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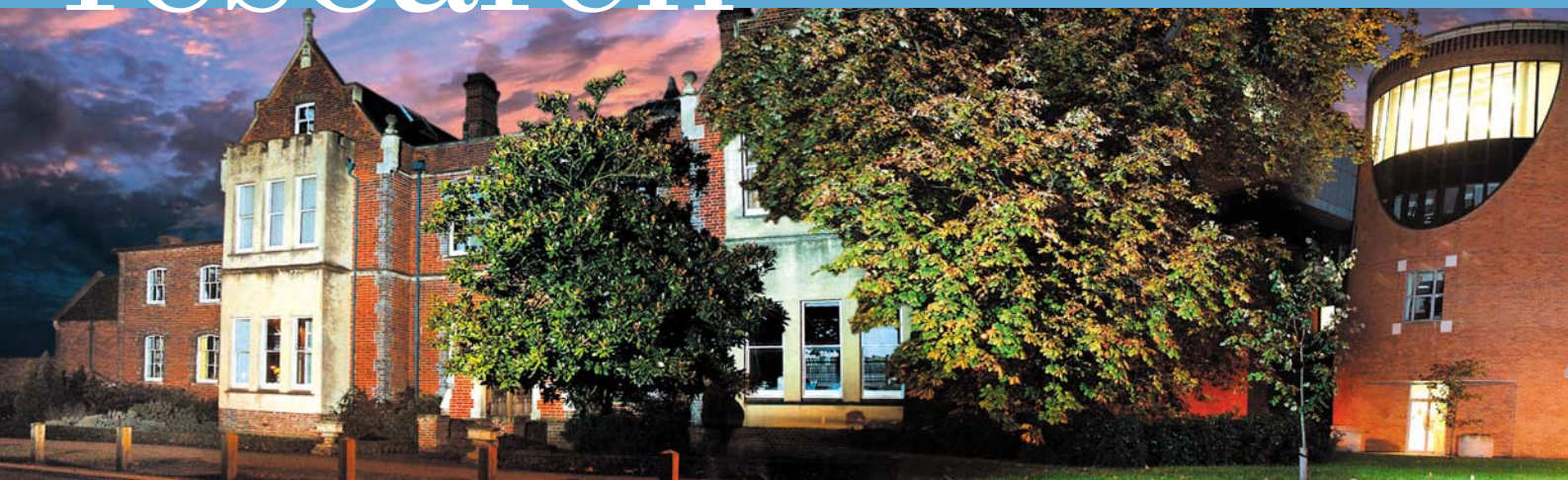


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# research



The University is internationally renowned for the quality and diversity of its research. As a measure of the University's position as one of the top research institutions in the country, in 2003 – 2004 it received nearly £24.5 million in research grants and contracts.





# Investigating jury behaviour

A research team comprised of Dr Emily Finch, Dr Vanessa Munro (King's College, London) and Ms Kathryn Holdsworth have been conducting a study, funded by the ESRC, into jury perceptions in rape cases where the victim is intoxicated. Over the course of the year, the team have conducted a series of focus group and mock trial reconstructions in which members of the public have been recruited to discuss their views on this topic.

Analysis of the resultant data is still in its early stages but preliminary indications suggest that this should yield a number of interesting findings in relation to attribution of responsibility to 'undeserving' victims and evaluation of 'consent' in cases of intoxicated intercourse. This research is based on the findings of a pilot study conducted by Dr Emily Finch and Dr Vanessa Munro, the results of which have recently been published in the British Journal of Criminology.

# Meteorology and Psychology unite

Minister for Science and Innovation Lord Sainsbury visited the University in May to open the new building that links the Meteorology and Psychology buildings. This now provides a state-of-the-art £5million research facility, confirming the two departments' position as UK leaders in their respective fields.

will help improve weather forecasting and our understanding of climate change and ozone depletion.

A Satellite Applications group from the Met Office is also based in the facility. Their remit is similar to DARC's, but more focused on using satellite data to improve weather forecasts.

improve the accuracy of climate models.

In Psychology, the new resources in the facility will help strengthen the University's admirable record of research into ageing and child development. As an example, there are resources for assessing patients with Parkinson's Disease. The School of Psychology will maintain its cutting-edge research into infant development and childhood disorders with a laboratory for recording the brain activity of infants and adults during problem-solving tasks, facilities for observing children in social contexts and equipment for the precise recording of co-ordination in children.

During his visit, Lord Sainsbury unveiled a plaque to celebrate the opening of the research facility and heard talks from leading Reading academics about recent science research highlights at the University.



In Meteorology, the facility houses the NERC Data Assimilation Research Centre (DARC), which combines Earth observation data with leading edge numerical models, to provide our 'best' view of the state of the atmosphere. It

Other Meteorology staff housed in the building use data from the ground and satellite to sense clouds and rainfall events. Others work on the study of convection and developing novel computational methods to



Lord Sainsbury talks to PhD student Chiraz Bensaad



# Linking Climate, Water & Civilisation

A novel and exciting study that will provide new insights into the key relationships between climate, water availability and human activities in the semi-arid regions of the Middle East and North Africa (MENA) is getting under way with a major funding award of nearly £1,240,000 from the Leverhulme Trust. The research will help shape our perception of the past, present and future of one of the most complex – and often troubled – parts of the world.

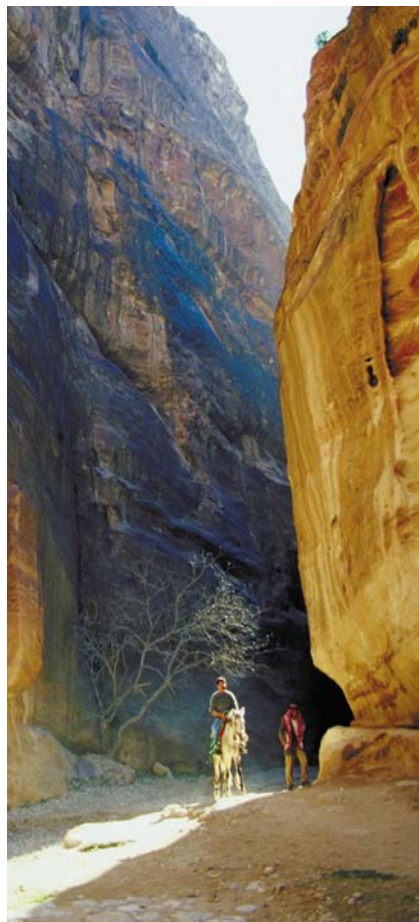
A unique team of Reading researchers, including meteorologists, hydrologists, geologists, archaeologists and geographers, will work together to assess changes in the hydrological climate in the MENA region and its impact on human communities.

