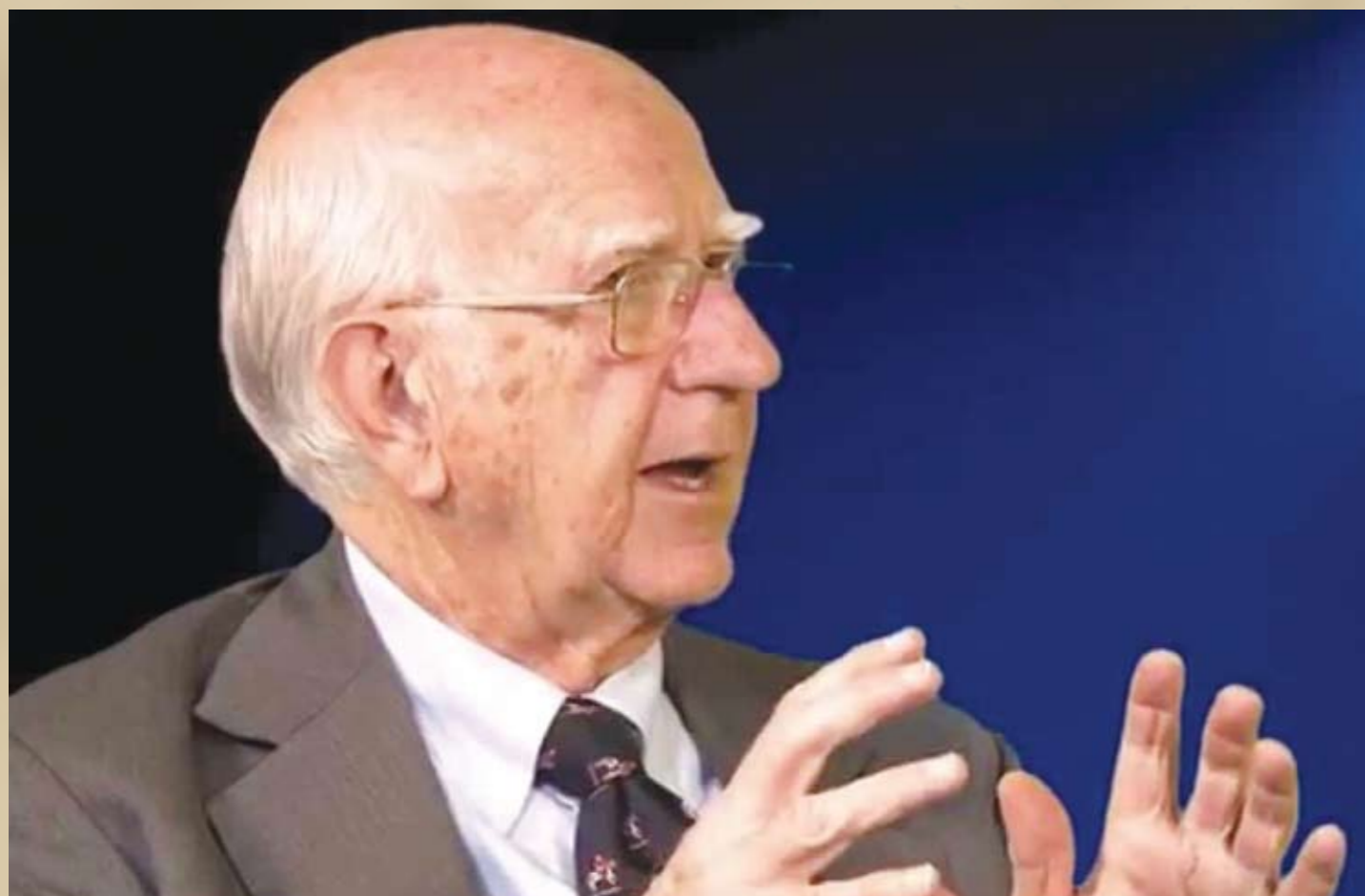


MAGNA CARTA

SIR ROBERT MILTON WORCESTER



“for his many decades of work championing the global relevance and value of Magna Carta and the principles it expounds: liberty, freedom, equality, human rights and the rule of law, and especially for his chairmanship of the 800th Anniversary Committee which in 2015 saw hundreds of events across the globe expounding the principles of Magna Carta to humanity and reminding the world again of the need to continue advancing human liberty, human rights, freedom and equality under law.”

KNIGHT OF MAGNA CARTA

The man who is probably best known to marketers for inventing the opinion polling industry, Sir Robert Worcester is the Founder of MORI (Market & Opinion Research International), London. He is Deputy Chairman of the Magna Carta Trust; Chairman of the Magna Carta 2015 800th Anniversary Commemoration Committee and Vice President and former Chairman of the Pilgrims Society. He is a Past-President of the World Association for Public Opinion Research (WAPOR). In 2005 he was appointed by Her Majesty the Queen a Knight Commander of the Most Excellent Order of the British Empire (KBE) in recognition of the “outstanding ser-

vices rendered to political, social and economic research and for contribution to government policy and programmes”.

Sir Robert is Emeritus Chancellor of the University of Kent. He is Visiting Professor of Government at London School of Economics (LSE) and an Emeritus Governor of the LSE and is a Visiting Professor at the Institute of Contemporary British History at King's College London. He is also Honorary Professor at Kent and at Warwick. He holds a number of honorary degrees and fellowships.

Worcester is author, co-author, editor or co-editor of more than a dozen books and many articles in profes-

sional journals, newspapers and magazines. He is co-editor of the Consumer Market Research Handbook (McGraw Hill), a founding co-editor of The International Journal of Public Opinion Research and his most recent book with Roger Mortimore, Paul Baines, and Mark Gill is 'Explaining Cameron's Coalition (2010)'

He has been a prolific contributor for the Financial Times and various other newspapers and magazines and frequently appears on British, American and Canadian television and radio.

Over 80, Sir Robert is as spry and engaged as ever, and the former poll-

ster to Harold Wilson, Neil Kinnock and countless politicians, has a new challenge, which transcends mere party politics. His most recent task was to chair the committee that coordinated the myriad events around the 800th anniversary of King John's grand bargain with his barons, Magna Carta, sealed at Runnymede on June 15, 1215.

Professor Sir Worcester has for many decades championed the global relevance and value of Magna Carta and the principles it expounds: liberty, freedom, equality, human rights and the rule of law. His chairmanship of the 800th Anniversary Committee which in 2015 saw thousands of events across the globe expounding the principles of Magna Carta to humanity and reminding the world again of the need to continue advancing human liberty, freedom, equality under law and human rights.

