



The Archive of  
Market and Social  
Research

# The Archive of Market and Social Research Annual Report 2022-23

Charity number – 1166619

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# 1. Chairman's Foreword

Thanks to our tireless volunteers, our generous supporters and the individuals and agencies who have donated material to us, 2022-23 has been another good year for the AMSR. The Archive itself grew by almost 25 per cent as we cleared the scanning backlog that had built up during the Covid lockdown. We are also making good progress in building awareness and the number of visitors coming to the portal website and going on to the Archive, although we now need to invest in new software to enable us to know who they all are and to improve our metrics and analytics.

We continue to engage academic historians and schools teaching A-level history. The voices of the past, outside the elite, are often lost, but the Archive offers a direct channel to the broad mass of the British public, brought to life through studies conducted by the UK's very successful market and social research sectors and preserved in the Archive.

Our aim is that, over the long term, the AMSR will become a standard source for anyone studying, teaching or researching modern British social history. It will take time to achieve this, but as we do so, there are also likely to be opportunities in other, related, academic areas such as sociology and politics. One of our academic supporters, leading political polling expert Professor Sir John Curtice (Strathclyde University), has already used material in the Archive to compare and contrast British public opinion towards the EC/EU, by party affiliation, in the run-up to the 1975 and 2016 referendums. He presented this via video at our summer event for supporters in June 2023.

Also part of our mission is to raise awareness and understanding of the history and role of the UK market and social research sector. The initial impulse for setting up the AMSR was to ensure that research reports and other material relevant to this aim were not destroyed. Our first book told the story of how research methodologies evolved up to today's complex combination of traditional methods (surveys, panels and qualitative studies) and newer approaches such as data analytics.<sup>1</sup> During 2022/23, we published a second book, a collection of essays using material in the Archive to explore and illustrate post-war UK social trends.<sup>2</sup> A third book, on policy and political research, was launched at our June 2023 summer event.<sup>3</sup>

Since the end of this report year (March 2023), we have strengthened our organisation through three senior appointments: Professor Claire Langhamer, Director of the Institute of Historical Research, and Colin McDonald, who leads the scanning and indexing of donated material, as trustees; and John Haworth, former Chief Financial Officer of Ipsos, as an independent member of the Finance Committee.

As you read the following pages, you will get a sense that there's a lot going on at the AMSR and that we're making good progress - but also that this is a long-term project with huge future potential and that we're still at quite an early stage in exploiting that potential.

Many thanks to everyone who has helped us get to where we are. I hope this report will encourage you to continue as part of this unique project as we build up its momentum and impact.

Patrick Barwise

24 October 2023

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<sup>1</sup> Judith Staig, ed., *Post-War Developments in Market Research*, AMSR, 2021.

<sup>2</sup> Judith Staig, ed., *How We've Changed: Social Trends from Post-War to Present Day and Beyond*, AMSR, 2022.

<sup>3</sup> Judith Staig & Phyllis Vangelder, ed., *Researching the Public: Post-War Policy, Politics and Polling*, AMSR, 2023.

## 2. Chief Executive's Introduction

After 7 years building an Archive of research material, 2022 was the year that the Archive of Market and Social Research (AMSR) reached the size at which we believed we could start seriously promoting it to potential users. At the start of the year we had fully recovered from the impact of Covid and lockdown, and we were able to grow the number of items in the archive by a quarter during the year.

AMSR had been slowly attracting users, as news of what we were doing spread, but this year was the year that we thought we could seriously promote the online Archive to users. Not only was there a large and varied collection of unique material in the Archive, we had also improved our indexing, search facility and support for users, and we were confident that anyone visiting the Archive would be able to find something interesting.

When you read the report, you will see that our promotional activity this year has significantly increased awareness of AMSR. In 2022-23 the number of our social media followers and the average number of monthly visitors to our portal website grew by around a third. The average number of monthly users of the Archive proper grew by 50%. 200 unique users a month visited the Archive website in the first quarter of 2023.