Archaeologist Professor Steven Mithen will direct the research team.

It is in the great river valleys of this region – the Jordan, Euphrates, Nile and Indus – that the ancient civilisations arose,

while the plight of this region under a changing climatic and hydrological regime is central to global ecology, economics and politics today.

The project will have two levels. First, a detailed study of the interplay between climate, water and human society from 20,000 BC to AD 2100 in the Jordan Valley. This will involve the development of a hydrological model, palaeoenvironmental studies of landscape and vegetation change, archaeological studies of human settlement, diet, health and water management, and an examination of current issues regarding water usage in the context of industrial,



agricultural and tourist development.

Second, the development and evaluation of a climate model for the MENA region as a whole, together with a study of its implications for past, present and future human settlement.

Since the first farming communities appeared at around 10,000 BC, the Jordan Valley has been the scene of major social and economic developments, including Roman and Ottoman settlement. Social and economic change remains on-going today with an increasing intensification of agriculture, the settlement of formerly nomadic people, and the development of industry.

The one resource at the centre of all such past and present activity is water, its status changing from a natural resource to a cultural commodity and having now become a resource at the centre of political tension, in some circumstances provoking conflict, and in others international co-operation.



# Crossing crops

A pioneering research team from the School of Plant Sciences has quantified cross-fertilisation between crops and their wild relatives in order to assess the risk of hybridisation associated with growing GM crops in the UK.

The researchers, led by Dr Mike Wilkinson, carried out the largest survey of its kind to examine hybridisation between commercially grown non-GM oilseed rape crops and the Wild Turnip (*Brassica rapa*) which are known to cross fertilise frequently.

Using these data, the researchers have been able to predict, for the first time, the number, frequency and location of hybrids likely to occur on a national scale. In *Science* 2003 302: 401-403 they reported that the number of hybrids will fluctuate widely between years, but predict around 32,000 hybrids annually in wild riverside populations and some 17,000 growing in fields across the UK – given current crop numbers.

“Together with ongoing research on the consequences of hybridisation, our method for predicting where these hybrids are most likely to occur will be a valuable tool in carrying out environmental risk assessments on areas where GM oilseed rape and other GM crops might be grown in the future” says Dr Wilkinson. “We have known for some time that these two species will hybridise, but until now there has been no way of predicting the total number of hybrids or where they can be found most frequently in the UK,” he says.

A further key finding from the survey confirms that isolation of crops reduces, rather than prevents, gene flow from oilseed rape, even over large distances.

The study identifies eastern central England as the region of the UK most likely to contain hybrids and Northern Ireland as the least. The study, funded by Biotechnology Biological Sciences Research Council – Natural Environment Research Council, will also provide a foundation for developing methods of testing other types of crops.



# Knowledge boost for research into ageing

As Britain's population gets older, research into ageing is becoming increasingly important. The University has now taken significant steps towards becoming a leading centre of excellence for research into this crucial issue by appointing leading academics in the field of gerontology. There are now broadening opportunities available at Reading to develop cross-disciplinary approaches to research into ageing and health services.

Professor Christina Victor was appointed Professor of Gerontology and Health Services Research in the School of Health and Social Care. Other new appointments include Dr Margot Gosney, who joined the University as Professor of Elderly Care Medicine in August 2003, a joint appointment with the Royal Berkshire and Battle Hospital Trust. Dr David Oliver, Consultant Physician and Director of Elderly Medicine at Queen Mary's Hospital, Sidcup, joined the University on a

similar basis as Senior Lecturer in Elderly Care Medicine.

The social work section of the School of Health and Social Care has also made new appointments with Dr Sally Richards, a Lecturer in Social Work with older people, and Dr Molly Courtenay as Reader in Prescribing and Medicines Management.

The University already has a number of active researchers in the field of gerontology. These are currently brought together under AGEnet, which is run by Professor Peter Lansley, of the School of Construction Management and Engineering. But this network of researchers – who come from diverse Schools such as Animal and Microbial Sciences, Food Biosciences, Law and Psychology – has been given an extra boost by the establishment of a Joint College of Healthcare Studies, headed by Professor Dianne Berry, Pro-Vice-Chancellor for Research.





# Chemicals used as preservatives detected in human breast tumours

A study led by Dr Philippa Darbre of the School of Animal and Microbial Sciences, published in the *Journal of Applied Toxicology*, indicates that parabens, chemicals found in underarm cosmetics and other products, can be detected in human breast tumours.

Previous suggestion has been made that certain components of underarm cosmetics may contribute to the rising incidence of breast cancer. Although the connection has yet to be proven, this research at the University of Reading represents an important link that will be crucial to further investigations.

The research team studied samples of 20 different human breast tumours, measuring the concentration of parabens in the tissue. The parabens were detected in their ester form rather than metabolite form, which suggests that the route of entry was topical and not oral.

Dr Philippa Darbre said "Parabens are used as preservatives in thousands of

cosmetic, food and pharmaceutical products but this is the first study to show their accumulation in human tissues. It demonstrates that if people are exposed to these chemicals, then the chemicals will accumulate in their bodies.

"Their detection in human breast tumours is of concern since parabens have been shown to be able to mimic the action of the female hormone oestrogen and oestrogen can drive the growth of human breast tumours. It would therefore seem especially prudent to consider whether parabens should

continue to be used in such a wide range of cosmetics applied to the breast area (including antiperspirants and deodorants)."

Dr Darbre has called for further research into the potential link between chemicals used in underarm cosmetics and breast cancer. Unlike diffuse environmental exposures to xenoestrogens, the use of underarm cosmetics presents a special case because of the direct application to the skin.

It is clear that these compounds serve no useful purpose in human tissue but further research is required to confirm their route of disposition, persistence and whether they can cause harm. Further work is required to examine any association between oestrogenic and other chemicals in underarm cosmetics and breast cancer.





# Using bacteria to halt spread of crop-destroying pest

Environmentally-friendly bacteria could be used to control microscopic, worm-like root-knot nematodes. These soil pests can utterly destroy vegetable crops in the tropics and sub-tropics and are a major problem for smallholders and commercial farmers.

Dr Simon Gowen, Mrs Barbara Pembroke and former University of Reading PhD students have been conducting long term research on projects funded by the Department for International Development (DFID) and contracted through Natural Resources International Ltd, which recently won the Small Consultancy Firm of the Year prize at the British International Expertise Awards.

"Controlling nematodes is difficult and alternatives to the expensive, toxic and environmentally damaging chemicals are urgently needed," said Dr Gowen, of the University's School of Agriculture, Policy and Development. "The bacterium does have an impact on the nematodes by attaching to them as they move through the soil.



