



# **MASS OBSERVATION**

**Recording everyday life in Britain**

**The Mass Observation Archive Annual Report**

**1 October 2022 to 30 September 2023**

**Report Number 43**

**[www.massobs.org.uk](http://www.massobs.org.uk)**

**[moa@sussex.ac.uk](mailto:moa@sussex.ac.uk)**



#### **Trustees of the Mass Observation Archive**

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

#### **Public Benefit Statement**

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

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

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

## Contents

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

## 1. Access

### *Research visits*

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

### *Group sessions*

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

### *Online Access*

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

## 2. Engagement

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

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

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

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

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

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

### 3. The 85<sup>th</sup> Anniversary of Mass Observation

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

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

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

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

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

Events were added each month to the Mass Observation website.

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

#### *Feedback*

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

*82 year-old attendee of 1940's Chic event*

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

*Penned Up workshop*

### *YouTube videos*

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

### *Talks*

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

### *Webinar series*

*Mass Observers: responding to the difficult questions, 9<sup>th</sup> November 2022*

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

*Mass Observing health and wellbeing, 25<sup>th</sup> January 2023*

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

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

### *Gathering Qualitative data in times of crisis with Kantar Public, 15<sup>th</sup> March 2023*

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

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

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

### *Mass Observing COVID-19 and linguistic analysis: tools for narrative data, 26<sup>th</sup> April 2023*

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

### *Mass Observing the Coronation, 2<sup>nd</sup> May 2023*

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

### *Exploring the Archives: in conversation with Mass Observation and the Archive of Market and Social Research, 3<sup>rd</sup> May 2023*

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

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

#### *Mass Observers: ethics and responsibility, 24<sup>th</sup> May 2023*

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

#### *Navigating the Mass Observation Archive as a new researcher 28<sup>th</sup> June 2023*

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

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

#### *Mass Observing the Everyday 20<sup>th</sup> September 2023*

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

## **4. Projects and partnerships**

### *Mass Observation Critical Series*

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



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

### *Mass Observing COVID-19*

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

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

### *Good Space*

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

### *National Centre for Research Methods*

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

## **5. The 12<sup>th</sup> May diary project & the Coronation Project**

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

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

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

## **6. The Trustees**

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

## **7. Staff changes**

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

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

## **8. Volunteers and placement students**

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

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

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

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

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

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

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

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

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

## **9. The Mass Observation Project**

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

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

### *Biographical Form*

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

### *Commissioners*

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

## 10. Friends of the Mass Observation Archive

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

## 11. Collections

There have not been any acquisitions during this period.

## 12. Publications

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### 13.Events, talks and conferences

*Suzanne Rose*

ARA Conference Belfast, Mass Observing Communities, August 2023

MO85, Mass Observing Kindness, Nov 2022

*Kirsty Pattrick*

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

*Fiona Courage*

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



## Appendix 1

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

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

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

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

*Fig. 3 Group visits 2017-2023*

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

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



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

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

**Fig. 5 Access to Mass Observation Online 2018-2022**

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

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

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

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

*Fig.6 Directive themes 2020-2021*

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

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

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

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

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

# **The Mass Observation Archive**

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

# THE MASS OBSERVATION ARCHIVE

## CONTENTS

---

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

## THE MASS OBSERVATION ARCHIVE

### LEGAL AND ADMINISTRATION DETAILS

---

#### LEGAL STATUS

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

#### PRINCIPAL OFFICE

University of Sussex  
The University Library  
Falmer  
Brighton  
BN1 9QL

#### BOARD OF TRUSTEES

Chair: Ms Jane Harvell

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

Secretary: Dr Fiona Courage (non-Trustee)

## THE MASS OBSERVATION ARCHIVE

### LEGAL AND ADMINISTRATION DETAILS

---

#### **Independent Examiner**

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

#### **Bankers**

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



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

---

## **Introduction**

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

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

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

## **Objectives of the charity**

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

## **The role of the Trustees**

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

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

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

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

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

---

## **Trustee responsibilities**

### **Financial statements**

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

In preparing the reports the Trustees:

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

### **Public benefit**

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

### **Risk review**

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

### **Financial review**

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

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

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

### **Income**

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

### **Reserves**

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

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

---

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

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

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

By Order of the Board of Trustees

Jane Harvell (Chair)



Date: 14th May 2024

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

---

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

**Respective responsibilities of Trustees and Examiner**

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

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

**Independent Examiner's statement**

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

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

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

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



VMR Anderson BA (Hons) FCA DChA

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

Date: 16 June 2024

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

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

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

---

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

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

---

**CHARITY NUMBER 1179673**

---

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

The Financial Statements were approved by the Trustees on

Jane Harvell Trustee

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

---

**1. ACCOUNTING POLICIES**

**a. Accounting**

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

**b. Fund Accounting**

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

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

**c. Voluntary Income**

Donations are recognised as income when the donation is received.

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

**d. Investment Income**

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

**e. Expenditure**

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

The main category of expenditure is:

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

**f. Statement of Cash Flows**

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

**g. Financial Instruments**

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



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

**2. TANGIBLE FIXED ASSETS**

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

**3. DEBTORS**

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

**4. CREDITORS**

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

**5. TAXATION**

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

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

---

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

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

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

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

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

# **The Mass Observation Archive**

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

# THE MASS OBSERVATION ARCHIVE

## CONTENTS

---

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

## THE MASS OBSERVATION ARCHIVE

### LEGAL AND ADMINISTRATION DETAILS

---

#### LEGAL STATUS

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

#### PRINCIPAL OFFICE

University of Sussex  
The University Library  
Falmer  
Brighton  
BN1 9QL

#### BOARD OF TRUSTEES

Chair: Ms Jane Harvell

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

Secretary: Dr Fiona Courage (non-Trustee)

## THE MASS OBSERVATION ARCHIVE

### LEGAL AND ADMINISTRATION DETAILS

---

#### **Independent Examiner**

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

#### **Bankers**

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

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

---

## **Introduction**

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

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

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

## **Objectives of the charity**

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

## **The role of the Trustees**

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

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

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

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

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

---

## **Trustee responsibilities**

### **Financial statements**

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

In preparing the reports the Trustees:

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

### **Public benefit**

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

### **Risk review**

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

### **Financial review**

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

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

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

### **Income**

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

### **Reserves**

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



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

---

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

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

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

By Order of the Board of Trustees

Jane Harvell (Chair)

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

Date: 14th May 2024

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

---

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

**Respective responsibilities of Trustees and Examiner**

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

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

**Independent Examiner's statement**

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

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

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

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



VMR Anderson BA (Hons) FCA DChA

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

Date: 16 June 2024

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

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

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

---

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

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

---

**CHARITY NUMBER 1179673**

---

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

The Financial Statements were approved by the Trustees on

Jane Harvell Trustee

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

---

**1. ACCOUNTING POLICIES**

**a. Accounting**

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

**b. Fund Accounting**

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

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

**c. Voluntary Income**

Donations are recognised as income when the donation is received.

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

**d. Investment Income**

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

**e. Expenditure**

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

The main category of expenditure is:

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

**f. Statement of Cash Flows**

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

**g. Financial Instruments**

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

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

**2. TANGIBLE FIXED ASSETS**

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

**3. DEBTORS**

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

**4. CREDITORS**

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

**5. TAXATION**

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

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

---

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

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

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

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

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