



MASS OBSERVATION

Recording everyday life in Britain

The Mass Observation Archive Annual Report

1 October 2013 and 30 September 2014

Report Number 34



Public Benefit Statement

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

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

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

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1. The Keep

This year, the Mass Observation Archive, as part of the University of Sussex's Special Collections, moved to The Keep; a purpose built state of the art repository for archives. The Keep is a joint partnership between East Sussex Record Office, University of Sussex Special Collections, Brighton & Hove Royal Pavilion and Museums and Sussex Family History Group. This move brings together the archives, collections and staff of the partners, making six miles of archives available in one place.

The Keep was officially opened by Her Majesty The Queen on the 31st October 2013. The Queen, accompanied by His Royal Highness, the Duke of Edinburgh, undertook a tour of The Keep, met with Mass Observation Archive staff, and was introduced to documents from the Archive by Fiona Courage (Curator of the Mass Observation Archive).

The Keep opened to the public on the 19th November 2013. During this reporting period The Keep has been visited by 2622 people. See section 2 for more information.

Since moving to The Keep, the Special Collections and Mass Observation team have been working closely with their Keep colleagues in order to establish services, policies, and public event programmes.

The Keep hosted an open day on 1st February 2014 to encourage public engagement with its services. The event included talks about collections, tours of the building and workshops. This included a workshop introducing Mass Observation which used Mass Observation's 1937 study into happiness to stimulate discussion.

For more details about The Keep, visit www.thekeep.info.



Photo by Stuart Robinson, University of Sussex

2. Visits to the Archive

Physical Access

Research visits

The Mass Observation Archive became available for research in its new home on 19th November 2013. From this date to 30th September 2014, the Mass Observation Archive was visited by 310 individuals, who made 1191 orders for material. See figure 1 in the appendix.

Researchers wishing to consult documents generated by the Mass Observation Diary and Directive Panel (1937-1966) were directed to the digital version in accordance with the Archive's document preservation policies. The statistics demonstrating the use of Mass Observation Online are presented in figure 4 in the appendix.

Group visits

This year, the Mass Observation Archive saw an increase of 20 groups visiting the Archive with Archive and Special Collections staff introducing 78 groups to the collection (figure 2 in the appendix). This increase is due to the Archive's current Heritage Lottery Fund (HLF) project, 'Mass Education'. These visits were attended by 1710 people. A list of groups who visited during this period is available in figure 3 in the appendix.

Online Access

Mass Observation Online

Researchers continue to be able to access parts of the Archive through the Adam Matthew product, *Mass Observation Online* at The Keep and in other institutions that have purchased the resource. *Mass Observation Online* was accessed 181 times via the computer terminals in The Keep Reference Room and 1389 visits were made by members of the University of Sussex. Mass Observation Online was accessed by 8970 individuals from across the globe (Figure 4).

Observing the 1980s

Directive responses written by Mass Observers during the 1980s continued to be made available through the open access website, *Observing the 1980s*. During the year, the site was visited 577 times by 466 unique visitors.

3. Teaching

Mass Observation Archive staff delivered an assessed module called 'Using Mass Observation' to 16 University of Sussex postgraduate students as part of an ESRC Doctoral school course in June 2014.

4. Education and outreach

Mass Education

The Mass Observation Archive team continued work on the HLF project, 'Mass Education'. The aim of the project is to open up the Archive to the wider community, including schools and older people. Throughout the year, 18 groups and schools were introduced to Mass Observation (see figure 3). Creative workshops using material from the Archive were also offered to these groups, in order to encourage people of all ages to document their daily lives.

Mass Education, Brighton Photo Biennial 2014

Throughout the year, plans for an exhibition at the 2014 Brighton Photo Biennial were developed in partnership with Photoworks. The exhibition used autobiographical accounts, diaries, photographs and flip books created by schools and community groups who have participated in the HLF funded project.

Teaching packs and resources

Mass Observation Archive resource packs, for primary and secondary school teachers, have been developed as part of the project. These resources have been developed to meet the requirements of the new National Curriculum and include props and duplicate archive materials to inspire and engage audiences with the Archive. These resources will be available in hard copy and on the Mass Observation website.