"The challenges for scientists are to find simple ways of producing the bacterium, distributing its spores in soil and devising cultural and management practices that enable the bacterium to increase naturally on the nematode population to levels at which crop damage is reduced."

Fieldwork is now underway with collaborators in Kenya to find ways of mass-producing and improving the efficacy of the bacterium, *Pasteuria penetrans*. At the Kenya Agricultural Research Institute, long-term trials are monitoring the populations of the pest and the bacterium, and the field site is being used to demonstrate the principles and methods to smallholders and farmers and also to those wishing to grow crops organically.

The successes of the projects funded by Natural Resources International Ltd and

collaboration with the Kenyan Government have promoted modifications to the Kenyan Pest Control Act which will enable the widespread use of biopesticides. Dudutech (Kenya) Ltd, another University of Reading research partner, is planning to distribute *P. penetrans* under these new regulations.

Use of biopesticides will not only help to preserve the environment and health of farmers but also the agricultural export trade through the alleviation of the concerns of UK consumers.



# enterprise



The transfer of knowledge and expertise from research into industry is core to the University's vision. It now has two business premises on campus which have the capacity to house 40 high-tech companies and provide services to support business growth.



# University secures £2.4M funding to develop industry links

The University was awarded almost £2.4 million to increase its innovative interaction activities with business and the community in the second round of funding from the Government's Higher Education Innovation Fund (HEIF2).

Reading received the maximum

available funding to any one institution as part of the £185 million Government investment for 2004 to 2006 that is made to help English universities and colleges carry out a range of knowledge transfer-related projects.

Vice-Chancellor Professor Gordon

Marshall said: "This successful funding bid shows the culture of the University has made significant moves forward in recent years, and we are proud that the strength of our commitment to enterprise activities has been recognised.



"The University will be able to play a full role in the development of the knowledge economy regionally, nationally and internationally. Moreover, we can further encourage the commercial relationships that will benefit the University, its staff and students."

The award will prove to be a driving force for increased knowledge transfer in

three main areas. The University's current enterprise activities will be developed, such as more investment in the Reading Enterprise Hub and expanding the Innovation and Entrepreneurship Programme. New activities will be undertaken – one proposal, in partnership with the Royal Mail, is the creation of an Innovation Lab, a radical

and visually stimulating thinking space. Collaborative partnerships with other Higher Education Institutions will also be undertaken. One such is the National Rural Knowledge Exchange, which is led by Harper Adams University and allows Reading to contribute to increasing productivity in the rural and environmental sectors.



# Spin-out company develops novel solar power solutions



A new spin-out company from the University, Whitfield Solar Ltd, has been established to develop and manufacture solar concentrators, a new approach to photovoltaic (solar power) systems which offers significant cost savings over standard solar power generation.

The establishment of Whitfield Solar represents a key achievement in the University's ongoing strategic effort to nurture a culture of enterprise and

commercial innovation within its academic community.

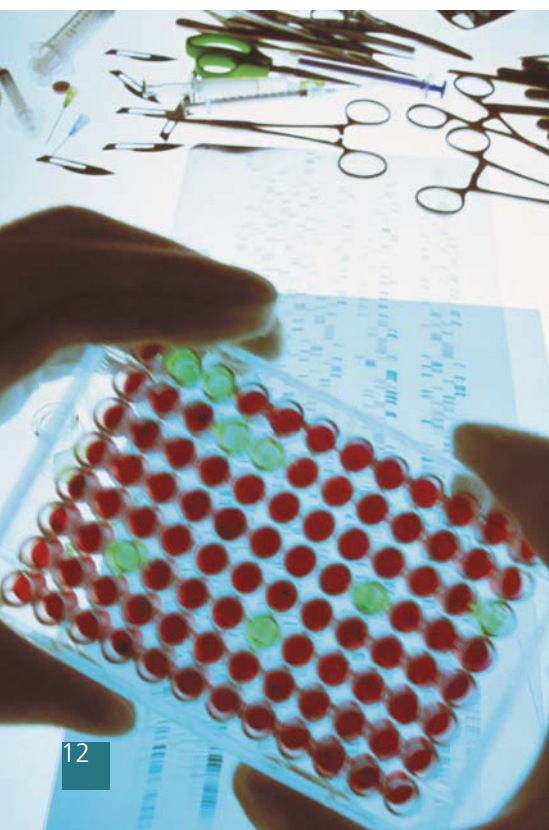
The company's novel technology is the product of over 30 years of academic research by the late Dr George Whitfield and colleagues in the University's School of Systems Engineering.

Whitfield Solar's establishment is the result of investment by the Cascade Fund, a venture capital fund that supports the commercialisation of

academic research at Reading and four partner universities in the South East.

The company is based at Reading Enterprise Hub. The spin-out process has been managed by the University's Technology Transfer Office, whose manager Dr Sue O'Hare commented: "It is very gratifying to see the first Cascade-funded spin-out company emerge from The University of Reading."

# Launch of TV life science network



The Thames Valley's first dedicated life sciences business network was launched at the University in February when Professor Julia Goodfellow CBE, Chief Executive of the Biotechnology & Biological Sciences Research Council, addressed biotechnology, pharmaceutical and other Life Sciences businesses, academics, clinicians and support professionals at the launch of a new sector networking organisation for the region.

Thames Valley Life Sciences Network (TVLSN) is free to members and aims to provide a forum for communication and relationship building that will create new

alliances, accelerate knowledge transfer and reinforce the strength of the region as a centre of excellence for Life Sciences.

Pro-Vice-Chancellor Tony Downes said "The aim of the network was to accelerate the process by which research and development from universities becomes embedded in new commercial technologies."

Partners in TVLSN include Boyes Turner, Consulting First, GreenPark, PricewaterhouseCoopers, R T Coopers, Reading Enterprise Hub, Syngenta, The University of Reading and Thames Valley Economic Partnership.

# Business School opens its doors to economic success

The formal launch of the new Business School in November has allowed it the opportunity to build upon its international research and training excellence, and to help serve the expanding 'silicon valley' area, which houses major FTSE 100 companies and is a significant driver of UK GDP and regional employment.

The Business School brings together the four separate disciplines of Economics; The ISMA Centre, the Business School for Financial Markets; Management and Real Estate & Planning. It will now build on the individual strengths of these units, which attract students from 100 countries. Sponsors of current research include the DTI, the ESRC, Legal & General, the Council of Mortgage Lenders, Thames Valley Economic Partnership, the British Academy and the Nuffield Foundation.

Members of the newly established school are committed to formulating a single strategy for a successful future and will draw on the experience of seven industry leaders under a newly established School Advisory Board. The new board includes Peter Erskine, chief executive officer of mmO<sub>2</sub> – one of Europe's leading mobile operators – who is now a non-executive director.

