

June/July 2012

broadview

Newsletter of the University of East Anglia



**2012
honorary
graduates
revealed**

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Please send stories (maximum 300 words), media watch entries, event listings and (free) accommodation and small ads to broadview@uea.ac.uk

Broadview can be viewed online at www.uea.ac.uk/broadview

Date of next publication: **August 3**
Copy deadline: **July 19**

The broadview team reserves the right to make editorial changes to all submissions.

Broadview is printed on 100% recycled paper (NAPM certified) which is fully chlorine free, totally recyclable and biodegradable.

Sir Brandon Gough

The university was profoundly shocked and saddened to learn of the sudden death of its Chancellor, Sir Brandon Gough.

Sir Brandon was installed as Chancellor of the university in October 2003.

Born on Merseyside in 1937, he read Natural Sciences and Law at Cambridge University and held an Open University degree in Humanities with Classical Studies.

He was a chartered accountant and for most of his business career was a partner at Coopers & Lybrand, where he spent 11 years as head of the firm and served terms as chairman of its international organisation.

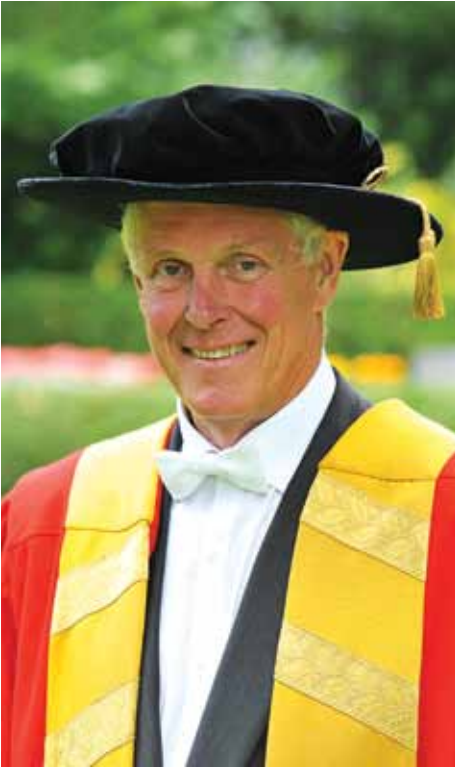
After retiring from Coopers & Lybrand he held a number of public company board appointments. In the public sector he was chairman of Yorkshire Water, chairman of the Higher Education Funding Council for England (1993 - 97) and chairman of the Review Body on Doctors' and Dentists' Remuneration.

He was a trustee or director of a range of not-for-profit organisations, including membership of the council of City University, from which he received an honorary DSc. He has also received honorary degrees from UEA and the University of Kent.

He was knighted in 2002 for his public service.

Vice-Chancellor Prof Edward Acton said: "I am shocked and deeply saddened by this

Sir Brandon Gough



devastating news. Our thoughts are with Sir Brandon's wife Sarah, his children and grandchildren at this most difficult of times.

"Sir Brandon was our Chancellor for the last nine years, an era of profound change for higher education during which my colleagues and I valued greatly his wise counsel and, above all, his friendship. He made the role of Chancellor much more than a ceremonial position and was a frequent visitor to campus, meeting staff and students and taking a keen interest in their work.

"I know how much he was looking forward to our 50th anniversary next year. It is a matter of profound regret that he will not be with us as we celebrate an institution for which he worked so tirelessly."

Making a policy impact

Research conducted by Dr David Benson, Prof Andrew Jordan and Prof Kevin Hiscock (ENV) under the RELU (Rural Economy and Land Use) programme has been extensively cited by a House of Lords select committee in its inquiry into EU water policy.

The inquiry, examining the effectiveness of EU policy in addressing issues such as agricultural pollution, was published in May and its findings will be conveyed to the European Commission.

The oral and written evidence submitted by the team was repeatedly cited by their Lordships to justify greater support for local level catchment management approaches in EU policy.

Working together with colleagues from the UK, USA and Australia, the team in ENV compared experiences of water management in many different countries, including examples from outside of Europe. EU policy has restructured water governance within large, regional scale river basin districts.

Although this approach has led to some environmental gains, it does not fully integrate with emerging local level catchment initiatives. Based on evidence from their comparative studies, the team felt that these local 'collaborative partnership' approaches could, through greater integration with regional scale management, provide significant benefits in terms of public participation, ecosystem services and improvements in water quality.

As part of this research, Dr Tobias Krueger (ENV) developed a participatory catchment modelling approach for engaging local groups in testing land management scenarios, and was runner up in the 2011 RELU end-of-project awards.

Further research is underway in ENV, with more funding under the RELU programme and also from Defra into the viability of the catchment 'model' and the idea of relevant stakeholders, for example businesses, in contributing to paying for ecosystem services such as the provision of good quality water.

The Forum in Norwich



Norwich is UNESCO City of Literature

Norwich has been named England's first UNESCO City of Literature - thanks to a bid led by Writers' Centre Norwich with partners including UEA.

The city joins an elite international network comprising Edinburgh, Melbourne, Iowa City, Dublin and Reykjavik.

The accreditation recognises Norwich's literary heritage, contemporary strengths and future potential in the field of literature, creative writing, reading and the literary arts.