We know that our archive is being used by a number of historians and PhD students, some based outside the UK. Unfortunately, we have no means of recording and identifying them unless they tell us that they have been using the Archive. Finding a way to record and understand our users is now an important problem, and we are going to need to make a significant investment to solve it. Not meeting visitors to the Archive is the disadvantage of providing access to virtually all of our material online. The great advantage of being online for the user is that they don't need to leave their home or office to use the Archive.

This year we successfully piloted a new service for students studying A-level history with Notting Hill and Ealing High School. We are planning to expand this service to more schools in the coming year.

I would like to thank all our volunteers and supporters for their help and generosity. Without their commitment, most of the contents of the Archive would have been lost forever. The independent research we commissioned last year found that the great majority of market research, that is not in the public domain, is deleted after 7-10 years.

Adam Phillips

24 October 2023

## 3. Objectives and activities

### 3.1. Purposes

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

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

- become a central hub for academics and others trying to find out what has been learned from market and social research and data analytics in the past, and to obtain information and evidence relevant to discussions about the future;
- preserve and provide access to all relevant reports, data, records, articles, training material, books and other material, freely available online and/or in physical form, and
- build awareness of the contribution of the social and market research sector to society, business and human understanding – in the past, present and future – thereby enhancing the reputation and status of this sector.

There is no other organisation or single source in the UK which does this at present. Where significant gaps exist in what is already being preserved, the AMSR is actively collecting material to fill them.

### 3.2. Activities

The Archive of Market and Social Research is building a library and store of materials and records, both physical and online, relating to market and social research in the UK.

We are collecting and preserving survey results that reflect the changing behaviour, attitudes and opinions of people living in the UK over time. Much of this material is in the form of reports, rather than raw data. Reports give an insight into the attitudes and assumptions of those commissioning and writing the reports, in addition to the findings of the research being reported. We intend this material to support teaching and research in history, sociology, economics and business studies, and to inform journalists and interested members of the public. The collection will increasingly include contemporary records and is intended to be a living and continually updated archive.

We have been developing links with universities, particularly with academics in the field of Social History. At the same time, we are also connecting with schools to support students producing dissertations for their A-level exams.

The Archive also contains documents and records for those wishing to gain insight into the history, achievements, methods and activities of the market and social research industry and profession. No other central archive of this type currently exists.

The AMSR maintains an online searchable archive, accessible over the internet, containing scanned documents of survey results that reflect changing habits and attitudes, for perusal by anyone with an interest in social history, at no cost to the user.

Our activities include:

1. collecting and preserving important research reports and data that is at risk of being lost – our research has shown that most commercial research is not retained for more than 7-10 years;

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

## 4. Achievements and performance

### 4.1. Summary of main achievements

We now have more than 8,000 reports, papers and documents covering a broad range of social issues, markets and research techniques, nearly all of which are available online. This is an increase of almost 2,000 since last year as the backlog built up during the Covid lockdown has been cleared. In addition, more than 750 books that are held in our paper Archive.

We have 37 Specialist Collections including unique reports not available elsewhere from the BBC and BBC World Service, MORI British Public Opinion, NOP reports, the Cooper Research and Marketing (CRAM) qualitative research, and the Target Group index covering more than 50 years of product and media consumption, In its Modern Collections, the Archive is beginning to assemble significant works from the 21st Century

Important new additions to our collection this year include:

- Several hundred new reports (from the early 80s) into the **CRAM Collection**. Highlights are: several Lucozade Studies; The Effects of Timetable Frequency Changes on Suburban Services of Two London Areas; Babycham Advertising

Development; Projects on a Magazine on the Royal Family, the threat of Own Labels and New Mortgage concept

- A unique Collection of **Vignettes from Humphrey Taylor**. Humphrey Taylor has generously donated to the Archive a lively set of vignettes recalling his uses of research in many encounters with the great and powerful in both the UK and the USA.
- A collection of papers from **Gordon Heald** who ran Gallup Poll from 1979-1994, and some significant items from other individuals.
- Collections of recent research from **Nursery Research and Planning** and **Qa Research**.

And last, but definitely not least – we are very lucky to have 2 **reports from the very first days of Readership Research**. Conducted by Harry Lyall, founder of the London Research and Information Bureau (in 1921) and donated by his nephew.