Professor Jim Pemberton, Head of the new Business School, explained "For a Business School to be successful, it relies on many things, not least the excellence of its research and teaching. Links with business are also a vital component of success – there is a great deal to be gained by building alliances between industry and universities. Everything from knowledge transfer, student placements, and graduate recruitment to consultancy and contract research benefit both parties."



The ISMA Centre

# Top scheme : Top project



One of the University's Teaching Company Scheme (TCS) programmes scooped the top national prize at the Knowledge Transfer Partnership Awards Event in December 2003.

The Reading project, which established a successful partnership between the University's School of Systems Engineering and Berkshire-based company Softel Ltd, was named 'Best TCS Programme' at the awards ceremony in London.

The University's Knowledge Transfer Partnership & TCS Centre already has the reputation of being one of the most successful in the country, with 41 programmes helping small and medium-sized companies access knowledge and skills within the University.

The winning programme, supervised by Dr Rachel McCrindle in the School of Systems Engineering, beat off stiff competition from six other projects judged to be the very best of more than 450 that were completed in the UK last year.

Softel's partnership with the University enabled them to achieve a vital strategic shift. The Pangbourne-based company produces teletext and subtitles and

innovative new products, such as the development of a transmission unit and authoring workstation for synchronized interactive television applications – the first of its kind in the world.

As part of the programme, Reading BSc graduate David Symons undertook a two-year project with the company, which included working on the enhancement of an existing product – the Mediasphere interactive playout server. The product has now been installed in the BBC, ITV, Telewest and other major broadcasters across the globe. After completing his project, David Symons was employed by the company as a Research Engineer.

Kate Darby, Manager of Reading's Knowledge Transfer Partnership & TCS Centre, (pictured far right) said: "The scheme is one of those rare Government schemes that answers a real need in the country and provides real benefits to all involved: the company, the supervising academic and University, as well as the graduate."



Russ Woods Research Director, Softel; Jacqui Smith, Minister of State for Industry and the Regions; Dr Rachel McCrindle, Senior Lecturer; David Symons, TCS Associate; Matthew Taylor, Ass Mgr and Kate Darby, Manager Reading KTP and TCS Centre





# A Close look at Life

A new state-of-the-art Centre for Advanced Microscopy (CfAM), featuring some of the most powerful microscopes in the country, was launched in November.

The CfAM houses Scanning Electron Microscopes, Transmission Electron Microscopes and an Atomic Force Microscope, allowing the analysis of all types of materials: soft or hard, synthetic or natural, wet or dry, complex or simple. The microscopes can work with sample sizes from milligrams to kilograms, and can provide images at atomic, through nano to macroscopic scales, as well as maps of elemental composition of samples.

In addition to providing cutting edge microscopy facilities to researchers in life and physical sciences across the University, CfAM will help improve the University's business links as it offers the very best commercial services, supplying data and complete analysis services.

"The new microscope will allow us to look at things as they naturally occur," said Professor Geoffrey Mitchell, Director of CfAM, "We could look at small living creatures, such as aphids, and the instrument has wide capabilities in the material and life sciences, in the automotive industries, and in the pharmaceutical industry."

CfAM's sophisticated consultancy facilities include a sample preparation service and the centre works with front-line researchers from across the life and physical sciences.



# teaching & learning



In 2003 – 2004, the Institutional Audit particularly commended many areas of teaching at Reading. The excellence in teaching standards was also reflected in the University's popularity with potential students, with seven applications for every undergraduate place available.



# University and local FE colleges join forces

The University entered an exciting new partnership with five local further education colleges to promote collaboration between the institutions and develop more education opportunities for the people of Berkshire and North Hampshire.

Professor Gordon Marshall, the

Vice-Chancellor, and the Principals of the participating colleges officially launched the 'Associate College Network' at the University in June.

Berkshire College of Agriculture, Bracknell and Wokingham College, East Berkshire College, Newbury College and Sparsholt College have all joined the

new Network.

"This collaboration is tremendously advantageous to all involved, including the local community," said Professor Marshall. "By working together, we can seriously explore ways of offering a wider curriculum of subjects to the public and be able to improve staff



development and research opportunities at all of the institutions."

The purpose of the venture is to provide opportunities for each institution to build on its strengths and to enhance engagement with business, education and the community in the local region.

Local people are set to benefit

greatly from the partnership as one of its major aims is to create a wider range of educational courses in the area. In particular, two new foundation degrees, one in Information Communication Technology and one for Teaching Assistants, are currently being jointly developed by the University and the relevant Colleges. Other subject areas

are also being considered. These programmes will be delivered by the individual College and validated by the University.

The Network also aims to develop and enhance progression routes from 14-plus to postgraduate education in Berkshire and North Hampshire, including lifelong learning opportunities.





## Animal kingdom in an hour

The Cole Museum of Zoology, featuring more than 3,500 unique and exciting specimens, re-opened in March after a year-long redevelopment project. With funding of £25,000 from the Arts and Humanities Research Board, a new museum display has been created that provides a contemporary learning

resource for schools and students, and an attractive, up-to-date exhibition for the benefit of the general public.

"What makes our museum special is its size," said the new Curator of the museum, Dr Steve Hopkin. "It provides a truly rare opportunity to see a complete and well preserved natural history collection in little

more than an hour and will provide inspiration, accessibility and learning across all ages and sectors."

The Cole collection was put together during the early twentieth century and contains a large number of important specimens, many of which have been hidden away from public view until now.

## Providing global access for plant researchers

Already renowned as a leading centre for plant science research, the University's Herbarium is now a world resource for botanists after the launch in February of a new internet website featuring an ever-expanding database of specimens.

The Herbarium, which was founded in 1900, contains 264,500 plant specimens from around the world, with a particular focus on the United Kingdom and Mediterranean countries such as Spain and Morocco.

The new website currently allows researchers from across the globe to search for nearly 35,000 specimens, and this will be considerably expanded in the future.

The Herbarium's new website can be accessed at **[www.herbarium.rdg.ac.uk](http://www.herbarium.rdg.ac.uk)**



## First Class teachers

The winner of the University's 2004 Award for Teaching Excellence was Andy Kempe of the Institute of Education.

In second place was Dr Emily Finch (Law) and Dr Martin Andrews (Typography) was runner up. All three winners received cash awards to further develop their teaching and learning.

The panel for the 2004 Awards for Teaching Excellence, chaired by Professor Michael Fulford and comprising academic, teaching & learning support staff and student representatives met to consider 201 online nominations which were received from students and staff. Ten staff were short-listed and invited to



Andy Kempe

submit a case for the second stage of the selection process.

Andy Kempe's winning project was entitled *Giving a voice to a new generation* and addressed the role of drama in the development of the key skills needed for the start of the 21st century.

