintains various funds in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities FRS 102'. These funds, which require separate disclosure, are as follows: -

Unrestricted Funds. These are the general funds of the charity and are expendable at the discretion of the Trustees in the furtherance of the charitable objectives. The main sources of general funds are from fees, royalties and income from bank deposits.

c. Voluntary Income

Donations are recognised as income when the donation is received.

Legacies are recognised at the earliest point at which the amounts become certain.

d. Investment Income

Interest is accrued on a daily basis and is credited on this basis in the income and expenditure account.

e. Expenditure

Expenditure is included in the Statement of Financial Activities on an accrual basis, inclusive of any VAT which cannot be recovered.

The main category of expenditure is:

- i. Expenditure on charitable activities, which are the costs of running the trust.

f. Statement of Cash Flows

The charity has taken advantage of the provisions in the SORP for Charities applying FRS 102 Bulletin 1 not to prepare a Statement of Cash Flows.

g. Financial Instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost. Financial assets held at amortised cost comprise cash at bank and in hand, other debtors and prepayments. Financial liabilities held at amortised cost comprise other creditors and accruals.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

2. TANGIBLE FIXED ASSETS

Cost or valuation	Mass Observation Archive	Total
	£	£
As at 1 st October 2020	2,000,001	2,000,001
Additions		
As at 30 th September 2021	<u>2,000,001</u>	<u>2,000,001</u>
Net Book Value		
As at 30 th September 2021	<u>2,000,001</u>	<u>2,000,001</u>
As at 30 th September 2020	<u>2,000,001</u>	<u>2,000,001</u>

3. DEBTORS

	2020/21	2019/20
	£	£
Trade Debtors	7,000	5,000
Accrued Income	350	350
Vat	-	3,172
	<u>7,350</u>	<u>8,522</u>

4. CREDITORS

	2020/21	2019/20
	£	£
Trade Creditors	-	182
Accruals	20,135	8,814
Vat	1,269	-
	<u>22,586</u>	<u>8,996</u>

5. TAXATION

The trust is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

THE MASS OBSERVATION ARCHIVE
NOTES TO THE FINANCIAL STATEMENTS FOR
THE YEAR ENDED 30 SEPTEMBER 2021

6. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES AND THE COST OF KEY MANAGEMENT PERSONNEL.

	2020/21 £	2019/20 £
Salaries and wages	88,532	79,797
Social security costs	6,932	5,326
Pension costs	14,647	13,028
	<u>110,111</u>	<u>98,151</u>

No employees had employee benefits in excess of £60,000 (2020: nil). Pension costs are wholly charged to unrestricted funds.

No remuneration was paid to any of the trustees during the year by the Mass Observation Archive.

The key management personnel of the charity comprise the Trustees and the Director of the Archive. The Director and the Chair of Trustees are employed by the University of Sussex and their roles include some responsibilities for the Mass Observation Archive.