- Press Circulation Analysed (1928)
- An Analysis of Press Circulations (1934).

We have also added **39 Oral history interviews** to the Archive. These were donated to us by the Research Network. They cover a selection of, mainly senior researchers, who were involved in the development of the market research sector from the 1950's up to recent times. This interesting resource will expand as the Research Network continues to carry out more interviews.

We have been exploring the potential for using the Archive among A-level and EPQ students. Using the AMSR archive enables these students to experience using an archive in their schoolwork before they go to university. The benefit for AMSR is that the syllabus is known well in advance, and it is possible to develop teaching support material that can be reused every year with limited modification. We conducted a successful pilot exercise with a class of A-level history students at Notting Hill and Ealing High School this year. Encouraged by this experience we intend to scale up our work with schools next year. We think that there is an opportunity to introduce students to using an archive and working with original sources. The fact that the Archive is online and free makes it easily accessible to school students. We also think that there are opportunities in subjects other than history. The interaction with schools and university students will also help to raise awareness of the scope and value of research undertaken by the market and social research sector.

Usership of the Archive has continued to grow. We averaged about 202 unique users of the online Archive per month, with the number of users steadily increasing throughout the year. This represents around a 53% increase over the same period last year.

## 4.2. Progress against objectives

Our objectives for this year were:

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

In relation to our first objective, we increased the number of items preserved in the Archive and available online by about a quarter this year with a reasonable amount of material produced in the last 10 years. We are still trying to find the best on way to preserve material where there is no written report, simply a presentation or an interactive dashboard.

We commissioned, Qa Research Ltd to undertake research among research agencies (in relation to the first two objectives), and among marketing academics (to help us with the third). The key learning with regard to Objectives 1 and 2 was that we need to build a relationship with research agencies by asking initially for material that is easy for them to donate – that is, material over which they have full control, such as their own PR material. As a consequence, we are now systematically contacting agencies and recent research is being donated on a regular basis.

With regard to Objective 3, the Qa research revealed that marketing academics are keen to be offered case studies and teaching materials that link research to marketing strategy and action. We have started work on some examples and are planning further research to help us complete these and start to use them. Our relationship with St Mary's University regularly introduces marketing students to the Archive.

We similarly continue to target academics in the field of Modern British History and are working with a number of PhD students. The Archive was cited by several academics, including Professor Jane Hamlett. She generously acknowledged the role of the Archive in her book, *Pet Revolution*.

As mentioned in section 4.1, we have been working with Notting Hill and Ealing High School to develop use of the Archive for A-level dissertations. We conducted a pilot study among sixth form girls who were taking the A-level History exam. In a class of 12, all of them tried using the Archive, and 4 used information from the Archive in the long essay exam paper they were taking. The girls said they found it very helpful to experience using an archive even if they did not use it in their work in the end. Their teacher said that familiarity with AMSR led them to have greater confidence when looking at other archives such as the Churchill Archives and the National Archives

We are now developing relationships with more schools. If this further pilot is successful, we intend to investigate the opportunity for providing guidance for A-level students of Modern British History, Sociology, Psychology and Politics, as well as for the Extended Project Qualification (EPQ) that can be taken alongside A-levels.

Activity to raise awareness of the Archive, both among potential users and among potential contributors of material, as well as potential donors, continues to be another crucial tool for meeting all of these objectives. We publish a quarterly Newsletter and bi-monthly news Updates. As in previous years, awareness of the Archive's content is also promoted by publishing data-based stories on our website and promoting them through social media (using LinkedIn and Twitter). We have, moreover, increased our attendance and speaking appearances at conferences and meetings where there may be potential users. It is difficult and expensive to measure the awareness of AMSR, but we can track the number of unique visitors to the portal website and followers on LinkedIn and Twitter. At the end of 2022 we had 288 followers on LinkedIn, 38% more than the previous year, and 528 followers on Twitter, 25% more than the previous year. We were receiving around 570 unique visitors to the portal website every month. This is an increase of 36% over the same period the previous year.