The status is permanent and was won after a bidding process involving Writers' Centre Norwich, UEA, Arts Council England, Norwich City Council, Norfolk County Council, and BCLT at UEA.

Vice-Chancellor Prof Edward Acton said: "I am delighted that Norwich is to be recognised at this very highest level. It is tremendous news for the city, the university and the region.

"Thanks are due to the Writers' Centre Norwich for its dynamic leadership and to the City and County for their strong support. They have built

upon and added lustre to the extraordinary literary vitality generated by the university since its foundation in 1963.

"This international honour will reinforce UEA's world-renown as a centre for literary excellence.

"Our Creative Writing MA, which has helped to develop the careers of many contemporary authors, was awarded a Queen's Anniversary Prize earlier this year. Our bi-annual literary festivals regularly attract authors of the very highest calibre. And the British Centre for Literary Translation puts us at the forefront of developments in literary translation.

"For Norwich to be named England's first UNESCO City of Literature is a magnificent accolade, which will further enhance both the literary talent we attract and the literary energy we radiate locally, nationally and internationally."

NSC lecturers to save lives in Malawi

Nursing lecturers have been selected to provide life-saving healthcare training to nurses in one of the world's poorest countries.

The scheme, announced by International Development Secretary Andrew Mitchell, will see skilled health professionals from across Britain teach and offer practical assistance to their counterparts in the developing world.

NSC will work with nursing schools in Malawi under the Government's flagship Health Partnership Scheme.

The national project will train 13,000 overseas healthcare workers across disciplines including trauma care, mental health, anaesthesia, and maternal and child health.

It will also support 142 skilled British healthcare workers for at least six months and enable a

further 600 to volunteer overseas on short term placements.

Health care workers will be tasked with passing on their experience to colleagues in developing countries with practical 'on the job' training by demonstrating their skills on patients. They will also offer one-to-one mentoring, run courses and develop guidelines and protocols to ensure clinics run more effectively.

The programme is part of the Government's commitment to save the lives of at least 50,000 women during pregnancy and childbirth and 250,000 newborn babies by 2015.

The scheme will support up to 50 international partnerships between the NHS and UK institutions and developing countries' health systems.

Website migration under way

The digital marketing team within Marketing and Communications, and the central web team within ISD, are currently working on the major project to migrate the university website from the current content management system (CMS), Polopoly.

The new CMS is 'Liferay', which the team believes offers users a more flexible system, easier to update and create new and interesting content within. The Liferay CMS was trialled last year with a migration for UEA London and NBS.

This gave the university the opportunity to trial Liferay for usability and flexibility and so far the results have been very promising.

"Liferay is much easier to use than Polopoly. We particularly like the fact that it uses standard formatting tools which are commonplace in Windows. It also has given us more flexibility especially with image placement," said the NBS Local Support Office.

The migration of a website the size of UEA's is no small task. Last year an external audit of the site recorded 79,000 pages indexed on Google.

The main piece of work the migration team has completed is an overall reorganisation of the information architecture – literally how to help people navigate around the website. With an increasingly competitive higher education environment we need to be sure that users are able to find the information they are looking for as easily as possible, and that the university is appearing in searches for key subjects and areas of excellence.

The digital marketing team has worked with an expert to analyse the ways users navigate the site and as a result, have started on a new structure for schools web pages and the home page. Alongside this work, there is a project being led by the central web team to develop academic people pages and course information, with the aim of bringing together the right information in a more manageable and easier-to-edit format, with a focus on delivering the information visitors are seeking in a much clearer way than UEA's main competitors.

The project is currently in phase one which should see all of the schools and some central web pages migrated by February 2013 at the very latest.

UEA London Liferay site



Postgraduate art conference

A postgraduate symposium to discuss historical intersections of 'Britishness' and 'Internationalism' was held by ART in April.

It was organised by British Art Research Group doctoral students Greg Salter, Katherine Hudson, Rosanna Eckersley and Kate Aspinall with support from HUM. The conference brought together graduate students and academics from across the UK and beyond to discuss how a rising generation of British Art specialists can negotiate the relationship of 'internationalism' and the British context.

Keynote speakers were Michael Hatt, professor of 19th century British and American art and visual culture at the University of Warwick, who presented 'From New England to Nowhere: Edward Carpenter, Fred Holland Day and the Dream of Placelessness', and Dr Emma Chambers, curator of Modern British Art at Tate Britain, who presented 'Migrations: Émigré Artists and British Art'.

There were also a number of presentations by graduate students from across the country.

Attendees at the ART symposium



HUM academics shortlisted for BBC scheme

Six HUM academics have been named as finalists in the BBC's fiercely competitive New Generation Thinkers media scheme.

Heather Savigny (PSI), Emma Griffin (HIS), Jeremy Noel-Todd (LDC), Jean McNeil (LDC), Tom Wright (AMS) and Adriana Sinclair (PSI) were shortlisted in a search for the brightest academic minds with the potential to turn their ideas into fascinating broadcasts.

They attended a series of day-long workshops at the BBC exploring the key to making scholarly research into good radio.

The nation-wide contest is run by BBC Radio 3 and the Arts and Humanities Research Council (AHRC). Around 50 academics were shortlisted and 10 winners are due to be announced in June.

Can't get UEA out of my head

BBC sports presenter Jake Humphrey, singer-songwriter Cathy Dennis and Olympic cyclist Emma Pooley are among those being awarded honorary degrees from the university this year.

