



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2020 to 30 September 2021

Report Number 41

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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.

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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

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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

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THE MASS OBSERVATION ARCHIVE

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THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

VMR Anderson BA(Hons) FCA DChA
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Bankers

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THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

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THE MASS OBSERVATION ARCHIVE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Trustee responsibilities

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

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The principal sources of income are royalties in respect of the archives and payments for the commissioning of Directives by researchers.

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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.