



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2021 to 30 September 2022

Report Number 42

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Trustees of the Mass Observation Archive

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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.

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
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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>
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THE MASS OBSERVATION ARCHIVE

LEGAL AND ADMINISTRATION DETAILS

Independent Examiner

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

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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

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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

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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.

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- (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.

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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:-

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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.