Olympic cycling hopeful **Emma Pooley** grew up in Norfolk before taking up cycling while studying Engineering at the University of Cambridge. In 2010 she was national champion in both road and time trials, and also won the world championship time trial in Australia. She is currently a member of the AA Drink-leontien.nl professional cycling team, alongside studying for a PhD in geotechnical engineering in Zurich. Emma will be hoping to add to her silver medal success from the 2008 Beijing Olympics later this year at London 2012. She receives an Honorary Doctorate of Civil Law.

Cathy Dennis is a singer-songwriter and record producer. Educated at Taverham High School in Norfolk, she was discovered while recording demos in Norwich, and signed by Simon Fuller aged 17. After success as a singer, Cathy turned to songwriting. She has penned many number one hits to date, including *Toxic* by Britney Spears, *I Kissed a Girl* by Katy Perry, and Kylie Minogue's *Can't Get You Out Of My Head*. She receives an Honorary Doctorate of Music.

Zoë Wanamaker was born in New York and was raised and trained in London. She is one of the world's most respected stage and television actors, renowned on both sides of the Atlantic. Zoë is the recipient of the highest theatrical awards, having starred in over 50 plays and over 40 television shows. She is the Honorary President of Shakespeare's Globe in London and was awarded the CBE in 2001. She receives an Honorary Doctorate of Letters.

Norfolk-born TV presenter **Jake Humphrey** (pictured) is well-known in the UK and beyond for hosting the BBC's Formula 1 coverage. After going to school in Norwich, he worked at Anglia TV before getting his big break in children's television on CBBC.



Jake moved into sports presenting, hosting Football Focus, Sports Personality of the Year and The Superbowl, amongst many others. He will be on screen later this year as part of the BBC's Olympic presenting team. He receives an

Moira Gibb



Honorary Doctorate of Civil Law.

Film, television and stage producer **Brian Eastman** grew up in Norwich, attending the City of Norwich School before studying at Jesus College, Cambridge. He was one of the pioneer independent producers in the UK, founding his production company, Carnival Films, in 1978, and went on to produce over 300 hours of television drama, eight feature films and numerous stage productions. He receives an Honorary Doctorate of Letters.

Prof John Durant is director of the MIT Museum and an adjunct professor of science, technology and society at the Massachusetts Institute of Technology. He attended the City of Norwich School, and was in the same year and class as fellow honorary degree recipient Brian Eastman. Prof Durant was appointed the world's first professor of public understanding of science at Imperial College London. He was made assistant director of the Science Museum in 1989 before moving to his current roles in 2005. He receives a Doctor of Science.

A world renowned Indian agricultural scientist, **Prof Monkombu Swaminathan** is also an MP in his home country. In 1988, he founded his own research foundation dedicated to the cause of helping technology development and dissemination become more receptive to the needs of women, the environment and the less well off in society. He receives an Honorary Doctorate of Civil Law

Tony Trew is a South African political activist and discourse analyst, and a former civil servant. He was imprisoned in his home country from 1964-5 for campaigning against apartheid. After his release he became a lecturer at UEA in 1970, teaching logic, history of science and discourse analysis. He left lecturing in 1980 to take up a post at the International Defence Aid Fund for South Africa, and continued to work for the benefit of the country until his retirement. He receives an Honorary Doctorate of Civil Law.

UEA honorary degrees 2012

Emma Pooley (photo: Jered Gruber)



Dame Athene Donald is a professor of experimental physics at the University of Cambridge. The main focus of her study is the fields of soft matter physics and biological physics, encompassing materials such as liquids, foams, gels, cells and proteins. She has worked with the Institute of Food Research and the John Innes Centre. Dame Athene is an advocate of women in science, and is the University of Cambridge's gender equality champion. She receives an Honorary Doctorate of Science.

Sir Mark Jones is the distinguished former director of the Victoria and Albert Museum. After working at the British Museum for 18 years, he moved north of the border to oversee the creation of the Museum of Scotland in 1998. He was knighted in the New Year Honours in 2010, and has recently taken up the role of Master at Saint Cross College, Oxford. He receives an Honorary Doctorate of Letters.

Dr Michael Loewe is one of the leading scholars of early China. His study of East Asian languages and cultures started when he was breaking Japanese codes and ciphers at Bletchley Park during the Second World War. He served as a lecturer in the Universities of London and Cambridge from 1956 to 1990. Dr Loewe has collaborated with SISJAC, to which his late wife Carmen Blacker left her library. He receives an Honorary Doctorate of Letters.

UEA graduate **Sir Andrew Cash** is the chief executive of the Sheffield Teaching Hospitals NHS Foundation Trust. After studying for a degree in Economic and Social History, he joined the NHS fast track graduate management trainee scheme. Sir Andrew has now been a chief executive for over 20 years, and is also a visiting professor at the universities of York and Sheffield. He receives an Honorary Doctorate of Civil Law.

Dame Moira Gibb has enjoyed a long career in local government and social services. She

spent eight years as the chief executive of the London Borough of Camden, having been a director of Social Services and a social work lecturer at the University of Lancashire. She delivered the keynote speech at the 2010 adult and children's social care conference at the John Innes Centre. She receives an Honorary Doctorate of Civil Law.