## Getting a Flavour for Food

The smell and taste of food is determined by complex mixtures of hundreds of flavouring components in very low concentration.

Being able to identify these components and blend them to create flavours, food ingredients and fragrances is a highly involved skill. The School of Food Biosciences is recognised as the main centre for research in flavour chemistry in the UK and runs a training programme to share its expertise with flavourists from around the world.

The Flavour Research Group, led by Professor Don Mottram, has an international reputation and has links with academia and industry in many different countries.





## Charters and Chalices

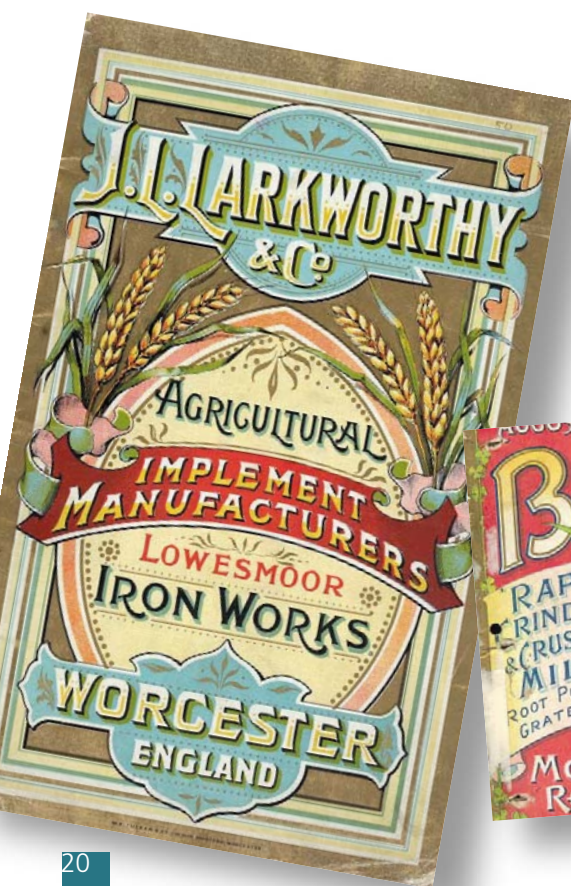
*Charters and Chalices*, a new interactive educational CD-ROM based on Salisbury Cathedral, has been developed in collaboration with members of the Institute of Education.

The resource provides the starting point for explorations into history, religious education and citizenship for Key Stage 2 and Key Stage 3 pupils. Following initial discussions with Dr Martin Parsons from the Institute and members of Salisbury Cathedral's Education Centre,

Dr Julia Boorman, Senior Lecturer in the Institute of Education, was asked by the Centre to develop and write the historical side of a CD-ROM. The result, *Charters and Chalices*, is designed to offer a huge learning resource which provides a programme of structured information-based learning modules. These are based on Salisbury Cathedral but also encourage children to explore topics and ideas in their own local area and in a wider context.



## Rural heritage on line



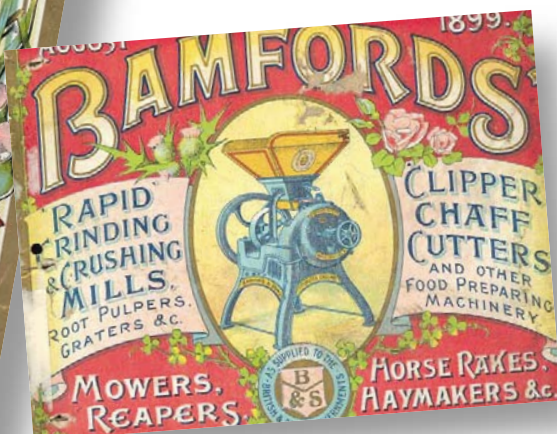
A ground-breaking partnership project between the University's Museum of English Rural Life and the Berkshire Record Office went live in April after two years of preparation, funded by more than £250,000 of National Lottery money.

This venture provides new scope for exploring the Rural Heritage online.

*New Landscapes, New Technologies* has created two special websites that use the latest in digital technology for the exploration of the rural heritage through collections of unique importance.

[www.berkshireenclosure.org.uk](http://www.berkshireenclosure.org.uk) provides access to historic manuscript maps and documents online, showing the process of enclosing the common fields of the county of Berkshire between 1738 and 1883.

[www.victorianfarming.org](http://www.victorianfarming.org) traces the course of change through the advertising of Victorian manufacturers.



# Institutional Audit

The University's Institutional Audit, conducted by the Quality Assurance Agency (QAA) and held every six years, took place during the spring and summer terms when the QAA Audit Team met with a wide range of staff and students and considered relevant documentation. As well as focusing on institutional-level procedures relating to teaching and learning and quality assurance, the Audit Team also looked at how these procedures were working at a subject level, through a series of five 'Discipline

Audit Trails' in Chemistry, Construction Management, Food Biosciences, Typography & Graphic Communication and Management (including the ISMA Centre).

The Audit resulted in a very positive report, which particularly commended the University for the work of the Faculty and School Directors of Teaching and Learning; the part played by the Certificate in Further Professional Studies in Higher Education (the University's 'New Lecturers' programme) in the

enhancement of teaching quality; the links that Schools and Departments have with industry and professional bodies; and the development of the Annual Award for Teaching Excellence, as a means by which good practice in teaching and learning can be identified and rewarded. The Report also made a small number of recommendations which the University will address during the course of the 2004-05 academic year.

## ISMA Centre Hosts Schools Stock Market Challenge

Pupils from Berkshire had a taste of all the exciting experiences of the trading floor when Wall Street came to the ISMA Centre in a Stock Market Challenge in June.

In this, the inaugural year of the Stock Market Challenge for Berkshire schools, the ISMA Centre not only hosted

the event, but its students also took part as traders running the pit for the pupils on the day. The event was sponsored and co-organised by Aimhigher Berkshire, which helps young people from Berkshire to think about the education options open to them and to aspire to Higher Education.





# news & awards



As a world renowned research and teaching institution, the staff, students and graduates of the University frequently receive national and international honours and awards for outstanding work in their areas of expertise.



## Cash boost for Ure Museum

The Ure Museum of Greek Archaeology at the University has been awarded £30,000 from the Arts and Humanities Research Board (AHRB) for a refurbishment of its displays and the creation of a new website, which will include virtual learning tools and an online catalogue of its unique collections.

With around 2,000 objects, the museum is recognised as the fourth largest collection of Greek ceramics in

Britain, and regularly attracts international scholarly interest. It also contains an important collection of Egyptian antiquities, prehistoric pottery and metal and stone artefacts.