Mass Observation Theatre Jukebox

In September 2014, the Mass Observation Theatre Jukebox was available at The Keep as part of the Mass Education Project. The Theatre Jukebox is an interactive arcade-style cabinet that tells the story of Mass Observation through photographs, audio and moving images. It has been created by the design and theatre collective, 'Stand + Stare' (www.standandstare.com/about) who has also made Theatre Jukeboxes for the Royal Shakespeare Company and BBC Bristol.

Widening Participation

Mass Observation Archive staff worked closely with the University of Sussex's Widening Participation (WP) department, Professor Claire Langhamer (Head of History at the University of Sussex) and History PhD student, Alexa Neale, to develop an outreach programme for Sixth Form students. The programme comprised six seminars and workshops, which were delivered to the students at The Keep and University of Sussex Library. Sessions included an introduction to studying History at

university, guest lectures by University of Sussex academics and talks by MOA and Special Collections staff on careers in archives and related professions.

Students undertook research within the Archive and produced collage poster designs reflecting their findings. These designs were exhibited at the University of Sussex on 18th June 2014. A selection of these posters were chosen to be exhibited at the WP Graduation Ceremony, at the Corn Exchange in Brighton on 5th July 2014.

The WP department has committed to funding the programme in 2015 as part of the annual Sussex Study Experience.

5. 12th May 2014 Diary project

The Mass Observation Archive repeated its call for day diaries written on the 12th May. As in previous years, participants were asked to send in their diaries electronically and asked to share the copyright of their diary with the Archive. No other instructions were given to the diarists. 423 electronic diaries were submitted to the Archive and are now available to consult in the Reading Room at The Keep.

The project was promoted to a number of groups and organisations:

South Korea

For the second year, the Institute for Digital Archiving in Seoul, South Korea collected diaries to be archived at the Human and Memories Archive. The diaries were electronic, handwritten and photographic, with submissions from students, the general public and school children. See http://omeka.hmarchives.com/exhibits/show/exhibit_140512 for an exhibition of the responses.

China

A new partnership has developed with the Library of the China Women's University in Beijing. 41 diary submissions, including audio and video were received and have been deposited at the Women's University.

UK Prisons

94 diaries from offenders of all ages from 6 prisons across England were received at the Archive.

Schools

Using funding from WP at the University of Sussex, 12th May Diary Packs were created for schools. 350 packs were sent out to all schools in East Sussex and

Brighton and Hove as well as WP's partner schools in London and other areas. To date, we have received 877 diaries from 16 different schools.

6. Projects and partnerships

Being Human Festival

The Mass Observation Archive received £1,600 to contribute to an Arts and Humanities Research Council (ARHC) Festival, in November 2014 to open up humanities to a wider audience. This event will be reported on in next year's Annual Report.

'Citizen Social Science – examining new methods for social research'

A successful application to the Economic and Social Research Council (ESRC) was made by Dr Kingsley Purdam, Manchester University, for a PhD studentship to examine new methods for social research. The Mass Observation Archive will be used as a central case study.

'Defining Mass Observation'

The University of Southampton has been awarded a grant from the ESRC for an 18 month project, starting on 1st December 2014. The project will integrate information on the writers of the Mass Observation Project into one searchable database and conduct a series of analyses on a selection of Directive responses to find out more about those who write. This will allow future users of the archive to search for writers by their different characteristics, and by their responses to different Directives.

Crowdfunding for Write and Research Workshop

The Mass Observation Archive launched a successful campaign through Crowdfunder.com to host a creative writing workshop. The workshop was designed and delivered by Evlynn Sharp.

'Curating Childhoods: Developing a Multimedia Archive of Children's Everyday Lives'

Professor Rachel Thomson at the University of Sussex was awarded an AHRC grant to undertake a collaborative study between researchers at the University of Sussex Centre for Innovation and Research in Childhood and Youth and the Mass Observation Archive. The study aims to critically reflect on the way in which we document and archive young people's everyday lives in a digital age. It will enable the Archive to create a practical and ethical framework within which MO can work with data collection from young people and will include the creation and deposit of data from such projects.

Domestic Science

The Mass Observation Archive was awarded a grant of £1,497, by the Institute of Physics, to host an event introducing the public to Mass Observation and science. This event was delivered in partnership with the freelance science educator, Elizabeth Jeavens, and Darren Baskill from the University of Sussex's Physics department.

ESRC Festival of Social Science; Investigating the Everyday with Mass Observation

In November 2013, the Mass Observation Archive produced a series of week-long events in Brighton, with a funding grant of £1,800, as part of the ESRC Festival of Social Science.