Sir Martin Taylor is a mathematician of exceptional standing. He has enjoyed a long and distinguished career, and has at various times been an external examiner and adviser in the UEA's School of Mathematics. Former Vice-President & Physical Secretary of the Royal Society, Sir Martin is now the Warden of Merton College, Oxford. He receives an Honorary Doctorate of Science.

Brian Eastman



Prestigious award for LAD

The London Academy of Diplomacy (LAD), based at UEA London, received a prestigious honour at the Diplomat of the Year Awards in April.

The 'Distinguished Contribution to Diplomacy in London' award was collected by the director of LAD, Prof Nabil Ayad, at a ceremony in the capital.

Diplomats from more than 100 countries attend the awards, hosted by *Diplomat Magazine*.

Prof Ayad said: "I consider this award an honour, and recognition of the hard work and achievements of my colleagues, both academic and administrative."



Leading health research published

An international research group including academics at UEA has shown that policy makers can systematically account for both fairness and efficiency in health decisions.

The group's report, co-authored by Dr Ric Fordham (MED), is seen as an important step as there is a growing need for better decision making worldwide in health to more appropriately reflect societal preferences.

The researchers sought to answer the question 'what is valued in health policy across countries?', using a preference elicitation technique, discrete choice experiments, existing social marketing and patient outcomes research, and tested how policy maker values relate to fairness and efficiency in Brazil, Cuba, Ghana, Nepal and Norway.

These country cases reflect the feasibility for this method in both developed and developing country settings and also for in the United States and the United Kingdom regarding health financing schemes.

The study was carried out by researchers at UEA, Johns Hopkins Bloomberg School of Public Health, the Australian National University, Federal University of São Paulo and Radboud University.



David Wong Fellowship

An author and lecturer from the United States has been awarded a prestigious £26,000 fellowship to spend nine months writing a novel at the university.

Ramesh Balakrishna (R.B.) Pillay, currently a teacher at Niagara University in New York, hopes to complete a novel about an elderly Singaporean Indian, who dreams of becoming a Bollywood star.

Mr Pillay was born and raised in the suburbs of Cleveland, Ohio, and received his BA in English Literature from Tufts University, and his MFA in writing from Columbia.

He will become the fifteenth recipient of the David T. K. Wong Fellowship when he arrives at UEA in October this year.

The fellowship is awarded annually. It was set up in 1997 to enable a fiction writer who wants to write in English about East Asia to spend a year at UEA's Norwich campus.

It is named after its sponsor, Mr David Wong, a retired Hong Kong businessman, who is himself a writer, having published four collections of short stories and two novels.

Chemical magic

Youngsters from across the region took part in a range of scientific challenges, as well as solving a murder and witnessing a dramatic ‘Kitchen Chemistry’ science show, on campus in May.

Around 160 pupils in Years 7 and 8 came from 40 schools across East Anglia for the two-day Salters’ Festival of Chemistry event.

They took part in a range of hands-on practical challenges, problem solving tasks and laboratory experiments. Each day concluded with a prize-giving ceremony for the winners and runners up of each challenge.

The event is hosted by the Salters’ Institute, which was founded in 1918 to assist young chemistry students returning from the war to complete their studies.

The first series of festivals was held in 1991, and over the last eight years more than 22,000 students have experienced the fun of practical chemistry through the events.

Design agreed for innovative centre

The creation of a new stimulus for jobs in the low carbon economy comes a step closer in May with the announcement by the university of the winners of a design competition to build an exemplar low carbon building to house the NRP Enterprise Centre.

Built on the site of the former City Council depot on University Drive, it will be the first part of a sensitive development of the area bringing life back to the site, including refurbishment of the Grade II Earlham Hall.

Thetford timber and Norfolk straw, chalk and flint are among the materials to be used by architects Architype, builders Morgan Sindall and BDP Engineers in a design which celebrates the use of low energy and environmental construction methods and materials, and aims to achieve the highest marks for energy performance and sustainability: BREEAM Outstanding and Passivhaus certification.

Planning permission still has to be obtained for the Enterprise Centre, but building is planned to start next year. It will bring together all elements of the university's low carbon and climate change innovation activities, including consultancy, carbon reduction, funding through the Low Carbon Innovation Fund and the headquarters of InCrops enterprise hub.

It will host a new Centre for the Built Environment to showcase, monitor and test new sustainable products and bio-based materials from local companies. It will also house a 200-seat lecture theatre and an incubator for new start-up businesses to enhance opportunities for UEA students, graduates and staff across the NRP.

Project director Dr John French, chief executive of Adapt Low Carbon Group, said he was delighted with progress so far.

“When we put out the tender we were keen to encourage innovative use of natural materials



Artist's impression

and bio-based products that would support local businesses and set new standards in building concept and design,” he said.

“It is only appropriate, as this building will be a hub for joined-up low carbon thinking. I believe that this design will further advance UEA's reputation for sustainability and will provide leadership and inspiration to businesses and entrepreneurs.”

Embodied energy has been a major focus at competition stage, and the building is on target to become a ‘carbon sink’.

The landmark project is part-funded by the European Union through the European Regional Development Fund (the largest single ERDF capital project in the region in the 2007-2015 funding round), in addition to funding from UEA, the Biotechnology and Biological Sciences Research Council (BBSRC) and BRE.