We ran an extremely successful evening event for our supporters, volunteers and potential supporters at Bush House, Kings College London, in late May. Key speakers were Professor Sir John Curtice, the leading political polling expert, and Kelly Beaver MBE, the Chief Executive of Ipsos UK. This event, which was sponsored by the Policy Institute and OvationMR, undoubtedly helped to raise awareness of AMSR and encourage visits to our websites.



Following the successful publication of two books in 2020 and 2021, work has now commenced on a third book, to be published in mid-2023 with the title *Researching the public: post-war policy, politics and polling*.

### 4.3. Financial position and reserves

We attracted donations of £23,253, which includes £1,779 of Gift Aid. In addition, we received £1,102 in bank interest taking our total income to £24,355. We managed to exceed our income target.

Our total operating expenditure was £33,218.

Our reserves are £106,305. We are considering how best to use our reserves to maintain sustainable growth.

Although we do not have a formally stated policy on reserves, it has been our practice to ensure that we hold sufficient reserves to cover running costs and significant items of expenditure for the next two years.

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

### 4.4. Principal sources of funds

The funds have been raised from 13 companies and 42 individual donors. Gift Aid has been claimed where possible. In addition, we are encouraging other supporters to consider leaving a legacy to us.

We thank Ipsos UK for their generous financial support and for providing us with office space for collecting, sorting and scanning material contributed to the Archive.

We are grateful for the logistical support that we receive from industry bodies and companies, notably the MRS, Ronin International and i-view.

## 5. Structure Governance and Management

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

The organisation is led by the Executive Committee which consists of the Chairs and Vice Chairs of the four key committees that run the organisation. The Executive Committee meets monthly and reports to the Board of Trustees. The four committees are:

- Contents
- Marketing
- Governance, and
- Finance

Trustees are chosen for the skills and experience they bring to the organisation and are elected for a three-year term by a meeting of the Trustees. Many of our trustees sit on the Committees.

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

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

AMSR is staffed by 45 volunteers, together with one paid administrator.

## 6. Reference and administrative details

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

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

### 6.1. Trustees

#### **Professor Patrick Barwise, Chairman of the AMSR Board**

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

#### **Jane Frost CBE**

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

#### **Adam Phillips**

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

#### **Raz Khan**

Raz Khan is treasurer of the AMSR and has been a Trustee since its inception, originally acting as a liaison with the MRS Board. Raz is Chairman of Cobalt Sky, an operations support company which he has been managing since 1989. He started in MR operations in 1977 at Pritchard Brown and Taylor before moving to Quantime in 1982 where he managed the DP and Support department. He joined AGB in 1988 for a brief spell where he was part of the Superpanel team.

#### **Ian Brace**

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

### **Peter Bartram**

Peter Bartram has had a varied career in both research and marketing with NOP, Thomson Newspapers, and the Harris Poll firm in London, New York, and Los Angeles. Back in the UK in 1978, he was a Marketing Director at American Express Europe, MRS Chairman in 1989, and finally President of the City Research Group. With 41 others, he set up the Research Network in 2002, which is still going strong.

### **Phyllis Macfarlane**

Phyllis Macfarlane is a lifelong Market Researcher, former Managing Director of GfK NOP and immediate past Chair of the Market Research Society (MRS). She was previously Global Training Manager at GfK UK and has spent several years delivering, and expanding the offering of, market research education and training in Africa and Asia. She believes in bringing the global market research community and the non-profit sector together to learn from one another and achieve best results for all – mainly through her role as Treasurer of ESOMAR Foundation. She has won both the MRS Silver Medal in 2008, and in 2018 the European Society for Opinion and Marketing Research Excellence Award.

### **Simon Patterson**

Simon is Chief Executive of QRi Consulting which he founded 10 years ago. An international qualitative researcher: Simon is a Chartered Psychologist, Fellow of the MRS and Board member (and former Chair) of the AQR (Association for Qualitative Research). He moderates ECGs®, Groups and IDIs in-person and online. Formerly Managing Director at CRAM International, he worked with its founder Peter Cooper for 25 years. Simon has written papers and presented at conferences on the Origins of Qualitative Research and the Psychology of Branding and Communication. He has been a visiting lecturer at the Institute for Manufacturing (IfM) at Cambridge University since 2010.