The programme looked at what happiness means to people today and included two public talks, two creative writing workshops and an evening panel event. Over 80 people of all backgrounds and ages took part throughout the week.

Learning from Kilburn

The Mass Observation Archive Education and Outreach Officer was invited to lead a class on 'The Study of Everyday Life' at Learning from Kilburn. This is an experimental 'free university' with its curriculum rooted in Kilburn, London. The aim of the University is to encourage the public to look closely at their surroundings, and to discuss potential futures for Kilburn. Classes were led by a range of artists, architects, writers and thinkers over a 6 month period.

Lewes Prison Creative Writing Pilot Project

Working in collaboration with Dr Lizzie Seal, School of Law, Politics and Sociology at the University of Sussex, and funded by the University of Sussex Higher Education Innovation Fund, the Mass Observation Archive, contributed to the project 'Using the Mass Observation Archive to Elicit Prisoners' Subjective Understandings of Everyday Life'.

In June 2014, four creative writing workshops were delivered in Lewes prison by the poet, Evlynn Sharp, with involvement from Dr Tamsin Hinton-Smith, and Dr Bethan Stevens from the University of Sussex, along with Mass Observation staff. The workshops used Archive material to inspire creative writing exercises. In Autumn 2014 a stakeholder event was held at The Keep, to launch a booklet: 'Writing Lives: Voices of Prisoners in HMP Lewes.'

'Make do and mend': the publishing history of the Ministry of Information (Moi) 1936-46'

Institute of English Studies, University of London, were awarded with an AHRC grant to research the publication and communication history of the Ministry of Information using the Mass Observation Archive alongside the Imperial War Museum, BBC Written Archives and National Archives.

7. Exhibitions and events

'Art Turning Left', Tate Liverpool 7th November 2013 – 2nd February 2014

The Mass Observation Archive lent documents from 'Worktown', Mass Observation's late 1930s study of Bolton, and examples from the 1937 Day Surveys, to be displayed at this exhibition. 'Art Turning Left' examined how the production and reception of art has been influenced by left-wing values and ideas since 1789.

Intimate Lives Programme

Between March and May 2014, the Mass Observation Archive hosted a series of events at The Keep. The events, which attracted a wide audience, generated an income of £300. Events in the programme included:

An Anthropology of Ourselves; Exploring Mass Observation for Creative Projects

A four-day course, in Spring 2014, run in partnership with the Centre for Life History and Life Writing Research (University of Sussex). The course was devised and led by Dr Sam Carroll.

Write and Research Workshop

One-day creative writing workshop with the creative practitioner, Evlynn Sharp.

The Mass Observation Diaries

Lectures about the Mass Observation diaries, by Penny Summerfield and Dorothy Sheridan (in partnership with the Centre for Life History and Life Writing Research).

Mass Observation and its Diarists

Evening talk by Robert and Patricia Malcolmson, focusing on their work editing Mass Observation diaries for publication.

Letters of Note: Letters Live

Extracts from the Barker letters, which were donated to the Archive by the Barker family in 2010 and published in Simon Garfield's *Letters of Note* (Canongate, 2013), were read aloud by Benedict Cumberbatch at this charitable event at The Tabernacle in London, on 10th December 2013. Profits from this event were donated to The Reading Agency.

8. Staff changes

During the year there were a number of staff changes in Special Collections.

Lisa Towner (Archive Assistant) left Special Collections in February 2013. This post has now been filled by Jo Baines.

Abigail Wharne joined Special Collections in March 2014, as the Asa Briggs Graduate Intern. As part of Abigail's role, she was assigned to work on the Mass Education project for two days per week, contributing to the design and delivery of sessions with schools. Emma Johnson was recruited as the second Asa Briggs Intern in September 2014. These are fixed-term posts for one year.

Owen Emmerson and Anthony McCoubrey supported the cataloguing of the 12 May diaries in summer 2014. These were temporary roles.

Suzanne Rose's role as Mass Observation Education and Outreach Officer was extended for a further three years to September 2017. This role is funded by the Mass Observation Archive.

9. Volunteers

A number of volunteers assisted with the work in Special Collections during 2013-2014. The following people assisted with the processing, sorting and cataloguing of Mass Observation material and with the Archive's HLF project; 'Mass Education'.