By presenting the collections in an innovative and exciting way, the museum will be a vibrant educational resource for visitors of all ages, as well as academics, students and the many school groups who already come to learn about various

topics, such as mummification, hieroglyphics and detective work with ancient artefacts.

"A redevelopment like this will help us expand our programme of special events and holiday activities, and improve access and facilities for schoolchildren and the general public, as well as university and scholarly visitors," said Dr Amy Smith, curator of the museum.



## Silver Lindley award at Chelsea



Light Fantastic, the University's award-winning display at the Chelsea Flower Show, highlighted collaborative work coordinated by Dr Fred Davis (Chemistry) Professor Paul Hadley and Professor Chris Payne (Centre for Horticulture and Landscape, School of Plant Science).

The display demonstrated the

dramatic effects of novel plastic films (many developed at Reading), which filter out specific wavelengths of light. These include reducing height in sunflowers and chrysanthemums, reducing the presence of insect pests, strawberry yield and colour and quality of lettuce.

## Palmer Building refurbished

Mr William Palmer, member of one of Reading's most famous families and long-time member of the University Council, opened the newly refurbished central campus building that bears the family name.

The Palmer Building, in the centre of the campus, has been completely modernised and is now equipped with two 24-hour computer laboratories, greatly improved acoustics and an espresso coffee bar, the Dolce Vita, with laptop internet connections.

The building is known in Reading as the home of the Reading Film Theatre and venue for the University's Public Lecture Series. It was built in 1968 and housed lecture rooms, the theatre and administrative offices.

Mr Palmer, who was a Director of Huntley & Palmers until 1983, was a member of the University Council for 19 years, Treasurer from 1982 until 1995 and Vice-President from then until 1998.





## Accent on pronunciation

Dr Jane Setter of the English Pronunciation Research Unit at the University headed a team helping with the British English pronunciation of Indian call centre operatives.

Jane, together with Pauline Robinson and Jonathan Smith of the School of Linguistics and Applied Language Studies,

worked out a schedule of teacher education for five trainers from a call centre of Vertex Data Science near New Delhi, who come to Reading for the study. They focused in particular on the impact of intonation and techniques for developing active listening skills, maintaining interaction, and building cultural

awareness. "We were all highly impressed by the level of our pupils' English skills, but were told that lack of familiarity with idiomatic English and with British cultural references were major factors in breakdowns in communication," said Jonathan. The relationship between Reading and Vertex is set to continue.

## Entente Cordiale - the Centenary

One hundred years on from the signing of the Entente Cordiale by Britain and France in April 1904, the University has launched a new Centre for the Advanced Study of French History.

Co-directed by Dr Frank Tallet, History and Dr Joël Félix, French Studies, the Centre represents a pooling of the University's expertise in Franco-British relations. The launch was marked by an inaugural conference a *Journée d'Etude*. Speakers included lecturers and PhD scholars from the University as well as Lord Williams of Elvel, practicing historian and

biographer of Charles de Gaulle. "This new Centre and conference presents an excellent opportunity to bring together and share the expertise of those working on Franco-British relations and to promote cross-cultural understanding," said Dr Tallet.





## Real Estate Achievement

Professor Colin Lizieri, the Head of the Department of Real Estate & Planning within The University of Reading Business School, has been presented with the International Real Estate Society's Achievement Award for 2004. The award was given for Colin's 'outstanding achievement in real estate research, education and practice at the international level'.

The International Real Estate Society annually presents awards for achievement in international real estate research, service to the society and corporate leadership. The 2004 winners were announced at the recent ARES meeting at Captiva Island, Florida.

The citation also acknowledged Colin's role in the Department and his work in 'continuing to further develop the strong international real estate reputation of this leading group of real estate researchers in the UK'.



Professor Colin Lizieri

## Reading Scientist Wins Top Chemistry Award

Professor Donald Mottram has won the Royal Society of Chemistry's award for Food Chemistry for his distinguished work in the science of food chemistry, in particular food flavour and mechanism.

Professor Mottram received his award from RSC President and Nobel Prize winner Professor Sir Harry Kroto at a ceremony at the Royal Academy of Arts, London. The Food Chemistry award, consisting of a silver medal and £500, is awarded every two years for studies, including analytical, that provide new insights into the science of food chemistry.

## New Lecturers Project Prize

The University's new lecturer's project prize was awarded jointly to Dr Suzanne Gray in the School of Mathematics, Meteorology and Physics and Dr Charlotte Smith in the Department of Law.

A project into an aspect of teaching and learning forms part of the assessment for the Certificate in Further Professional Studies in Higher Education, the University's development programme for new lecturers. The prize is presented to the project considered most likely to influence teaching and learning within the School or discipline.



Left to right: Dr Mike Eason, Unilever R & D, Professor Sir Harry Kroto, President of RSC; Professor Donald Mottram, University of Reading

## Meteorologists chosen as Nation's pioneers

Professor Brian Hoskins and Professor Keith Browning of the Department of Meteorology attended a reception hosted by the Queen and the Duke of Edinburgh to mark their selection as two of 500 'Pioneers to the life of the Nation', celebrating Britons who have made a significant contribution to society on a national or local level.

The Royal Meteorological Society proposed Professors Hoskins and Browning as representing what has been achieved in the last few decades in the theoretical and observational area of meteorology.

Their contribution is seen in the practical areas of improved weather forecasts and understanding of climate change.



Professor Keith Browning



Professor Brian Hoskins



Professor Tony Atkins

## Honours

**Professor Andrew Wallace-Hadrill**, Professor of Classics, received an OBE in the New Year Honours List for services to UK-Italian cultural relations.

The Agricultural Economics Society's newly introduced Awards for Excellence were made to **Dr Richard Tiffin** as 'Outstanding Young Researcher' and **Professor Tony Giles** for 'Outstanding contribution to the Society'. Both are members of the School of Agriculture, Policy and Development.

**Tony Atkins**, Professor of Mechanical Engineering at Reading, was elected a Fellow of the Royal Academy of Engineering. This is the highest honour in the profession and Tony is the first engineer in the University to have been chosen. Election is based upon international academic and industrial distinction that, in Tony's case, relates to his work on the mechanics of materials, particularly large deformation flow and fracture of solids.



Mr William Palmer

## Honorary Degrees 2003 – 2004

**Mr William Palmer** was awarded the Honorary Degree of Doctor of Laws in December. Mr Palmer has been a key supporter of the University for many years and was a member of the University Council for 19 years, Treasurer from 1982 until 1995 and Vice-President from then until 1998.

**Sir John Collins**, a Reading graduate, was awarded the Honorary Degree of Doctor of Science. He is currently Chairman of the Dixons Group and a former Chairman both of National Power and of Shell UK.