The BBSRC contribution is part of a larger investment of £26 million in the NRP as a whole. This will provide infrastructure and services which cannot be delivered by the private sector. It will support spin-outs from the partners of the NRP and will attract research and development led businesses to establish themselves on the NRP in the future.

When it opens, in 2014, the centre - a signature building at the entrance to the UEA campus – will deliver business support to local businesses as well as giving students from across the NRP the opportunity to learn entrepreneurial skills to enhance their career prospects, develop ideas and even launch their own companies.

Artist's impression



Prof Lewis Roberts

Prof Lewis Roberts CBE, FRS, founding director of ENV's Risk Unit, died on April 10.

Prof Roberts joined ENV in 1986 after a long career as a group leader and then director of the UK Atomic Energy Authority.

His appointment to a chair in Environmental Risk at UEA was innovative, being the first in this country. The chair was financed for the first five years by the Wolfson Foundation.

Under his guidance, early work of the unit focussed on radioactive waste management, genetically modified organisms in the environment, and comparative risk statistics, all of which remain highly relevant to society today. He helped shape ‘environmental risk’ as a national research agenda and was an active practitioner advising government and industry.

He retired in December 1990, but is remembered fondly in the school as a colleague committed to ENV's ethos of interdisciplinary research, while understanding the need to engage academia with industry.

Charles Barr (left) and his brother Peter



Charity cycle ride

Charles Barr, Emeritus professor of film studies, recently completed a day's cycling in Cornwall, raising money in memory of two UEA colleagues, Allan Lloyd-Smith (AMS) and Alex Noel-Tod (LIB), who died in 2010 and early 2012 respectively.

Over £1,000 has already been raised for the Prostate Cancer Charity, and the website remains open for donations until August at www.justgiving.com/Charles-Barr.

Joint action has ‘dramatic impact’ on street prostitution

Joint agency working in Ipswich following the murders in 2008 of five young women involved in prostitution could hold the key to earlier detection of networks out to sexually exploit young people – as well as helping women out of prostitution.

Concerted action between social, health, criminal justice professionals and community organisations – in a Joint Strategy Group - has made a ‘dramatic and visible impact’ on street sex working in Ipswich, according to an independent evaluation of the strategy, led by Dr Fiona Poland (AHP).

“What worked particularly well was the drive to cut out on-street prostitution by targeting the clients – by zero tolerance of kerb crawling - and not the sex workers themselves,” said Dr Poland.

“We found no evidence that the problem had moved on to streets beyond Ipswich. The joined-up approach of all the agencies involved means that they now have a clearer strategy to tackle off-street sex working, trafficking and identifying both young people at risk and their potential abusers.”

Support given to the adults engaged in prostitution by the Make A Change social work and police joint intervention team, appeared to make a real impact on their emotional and

psychological wellbeing. Those who had successfully managed to sustain routes out of prostitution had developed high quality relationships with professionals and found meaningful occupation in their lives.

“There are outstanding issues that need to be addressed,” Dr Poland said. “Access to health services, particularly mental health, still remained a problem for young vulnerable adults.

“For children and young people at risk, the most important learning point was early intervention,” she continued.

“Their stories show that the risk of sexual exploitation could potentially have been addressed had early indicators been recognised. The work of the Group has helped raise awareness and training across a wide range of agencies – but there is still work to be done in this vital area.”

The evaluation also highlighted the Group's success in keeping the community informed and engaged. “We found a remarkable climate of tolerance and understanding of the complex issues surrounding prostitution,” Dr Poland said.

It concluded that Strategy's joined up approach saved money over time, halving community costs linked to sex working and supporting the longer-term development of this important area of work in Suffolk.

Brown long eared bat (photo: Mike Toms)



Calling all batmen and women

Nature-loving Norwich residents are being asked to help with a survey of the area's bats, organised by local organisations including UEA.

Called ‘The Big Norwich Bat Project’, it is a research scheme between UEA, the Norwich Bat Group and the British Trust for Ornithology. Its aim is to learn more about what influences where bats live, and the numbers that reside in certain areas, as well as promoting interest and awareness of bats in the city.

The area that will be surveyed stretches right across Norwich, through urban and more rural parts of the city and its suburbs; the total area to be recorded covers a remarkable 196km².

Organisers have divided the city into 1km² areas, and need to find one garden in each section to conduct the survey in.

The data collected will form the basis of the dissertations of two MSc students in BIO. Beth Robinson is exploring the effect of urban features, such as housing density and streetlights, on bat

activity and species diversity, while Katie May will be determining how natural features within the landscape, such as water bodies and proportion of woodland, affect bats.

Interested Norwich residents can find out more about the project or sign up to participate at www.norwichbatgroup.org.uk/project.html, or by emailing bignorwichbatproject@gmail.com. An interactive map on the website shows which areas still need volunteers to put forward their gardens.

The project receives the support, guidance and the loan of equipment from The Ecology Consultancy and The Norfolk Barbastelle Study Group.

US deal for UEA company

UEA spin-out company Intelligent Fingerprinting Ltd has announced an agreement with Dallas-based Smart Start Inc granting them exclusive North American marketing and distribution rights for their drug abuse detection products.

The distribution deal follows the recent announcement of a £2m investment in Intelligent Fingerprinting from a consortium of private US-based investors.