Monica Birchall (October 2012 – present)

Dominique De-Light (August 2014)

Kate Gibson (September 2014)

Ross Hammond (August 2014)

Peter Huntbach (August 2014)

Angela Lowrie (August 2014)

Alison Moon (September 2014)

Sharon Parsons (August 2014)

Grace Towner (March – September 2014)

Nikki Wilson (September 2014)

10. The Mass Observation Project

The Panel

During this reporting period the Mass Observation Project panel increased from 545 to 622.

231 people requested to join the Mass Observation Project, of whom 218 fulfilled the recruitment criteria. 141 were accepted but did not complete the application process, while 77 went on to be active contributors.

Of the 622 writers, 55% are women and 45% are men. The Mass Observation Project still achieves a high response rate from female correspondents. For example, 66% of the responses to the Spring 2014 Directive were from women.

A break down of the response to each Directive can be seen in figure 5 in the appendix. The percentage of responses to the Directives issued in 2013-2014 are lower than in previous years. This is due to the number of Mass Observers on the Panel, which is normally kept at around 500. The Panel will be reviewed in 2014-2015 to remove any Mass Observers who have not responded for a year or more.

Six of the Directives issued this year were themes suggested by academic researchers. 3 of these were suggestions from current PhD students. This year, commissioned Directives raised £12,000 (see figure. 5 in the appendix).

11. Friends of the Mass Observation Archive

Income from the Friends of the Mass Observation Archive increased by £30 this year. The number of Friends also increased by 9 individuals (see fig. 6 in the appendix).

In September 2014 the Mass Observation Archive launched a legacy charter to support individuals who are considering leaving a financial gift to the Mass Observation Archive in their will. Details about the legacy charter have been published on the Mass Observation Archive's website:

[www.massobs.org.uk/Leave a gift in your willl](http://www.massobs.org.uk/Leave_a_gift_in_your_willl).

12. Newly acquired collections

12th May 2014 diaries (423 electronic files and 971 paper diaries)

This collection was generated by the Mass Observation Archive's call for day diaries written on the 12th May 2014. See section 5 for more details about the project.

Addition to the Hodges collection (1 volume)

Diary for 2013 written by Terrence Hodges.

Addition to the Kenna collection (1 box)

Diaries written by the Kenna family.

Addition to the Whitmee-Haddock collection (1 volumes)

Diary for 2013 written by Mrs Whitmee-Haddock.

Addition to the Weibel collection (2 volumes)

Diary for 2013 written by Bert Weibel.

Guthrie Papers

Personal letters from the 1950s between Katie and John Guthrie. The couple met while Katie, a nurse, was caring for John in hospital.

Mirador Archive (1977-2013) (11 boxes)

Correspondence magazine for members of the National Housewives register.

The Paul Clark diaries (8 boxes)

Diaries written by Paul Clark, former Mass Observer (1982-2007).

13. Publications

Book publications

Garfield, S. *To the Letter: a journey through a vanishing world* (Cannongate, 2013)

Highmore, B. *The Great Indoors: At home in the modern British house* (Profile Books, 2014)

Kynaston, D. *Modernity Britain: Opening the Box, 1957-1959* (Bloomsbury, 2013)

Kynaston, D. *Modernity Britain: Book Two: A Shake of the Dice, 1959-62* (Bloomsbury, 2014)

Langhamer, C. *The English in Love: The Intimate Story of an Emotional Revolution* (OUP, 2013)

Malcolmson, P and Malcolmson, R *Women at the Ready: The Remarkable Story of the Women's Voluntary Services on the Home Front* (Little Brown, 2013)

Noakes, L. & Pattinson, J. eds. *British Cultural Memory & the Second World War* (Bloomsbury Academic, 2013)

Journal articles

Brooke, S (2014) 'Living in 'New Times': Historicizing 1980s Britain', *History Compass*, 12:1

Harrison, R (2014) 'Observing, collecting and governing "ourselves" and "others": Mass-observation's fieldwork agencements', *History and Anthropology*, Vol.25:2

Sutcliffe-Braithwaite, F (2014), 'Archive Review: 'Observing the 80s', *Twentieth Century British History*

Uprichard, E. Nettleton, S and Chappell, P. (2013) 'Food hates' over the life course: an analysis of food narratives from the UK Mass Observation Archive' *Appetite*, Volume 71: 1