### **Sue Robson**

Sue gained a solid grounding in all types of market research at BMRB, but then joined MBL to focus on qualitative research with John and Mary Goodyear. She worked at MBL for 10 years, ending up as Managing Director. In 1981 Sue started her own business, The Qualitative Consultancy, TQC. Sue also ran training courses for the MRS including developing, in 1983, the very first course offering practical hands-on experience of moderating group discussions. This led to the book she wrote and co-edited with Angela Foster, *Qualitative Research in Action*, published in 1989. She was a member of MRS Council from the 1980s and a founder member of AQR, to give qualitative researchers their own strong voice. She was made a Fellow of the MRS in 1998.

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

### **Phyllis Vangelder**

Phyllis was an Editor in the market research industry for many years, accumulating knowledge and contacts in all aspects of market and social research. She was in charge of publications at the Market Research Society for over 25 years including the MRS *Newsletter* (the forerunner of *Research*), the *Journal of the Market Research Society* (now the *International Journal of Market Research*), *Market Research Abstracts* and *Survey magazine*, as well as being heavily involved in many committees. She has been Editor of *ESOMAR Newsbrief*, *ESOMAR Research World*, *BMRA Bulletin* and *BMRA's MR Business*.

Phyllis has also co-edited various Handbooks. Phyllis has edited or co-edited Books in the 'Showcasing the Archive' series.

## 6.2. President

**Denise Lievesley** is an Honorary Fellow of Green Templeton College, University of Oxford, having been Principal from 2015 until September 2020. Before coming to Oxford, she was Executive Dean of the Faculty of Science and Public Policy and Professor of Social Statistics at King's College London. She has been Chief Executive of the English Health and Social Care Information Centre, Director of Statistics at UNESCO, where she founded the Institute for Statistics, and Director (1991-1997) of the UK Data Archive.

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

A Fellow of University College London (her alma mater), she has honorary doctorates from City University and the University of Essex and is a founding Fellow of the Academy of Social Sciences. Her research interests relate broadly to the quality and trust in official data, and the use of data for research purposes. She was appointed Commander of the Order of the British Empire (CBE) in the Queen's Birthday Honours in June 2014 for services to social science.

## 7. Declarations

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

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

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

Chairman: Professor Patrick Barwise

2 November 2023

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

I report to the trustee on my examination of the financial statements of The Archive of Market and Social Research ('the charity') for the year ended 31 March 2023.

### Responsibilities and basis of report

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

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

### Independent examiner's statement

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

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

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

Alistair Henry Ellis Smith  
Independent Examiner

## Statement of Financial Activities

		2023		2022
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations	4	23,253	23,253	30,859
Legacies	4	-	-	16,245
Investment income	5	1,102	1,102	272
<b>Total income</b>		<u>24,355</u>	<u>24,355</u>	<u>47,376</u>
<b>Expenditure</b>				
Expenditure on raising funds:				
Costs of raising donations and legacies	6	13,913	13,913	11,892
Expenditure on charitable activities	7,8	19,305	19,305	31,395
<b>Total expenditure</b>		<u>33,218</u>	<u>33,218</u>	<u>43,287</u>
<b>Net (expenditure)/income and net movement in funds</b>		<u>(8,863)</u>	<u>(8,863)</u>	<u>4,089</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		115,168	115,168	111,079
<b>Total funds carried forward</b>		<u>106,305</u>	<u>106,305</u>	<u>115,168</u>

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

# The Archive of Market and Social Research

31 March 2023

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## Statement of Financial Position

	Note	2023 £	2022 £
<b>Current assets</b>			
Debtors	11	5,510	2,062
Cash at bank and in hand		110,369	120,483
		<u>115,879</u>	<u>122,545</u>
<b>Creditors: amounts falling due within one year</b>	12	9,574	7,377
<b>Net current assets</b>		<u>106,305</u>	<u>115,168</u>
<b>Total assets less current liabilities</b>		<u>106,305</u>	<u>115,168</u>
<b>Net assets</b>		<u>106,305</u>	<u>115,168</u>
<b>Funds of the charity</b>			
Unrestricted funds		106,305	115,168
<b>Total charity funds</b>	15	<u>106,305</u>	<u>115,168</u>

These financial statements were approved by the board of trustees and authorised for issue on 2 November 2023, and are signed on behalf of the board by:

Professor Patrick Barwise, Chairman

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The notes on pages 15 to 20 form part of these financial statements.