**Professor Gerhard Materlik**, Chief Executive of the Diamond Synchrotron Radiation Source at the Rutherford-Appleton Laboratory, Oxfordshire and a Visiting Professor at the University was awarded the Honorary Degree of Doctor of Science.

**Sir Peter Michael**, Chairman of Classic FM radio and an entrepreneur of distinction was awarded the Honorary Degree of Doctor of Laws.

**Ms Lynne Brindley**, a leading expert on knowledge management in higher education and currently Chief Executive of the British Library was awarded the honorary degree of Doctor of Letters.



Dr Andrew Bicknell, Professor Phil Lowry and Steven Harmer

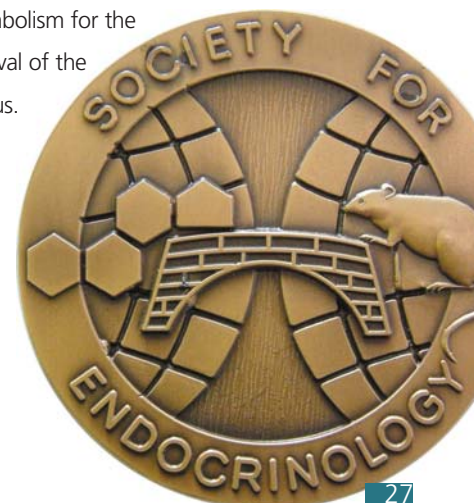
## Endocrinology awards

Reading's endocrinologists swept the awards board at the Annual Meeting of the Society for Endocrinology at the Royal College of Physicians in London.

Team leader Professor Phil Lowry received the Society for Endocrinology Medal for 2003 for his work on pre-eclampsia, while postgraduate student Steve Harmer, working on the control of corticosteroid biosynthesis, was awarded the oral communication prize for excellent research presented at the meeting. The third member of the group, Dr Andrew Bicknell, had been invited to give a symposium presentation on his work on how the adrenal gland grows and has also just been awarded a Career Development Fellowship by the Wellcome Trust.

The team have made ground-breaking discoveries particularly while working on the potentially fatal condition pre-eclampsia over several years.

Their newest research now shows that it may be caused by the developing placenta trying to take over the mother's metabolism for the survival of the foetus.



# facts & figures

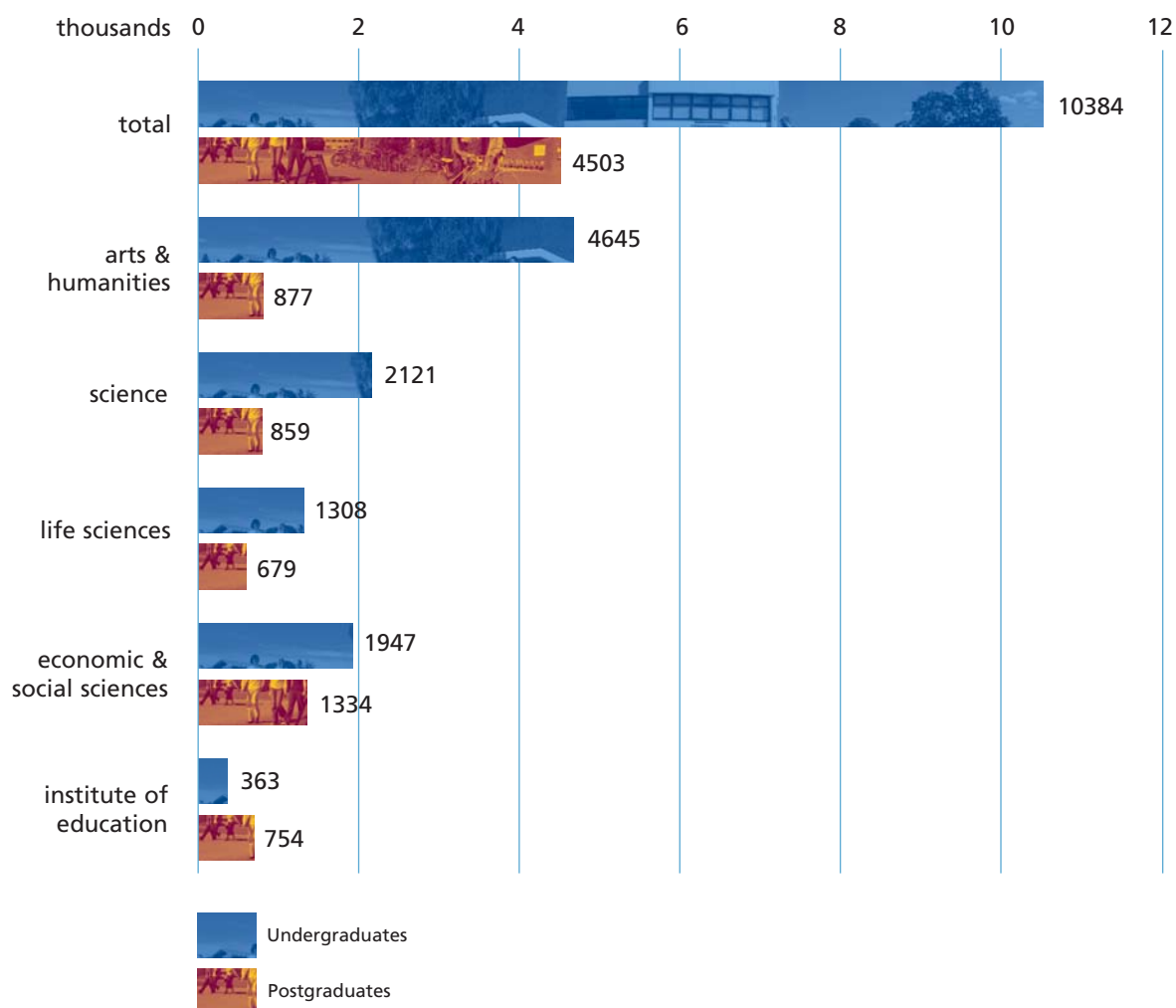


The University's financial position is fundamentally sound and we continue to invest selectively to enhance our teaching, research and support facilities.