'Mass Observation as Method' Special Section in the *Sociological Research Online* 19(3)10 - Guest edited by Emma Casey, Fiona Courage and Nick Hubble

Bhatti, M (2014). 'Garden Stories: Auto/biography, Gender and Gardening', *Sociological Research Online*, 19(3)12

Casey, E (2014). 'Mass Gambling' from 1947 to 2011: Controversies and Pathologies', *Sociological Research Online* 19(3)13

Hurdley, R (2014). 'Synthetic Sociology and the 'long Workshop': How Mass Observation Ruined Meta-Methodology', *Sociological Research Online* 19(3)6

Kramer, A (2014). 'The Observers and the Observed: The 'dual Vision' of the Mass Observation Project', *Sociological Research Online* 19(3)7

Lindsey, R and Bulloch, S (2014). 'A Sociologist's Field Notes to the Mass Observation Archive: A Consideration of the Challenges of 're-Using' Mass Observation Data in a Longitudinal Mixed-Methods Study', *Sociological Research Online* 19(3)8

Moor, L and Uprichard, E (2014). 'The Materiality of Method: The Case of the Mass Observation Archive', *Sociological Research Online* 19(3)10

Pollen, A (2014). 'Shared Ownership and Mutual Imaginaries: Researching Research in Mass Observation', *Sociological Research Online* 19(3)9

Wilson-Kovacs, D (2014). 'Clearly Necessary', 'Wonderful' and 'Engrossing'? Mass Observation Correspondents Discuss Forensic Technologies', *Sociological Research Online* 19(3)11

14. External conferences and talks

Fiona Courage

- 14th November 2013: After the Archive Postgraduate conference, London.
- 1st February 2014: Keep Open Day presentation, The Keep.
- 6th February 2014: Research Hive Seminar Series Chair, University of Sussex Library
- 4th March 2014: Keep InFocus Talk Series with Jessica Scantlebury, The Keep
- 19th July 2014: Wadhurst Village Field Project, Wadhurst, East Sussex

Kirsty Pattrick

- 25th February 2014: Eastbourne Ladies Club, Eastbourne

Suzanne Rose

- 14th December 2013: Learning from Kilburn, Kilburn.
- 12th February 2014: Hove branch of the Sussex Family History Group, Hove.

Jessica Scantlebury

- 4th March 2014: Keep InFocus Talk Series with Fiona Courage, The Keep

15. Media attention

Press

- 'The Voice of the People' *Family Tree*, November 2013
- '10 Things we Leaned from Mass Observation' *BBC.co.uk/news*, 18th November 2013
- 'Academic charts history of wrestling in Bolton' *The Bolton News* 20th November 2013
- 'To the Letter' Excerpt' *huffingtonpost.com*, 22th November 2013
- 'Lucy Lethbridge; on life in the servants' quarters' *Wall Street Journal*, 13th December 2013
- 'Arifa Akbar's Week in Books: The joy of letters, from chatty to catty, in old and new forms' *Independent*, 14th December 2013
- 'The Great Indoors: At Home in the Modern British House by Ben Highmore – review' *Guardian*, 10th January 2014
- 'Conference inspired by infamous Mass Observation project to be held in Bolton' *This is Lancashire*, 15th January 2014
- 'Quiet flows the Am' *The Telegraph*, 5th February 2014
- 'What makes you happy? Complete this survey inspired by the infamous 1938 Mass Observation Project...' *The Bolton Evening News*, 10th February 2014
- 'We team up with University of Bolton to recreate Mass Observation happiness survey' *This is Lancashire*, 11th February 2014
- 'Dr Bob Snape talks about the Centre for Worktown Studies' *The Bolton News*, 11th February 2014
- 'University of Bolton researchers recreate Worktown project' *The Bolton News* 1st April 2014

'12 May 2014: Mass Observation Archive seeks one-day diary' bbc.co.uk/news, 11th May 2014

Radio

19th October 2013

Archive on Four, BBC Radio 4

Fiona Courage, Jessica Scantlebury and Dorothy Sheridan were interviewed for *Archive on Four's* 'Not Enough Hours in the Day' feature.

18th November 2013

PM, BBC Radio 4

Fiona Courage, Dr Lucy Robinson (University of Sussex) and Louise Pearson (current Mass Observer) discussed the Mass Observation Project.