## Notes to the Financial Statements

### 1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is .

### 2. Statement of compliance

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

### 3. Accounting policies

#### **Basis of preparation**

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

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

#### **Going concern**

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

#### **Fund accounting**

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

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

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



### **Incoming resources**

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

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

### **Resources expended**

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

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

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

### **Financial instruments**

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

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

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

### **Defined contribution plans**

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

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## 4. Donations and legacies

	Unrestricted Funds £	<b>Total Funds 2023 £</b>	Unrestricted Funds £	Total Funds 2022 £
<b>Donations</b>				
Donations and gifts	21,474	21,474	27,187	27,187
Gift Aid	1,779	1,779	3,672	3,672
<b>Legacies</b>				
Legacies	–	–	16,245	16,245
	<u>23,253</u>	<u>23,253</u>	<u>47,104</u>	<u>47,104</u>

## 5. Investment income

	Unrestricted Funds £	<b>Total Funds 2023 £</b>	Unrestricted Funds £	Total Funds 2022 £
Other interest receivable	<u>1,102</u>	<u>1,102</u>	<u>272</u>	<u>272</u>

## 6. Costs of raising donations and legacies

	Unrestricted Funds £	<b>Total Funds 2023 £</b>	Unrestricted Funds £	Total Funds 2022 £
Costs of raising donations and legacies - Donations	<u>13,913</u>	<u>13,913</u>	<u>11,892</u>	<u>11,892</u>

## 7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	<b>Total Funds 2023 £</b>	Unrestricted Funds £	Total Funds 2022 £
Expenditure on charitable activities	14,463	14,463	26,319	26,319
Support costs	4,842	4,842	5,076	5,076
	<u>19,305</u>	<u>19,305</u>	<u>31,395</u>	<u>31,395</u>

## 8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	<b>Total funds 2023 £</b>	Total fund 2022 £
Expenditure on charitable activities	14,463	–	14,463	26,319
Support costs	–	4,241	4,241	4,578
Governance costs	–	601	601	498
	<u>14,463</u>	<u>4,842</u>	<u>19,305</u>	<u>31,395</u>

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## 9. Staff costs

The average head count of employees during the year was Nil (2022: Nil).

No employee received employee benefits of more than £60,000 during the year (2022: Nil).

## 10. Trustee remuneration and expenses

No remuneration was paid to Trustees.

## 11. Debtors

	<b>2023</b>	2022
	£	£
Other debtors	5,510	2,062

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

	<b>2023</b>	2022
	£	£
Trade creditors	2,974	6,879
Accruals and deferred income	6,600	498
	<u>9,574</u>	<u>7,377</u>

## 13. Deferred income

	<b>2023</b>	2022
	£	£
Amount deferred in year	6,000	—

## 14. Pensions and other post retirement benefits

### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £Nil (2022: £nil).

## 15. Analysis of charitable funds

### Unrestricted funds

	At 1 April 2022	Income	Expenditure	At 31 March 2023
	£	£	£	£
General funds	4,089	24,355	(33,218)	(4,774)
Unrestricted funds	<u>111,079</u>	<u>–</u>	<u>–</u>	<u>111,079</u>
	<u>115,168</u>	<u>24,355</u>	<u>(33,218)</u>	<u>106,305</u>

	At 1 April 2021	Income	Expenditure	At 31 March 2022
	£	£	£	£
General funds	–	47,376	(43,287)	4,089
Unrestricted funds	<u>111,079</u>	<u>–</u>	<u>–</u>	<u>111,079</u>
	<u>111,079</u>	<u>47,376</u>	<u>(43,287)</u>	<u>115,168</u>