Smart Start is an industry leader in the USA for alcohol monitoring technology and the country's leading provider of breath alcohol ignition interlock devices (BAIDs), which prevent drivers from starting their vehicles if breath alcohol is detected.

Intelligent Fingerprinting's prototype handheld fingerprint drug detection device uses a unique process to detect drug metabolites and other substances contained in fingerprints and enables mobile testing with instant results.

Smart Start expects to begin offering the new device in North America in early 2013, subject to regulatory approval.

The fingerprinting prototype



Award nomination for Intelligent Fingerprinting

Intelligent Fingerprinting has also been shortlisted in the 'Business Impact - Aspiring' category of The Impact Awards. The awards are organised by PraxisUnico, the UK's leading research commercialisation organisation.

The Impact Awards recognise the success of higher education, research institutions and charities working together with the business community to transfer knowledge and expertise for the wider benefit of society and the economy.

The award recognises projects that demonstrate potential for making outstanding commercial impact in the future, and attracts nominations from all sectors of technology and innovation, including licensing and spin-out deals.

The Impact Awards Ceremony will take place on June 14, where the winners will be announced. Further information about the awards is available at www.impactawards.org.uk.



Innovative open day campaign launched

All-expenses paid open days and an 'Access all Areas' student card are just part of an imaginative new scheme to help students thinking about studying at UEA.

The 'Ultimate Open Day' will see six students, plus their parents and up to three friends, enjoy an exclusive day on campus.

The prize includes travel, overnight accommodation and free refreshments throughout the open day. Coupled with a one-to-one meeting with a lecturer in their chosen subject, reserved seating in talks and a bespoke tour of the campus, the package is designed to be a good way to see what higher education has to offer.

In addition to this, everyone who attends one of the three 2012 open days and registers at the university will be entered into a draw to win an 'Access all Areas' campus card. The card will entitle the winner to gold membership in the Sportspark, a pair of tickets for each LCR club night and gig, along with access to the UEA's literary festival talks and campus film programme.

The card will last for the entirety of the winner's

undergraduate degree.

The scheme has been developed by MAC. Susan Gook, head of marketing and communications, said: "Choosing the right course and right university is a difficult decision. Students need to weigh up a number of factors from detailed course information to accommodation availability.

"We aim to make the choice as easy as possible by showing what the full student experience at UEA is like – and the best way to see that first hand is at one of our open days."

The team have also been working with a social media agency to produce a pioneering video to demonstrate what UEA has to offer, which can be viewed at www.youtube.com/user/ueaofficial.

To enter the open day competition, or to find out more information, visit www.facebook.com/ueaofficial. The 2012 open days are on June 23 and July 7; see www.uea.ac.uk/opendays.

Statins could cut risk of bowel cancer by half

Tablets normally taken to lower cholesterol could reduce the risk of developing bowel cancer by more than half, according to research led by MED.

The prescription drugs, known as statins, were found to lower the risk by 57 per cent, increasing to more than 80 per cent for patients on higher doses, or who had been taking them for a least five years.

The findings are the result of a study by a group of academics including Tom Broughton, who used the research for his MRes in Clinical Science course last year. He was supervised by leading clinician and lecturer Dr Ian Beales (MED).

Published in the journal *BMC Gastroenterology*, it could be an important step towards preventing a frequently fatal disease.

Bowel cancer is an increasingly common form of the illness, with more than 37,000 people in the UK being diagnosed each year.

It also has a high mortality rate; approximately 16,000 people died from it last year alone.

The study involved 101 cancer patients and 132 healthy adults. The use of statins between the two groups was compared against cancer diagnoses.

Those who had taken statins were less likely to develop tumours or go into hospital. The longer they had been on the tablets, the higher their levels of protection.

Although researchers stressed that the study was only conducted on a small scale, it is hoped the findings could be utilised in preventing bowel cancer.

Alzheimer's drug fails to reduce significant agitation

A drug prescribed for Alzheimer's disease does not ease clinically significant agitation in patients with Alzheimer's disease, according to a new study led by researchers in MED.

Published in US journal *PLoS ONE*, the findings, while confirming that the drug Memantine improves cognitive functions of the brain such as memory, suggest that it is no more effective at reducing significant agitation than a placebo.

More than 450,000 people in the UK suffer from the form of dementia known as Alzheimer's disease. Many are agitated and, for example, pace continually, become physically or verbally aggressive, or scream persistently. As well as harming quality of life for the patient, agitation places enormous strain on relationships with family and carers, and often results in institutionalisation.

"Feelings of agitation are an enormous problem in Alzheimer's dementia, creating a costly and distressing burden both for patients and those who care for them," said Dr Chris Fox (MED), who led the research.

Memantine is licensed for use in many countries including the UK, the US and in Europe. Previous

restrospective studies have suggested it could help with reducing agitation, and it is one of a number of Alzheimer's treatments recommended by the UK's National Institute for Clinical Excellence (NICE).

Dr Fox said: "People who have mild symptoms often respond to changes in the environment or psychological treatment, but these methods are impractical in severe agitation.

"Our findings regarding Memantine are disappointing with respect to severe agitation - particularly as the alternative antipsychotic medications can have significant side effects such as increased rates of stroke and death. However, we hope our study will highlight the urgent need for investment in safe and effective new treatments for this growing disease."