20th November 2013

BBC Radio Wales

Fiona Courage spoke about the Mass Observation Archive.

1st January 2014

Thinking Allowed, BBC Radio 4

Professor Claire Langhamer (University of Sussex) spoke about her latest publication *The English in Love* (Oxford University Press).

21st January 2014

Human Zoo, BBC Radio 4

Dr Lucy Robinson was interviewed about *Observing the 1980s* and her research using the Mass Observation Project.

9th April 2014

Five Hundred Years of Friendship, BBC Radio 4

This programme featured a discussion about the Mass Observation Project and the Cooperative Correspondence Club and interview with Professor Claire Langhamer.

10th May 2014

BBC Radio Sussex

Kirsty Patrick promotes the 12th May diary project.

Appendix

Fig. 1: Number of visits made by individual researchers

Year	To MOA	% of all visits to Special Collections	% of all visits to The Keep
2013-2014*	310	60	12
2012-2013	829	63	N/A
2011-2012	929	68	N/A

* Data only available from the opening of The Keep on 19th November 2013 – 30th September 2014.

Fig. 2 Group visits 2011-2014

Year	To MOA	Attendance
2013-2014	78	1710
2012-2013	58	1123
2011-2012	32	446

Fig. 3: Group visits made in 2013 - 2014

Date	Course and institution	Attendance
09/11/2013	MA English Literature, University of Sussex	5
19/11/2013	Linguistics MA, University of Sussex	13
12/11/2013	Media, Film and Music BA, University of Sussex	13
12/11/2013	Media, Film and Music BA, University of Sussex	12
15/11/2013	History BA, University of Sussex	8
18/11/2013	History BA, University of Sussex	13
21/11/2013	History BA, University of Sussex	10
22/11/2013	English Literature MA, University of Sussex	5
25/11/2013	History MA, University of Sussex	5
28/11/2013	Sound Architect - Voices of Jubilation Project	21
29/11/2013	History BA, University of Sussex	11
02/12/2013	History BA, University of Sussex	14
03/12/2014	History BA, University of Southampton	18
03/12/2013	Downs Junior School (Session part of the Heritage Lottery Fund Project)	70
05/12/2013	Downs Junior School (Session part of the Heritage Lottery Fund Project)	70
04/12/2013	Education PGCE, University of Sussex	12
06/12/2013	History BA, University of Sussex	18
12/12/2013	Fabrica volunteers (Session part of the Heritage Lottery Fund Project)	17
14/12/2013	Learning from Kilburn	18

07/01/2014	History of Design and Material Culture MA, University of Brighton	4
13/01/2014	Denton Community School	30
22/01/2014	Widening Participation, University of Sussex	13
22/01/2014	Information Studies MA, University of Brighton	16
27/01/2014	Access to Education, City College	12
11/02/2014	History of Art BA, University of Sussex	21
29/01/2014	Sound Architect - Voices of Jubilation Project	12
03/02/2014	Joint Practice Development Day (Secondary School History teachers)	50
11/02/2014	BA History, University of Sussex	13
12/02/2014	Widening Participation, University of Sussex	12
12/02/2014	Hove Sussex Family History Group	50
18/02/2014	History of Design and Material Culture MA, University of Brighton	7
19/02/2014	History BA, University of Sussex	19
18/02/2014	History BA, University of Sussex	13
20/02/2014	History BA, University of Sussex	17
20/02/2014	English Literature BA, University of Sussex	23
25/02/2014	Eastbourne Women's Group	40
28/02/2014	Oriel High School (Session part of the Heritage Lottery Fund Project)	18
05/03/2014	Widening Participation, University of Sussex	12
05/03/2014	History BA, University of Sussex	13
10/03/2014	History BA, University of Brighton	14
13/03/2014	Sociology MA, University of Brighton	15
21/03/2014	Exploring Mass Observation Day School (partnership between the MOA and the Centre for Life History and Life Writing Research)	10
21/03/2014	Dorothy Stringer (Session part of the Heritage Lottery Fund Project)	17
26/03/2014	Widening Participation, University of Sussex	12
26/03/2014	Brighton and Sussex Medical School	10
28/03/2014	Exploring Mass Observation Day School (partnership between the MOA and the Centre for Life History and Life Writing Research)	10
31/03/2014	Sir Robert Woodard Academy (Session part of the Heritage Lottery Fund Project)	25
04/04/2014	Exploring Mass Observation Day School (partnership between the MOA and the Centre for Life History and Life Writing Research)	10
04/04/2014	English PGCE, University of Sussex	17
11/04/2014	Exploring Mass Observation Day School (partnership between the MOA and the Centre for Life History and Life Writing Research)	10
26/04/2014	Creative Writing Workshop (funded through Crowdfunder)	8
02/05/2014	The Mass Observation Diaries, with Penny	23