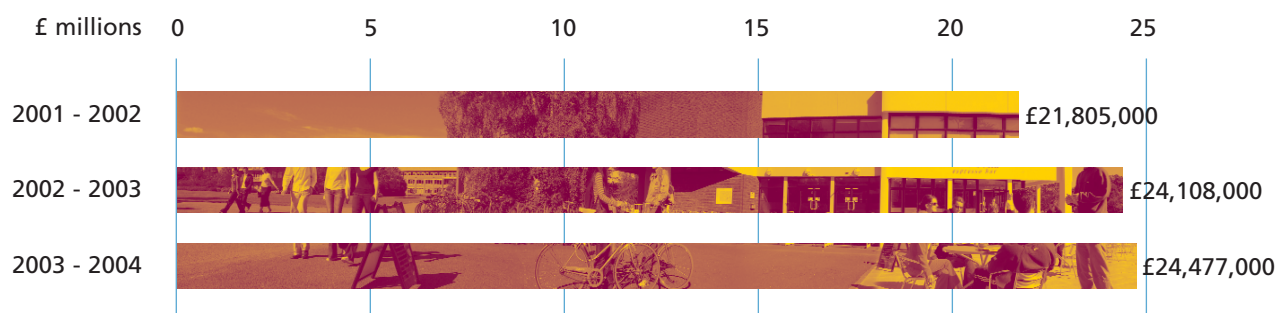




## Student Numbers 2003-2004

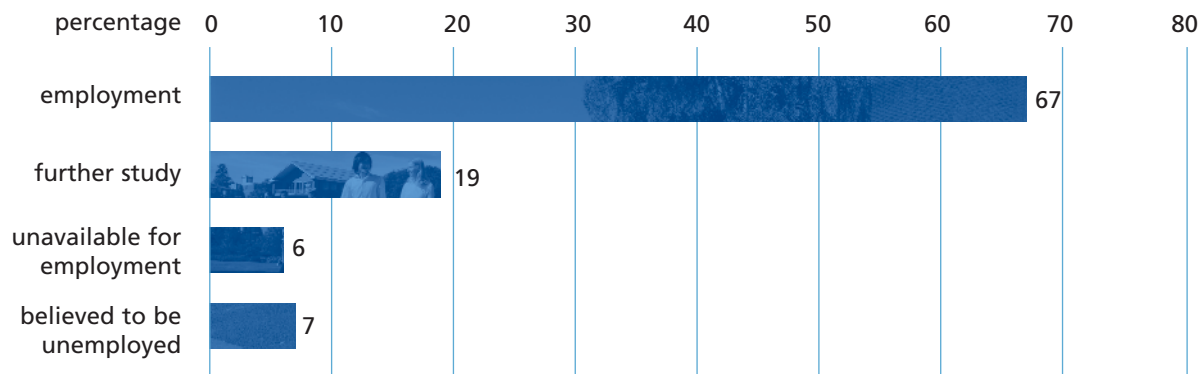


## Research Grants and Contracts From Research Councils, Industry, EU and other sponsors



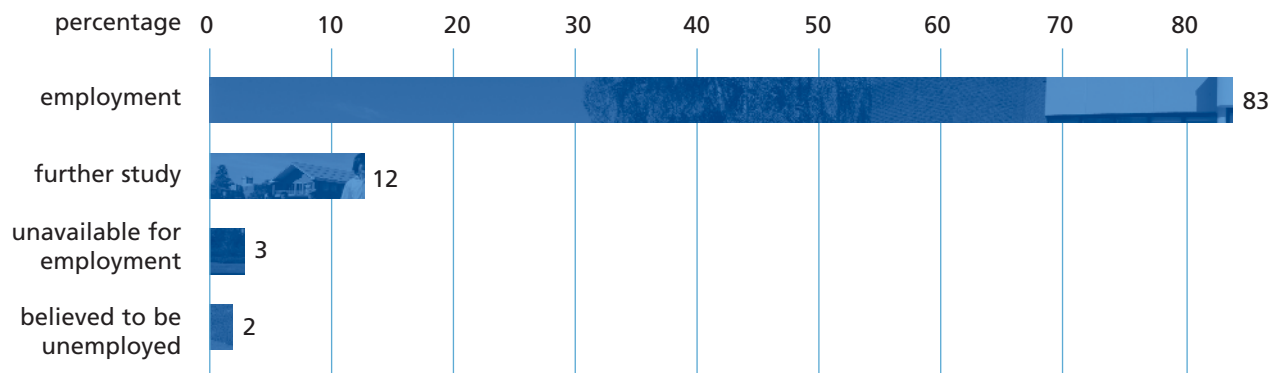
Careers Information  
Destination of leavers (graduates) 2003 as at January 2004

First Degree



Destination of postgraduates 2003 as at January 2004

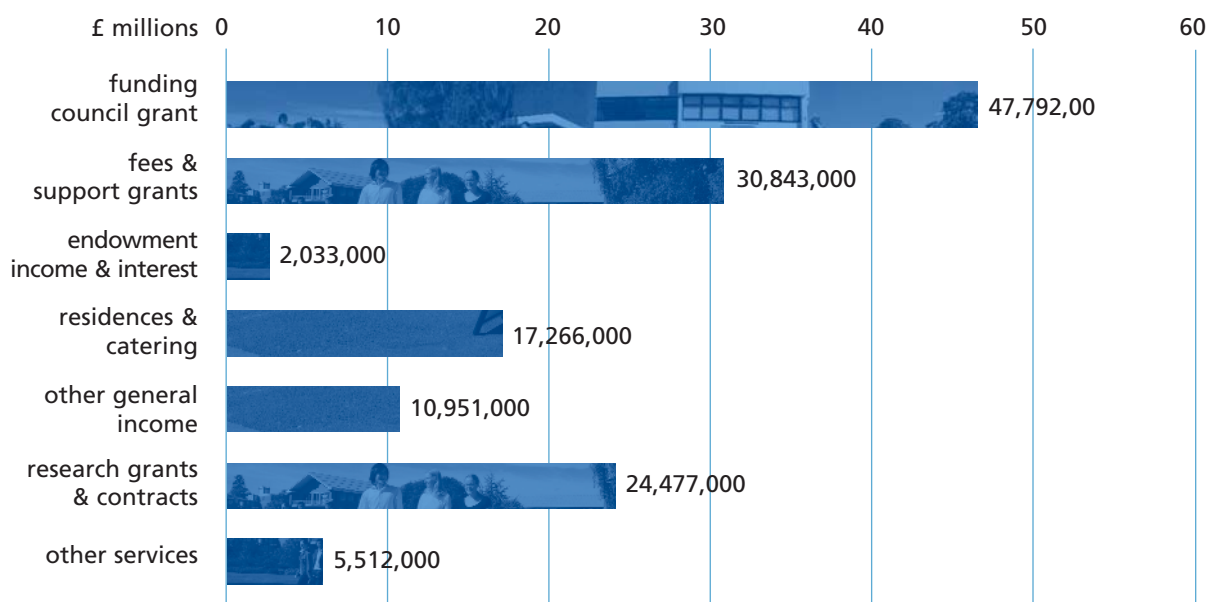
Higher Degree





From the consolidated financial statements  
for the year ended 31 July 2004

**Income Total: £138,874,000**



**Expenditure Total: £138,348,000**