L-R: Ben Miller (MTH), Jess Boyes (LDC), Prof Tom Ward, Warda Shah (LAW), Xinyue Kou (NBS)



Student survey success

91 per cent of first and second years said they were "satisfied with their overall experience" of UEA in a new Student Experience survey.

The students were given the chance to express their opinions about the university in the survey in the spring.

88 per cent of respondents agreed that their "course is intellectually stimulating".

There were a number of common requests highlighted by the survey, including receipts for submission of coursework, quicker turnaround of submitted work, and text messages for room changes.

Some of these should improve under the

new academic model plans, and all are being or have been discussed in several places. Detailed school level results have been circulated and will also be tabled at the Learning and Teaching Committee.

Six prizes were on offer as an extra incentive to complete the survey. The winners were presented with their prizes in May by pro-vice-chancellor Prof Tom Ward. Winners unable to attend the presentation were Amy Sanders (MTH) and Charlotte Dreyer (ENV).

Computing on campus

High school children from across Norfolk attended a Computing at School (CAS) event on campus in May.

Using a piece of software developed by MIT called 'SCRATCH', they had to compete to design their own computer games.

They worked on their entries at their schools before attending the final in CMP.

The idea behind the CAS programme is to promote the teaching of computing in schools.

Beverley Keefe

Colleagues expressed their shock and dismay at the very sudden death on May 3 of Beverley Keefe, of Cleaning Services.

Beverley joined the university in 2007 and

was a highly valued member of the team working mostly in the Elizabeth Fry Building, but also helping in other university buildings when cover was needed. She will be greatly missed by her friends and colleagues.

Clare Cole, cleaning services manager, said: "Bev will always be remembered as a very kind-hearted and gentle person who brightened up people's day. She had a lovely smile and always had good things to say about others. Our thoughts and condolences go out to her family at this sad time."

Head of SWP, Prof Gillian Schofield added: "All the staff in the School of Social Work and Psychology wish to express their deep sense of shock at this sad loss. Bev has been a much liked and highly valued part of the team for a number of years and she will be greatly missed. Our deepest sympathy goes to her family."

Digital signage update

A new system is now in place for advertising events and activities on the digital signage across the university.

There are 25 screens dotted around campus and anyone wishing to publicise a UEA event, either within a specific building or campus-wide, should forward a powerpoint slide to the Communications Office by emailing press@uea.ac.uk.

For further information about how to produce and submit a slide please see: <https://intranet.uea.ac.uk/mac/comm/internal/signageguidelines>.



Switched-on campaign up for national green energy award

An energy-saving campaign set up by Dr Neil Jennings (ENV) has been announced as a finalist for the Ashden Awards, the world's leading green energy awards.

Student Switch Off began as a pilot project at UEA in 2007. It is being recognised for its success in mobilising large numbers of students to take simple steps to save energy, including wrapping up warm, switching off lights and using lids on saucepans, so helping participating UK universities to keep a lid on their fuel costs.

Through its inventive use of social media, peer-to-peer engagement and student-focused incentives, this exciting initiative last year helped participating universities cut their electricity consumption by over seven per cent and save a total of £232,000. Some 43 universities and 18,000 students are involved so far.

Now in their 12th year, the Ashden Awards champion practical, local energy solutions that cut carbon, protect the environment, reduce poverty and improve people's lives in the UK and developing world.

Five UK winners will be announced at a prestigious awards ceremony this summer, with one to be selected to win a coveted Gold Award. Prizes of £10,000 each will be offered, with the Gold Award winner doubling their prize to £20,000 to help expand their work.

LDC Café Conversation series

From January to April, LDC ran a weekly series of café conversations. Organised by lecturer Dr B.J. Epstein and sponsored by CUE East, these conversations took place at Jarrold's and were free and open to the public.

In each session, the conversation leader gave a short talk, then offered an activity, followed by group discussion. The entire series was hosted by MA in literary translation student Alex Valente, who ensured that every session ran smoothly.

LDC academics and MA and PhD students ran the sessions, which included topics as varied as children's literature, translated poetry, the value of walks, and learning Hindi. Many of the hosts said how valuable the sessions were for them, because they allowed them to interact with members of the public and to get feedback on research carried out at the university.

Dr Epstein is now planning a second LDC series for the next school year. If anyone has any questions or would like to offer to lead a session, contact her at b.epstein@uea.ac.uk.

New visual identity guidelines launched

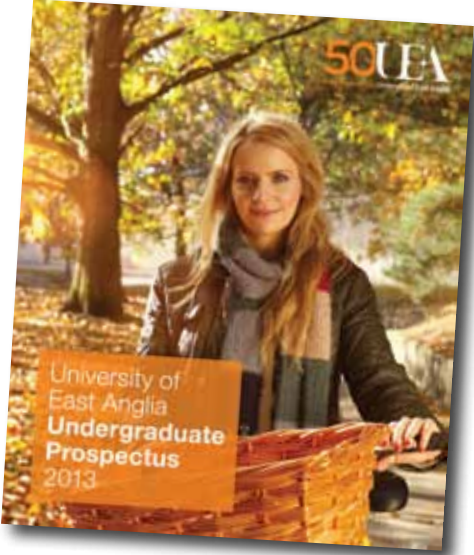
The marketing team has refreshed the university's visual identity and developed revised guidelines for the creation of materials such as posters, flyers, reports and postcards.