	Summerfield and Dorothy Sheridan(partnership between the MOA and the Centre for Life History and Life Writing Research	
12/05/2014	Media Studies BA, University of Brighton	10
14/05/2014	Robert and Patricia Malcolmson - 'Mass Observation and its Diarists'	22
23/05/2014	Bader International Study Centre, Queen's University, Canada	20
10/06/2014	BHASVIC	33
16/06/2014	St Catherine's Prep (Session part of the Heritage Lottery Fund Project)	16
18/06/2014	Public Lecture	20
18/06/2014	Widening Participation students	50
24/06/2014	Portslade Aldridge Community Academy	17
24/06/2014	Portslade Aldridge Community Academy	17
26/06/2014	Lewes Prison	11
26/06/2014	Dorothy Stringer (Session part of the Heritage Lottery Fund Project)	16
27/06/2014	University of Sussex	45
30/06/2014	Oriel High School (Session part of the Heritage Lottery Fund Project)	22
03/07/2014	St Catherine's Prep (Session part of the Heritage Lottery Fund Project)	42
11/07/2014	Oriel High School	18
15/07/2014	Bennett Memorial Diocesan School (Session part of the Heritage Lottery Fund Project)	90
17/07/2014	Downs Junior (Session part of the Heritage Lottery Fund Project)	132
05/08/2014	Mass Education community session (Session part of the Heritage Lottery Fund Project)	15
06/08/2014	Mass Education community session (Session part of the Heritage Lottery Fund Project)	15
11/09/2014	Strike a Light (Session part of the Heritage Lottery Fund Project)	100
13/09/2014	Mass Education community session (Session part of the Heritage Lottery Fund Project)	4
18/09/2014	Mass Education community session (Session part of the Heritage Lottery Fund Project)	10
19/09/2014	Mass Education community session (Session part of the Heritage Lottery Fund Project)	10
23/09/2014	History BA, University of Sussex	23
26/09/2014	History PGCE, University of Sussex	23

Fig. 4: Access to Mass Observation Online

Year	All visits	Number of visits from members of the University of Sussex	Number of visits made from The Keep
2013-2014	8970	1389	181
2012-2013	7117	1192	N/A
2011-2012	7551	2038	N/A

Fig. 5: Directive themes 2011-2012

Date	Topic	External Commissioner	Funding source	No. sent out	Response
Winter 2013 (Directive number 98)	Serial Killers	Professor Phil Tew (Brunel)	Brunel (£3,000)	592	210 (35%)
	The Countryside	Sally Bream (PhD student, University of Sussex, Media and Film)	N/A		211 (36%)
	What makes you happy?	In house theme	N/A		200 (34%)
Spring 2014 (Directive number 99)	Politics and Politicians	Dr Nick Clarke (Southampton)	ESRC (£8,000)	599	187 (31%)
	The Scottish Referendum	In house theme	N/A		173 (29%)
	Eurovision	In house theme suggested by Professor Jeremy McClancy	N/A		179 (30%)
Summer 2014 (Directive Number 100)#	Global poverty & charities	Rachel Tavernor (PhD student, University of Sussex, Media and Film)	N/A	612	153 (25%)
	Corporal Punishment	Owen Emmerson (PhD student, University of Sussex, History)	Independent (£1,000)		152 (25%)
	Current Affairs in Summer 2014	In house theme	N/A		136 (22%)

#Responses to the Summer Directive are still arriving at the Archive.

Fig. 6: Income from the Friends scheme (Reporting period: April 6 2013 – April 5 2014)

Year	Number of Friends	Amount raised	Gift Aid
2013-2014	85	£1349.75	£224.25
2012-2013	76	£1319.00	£191.75
2011-2012	87	£2059.07	£264.45
2010-2011	91	£2490.00	£375.56

JS with amendments by FC, KP, SR
05/12/2014