Assistant head of marketing Giles Whattam said: "As competition for students and research funding intensifies, it is becoming increasingly important that the university improves its visibility. One of the simple ways we can achieve this is to enhance the impact of our logo and the consistency of our print and publications."

The new guidelines fix the UEA logo in the top right hand corner of publications. Logo size is determined by the size of the publication. Guidance is available for everything from postcards to A1 posters.

A new suite of templates has been developed for use in all types of publications, incorporating a grid layout (including exclusion zones), font weights for headings, and consistency in the location of key information such as web addresses, contact details and descriptions.

All the elements are designed to improve the



prominence of our publications and to make our messages as clear as possible.

The revised guidelines include guidance on photography styles, guidance for fonts and colour palette, together with logo sizes for different publications; see: www.uea.ac.uk/mac/publications/New+Branding+Guidelines+2012

The university's approved designers have been briefed about the new visual identity guidelines. If anyone is undertaking work in-house, contact the print and publications team on 01603 593283 for further information. Training and workshops can be arranged if required.

Milestone approaching for university



2013 will be the university's 50th anniversary year, and plans are already underway to celebrate successes and look forward to the future.

The anniversary events will start in January 2013, and will span the 2013/14 academic year. The main focus of the activities currently centres around an anniversary festival weekend, which is being planned for the weekend September 28 and 29, 2013.

The weekend intends to showcase the best of what UEA has to offer, with lectures and workshops from staff and alumni, a community day inviting people in the local region to visit the campus, including the Sportspark and the Sainsbury Centre for Visual Arts as well as reunions for all decades of alumni.

It is expected that the Saturday events will conclude with a large music event by the Broad, something that both new, current and previous students and staff can enjoy.

The anniversary weekend is well timed to

coincide with the launch of the Sainsbury Centre for Visual Arts' 'East Anglian Masterpieces' exhibition in early September. There is also the possibility of collaboration with the Norfolk and Norwich Festival in 2013.

As part of the 50th anniversary celebrations, the university has commissioned a new logo, which appears on the front of the recently launched undergraduate prospectus and will feature on all principal publications in the lead up and during the 50th year.

The logo is intended for use on main publications and will not be available for all marketing materials - but if anyone is producing material that they believe would benefit from its use, contact the print and publications team on 01603 593283.

Arrangements are being led by pro-vice-chancellor Tom Ward and Suzy Gook, head of Marketing and Communications, along with representatives from all four faculties. An 'Anniversary What's On' will be released during the summer, detailing the events and activities already agreed with more expected to follow.

More information on the anniversary will be available from the web pages, which will be live this summer. It is hoped that a section of the university's website will be dedicated to the 50 greatest achievements, so if anyone would like to make a suggestion, email 50years@uea.ac.uk.

Our sustainable campus

A regular slot focusing on environmental and sustainability news from around the campus

Children dig in

Pupils from the UEA Nursery turned their hand to gardening in May as they helped grounds staff plant a variety of fruit trees across campus.

The initiative was designed to encourage the children to take more interest in the food they eat and what happens in their environment.

Grounds staff helped the children to plant old and new varieties of apples, plumb, pear and cherry trees.

Oliver Deeming (EST) said: "There are not enough fruit trees being planted in our urban environment. We hope to plant more of the trees year on year.

"The aim is to get people off the beaten track

Nursery children help to plant trees



venture into the university's grounds, where they will be encouraged to pick eat and use the fruit from the trees.

"We want people to use the wild produce that is on offer, getting exercise seeing the marvellous countryside and wildlife around the campus, and eating healthily at the same time."

What do you love about Norwich?

Media and Development students teamed up with a local radio station to survey the people of Norwich about their favourite parts of the city.

They interviewed more than 30 people to find out what it is they love about Norwich. Other topics included music, favourite foods and "what makes you smile in the morning?"

The results were aired on community radio station Future Radio throughout May.

The project was set up as a joint venture, initially to find out what people listen to on the radio and what they'd like to hear more of.

Student Isabelle de Grave (DEV) said: "Future Radio wanted to better understand their audience and to hear from more voices in the community. So we spoke to different people all over Norwich and recorded some amazing, funny and interesting stories and responses."

The nine students went on to find out about



what makes people happy and their favourite comfort foods - with answers ranging from chips and mushy peas to hot chillies, stir-fry, donuts and Dr Pepper.

As well as seeking feedback from Future Radio listeners, the students recorded 'vox-pops' in the street, at the market and in the Forum. They also worked with community organisations including the Vauxhall Centre and Foodcycle.

Fairtrade status renewed

The university's and Union of UEA Students' Fairtrade status has been renewed following reassessment by the Fairtrade Foundation.

Organisations have to re-apply to maintain the status every two years, demonstrating that they are not resting on their laurels.

The Foundation congratulated the Union on the range of Fairtrade products available in campus shops, which include Ubuntu cola, olive oil and rice as well as more commonly available items such as coffee, tea and chocolate - and a wide

range of clothing made from fairly traded cotton. UEA Catering's commitment to serving Fairtrade products was also noted.

One area that the steering group is keen to work on over the next two years is getting more students involved in activities and promotion of Fairtrade.

Any student or member of staff interested in Fairtrade can find out more by contacting Jill Brown (DOS) at jill.brown@uea.ac.uk.



Rugby scholarship

A Norfolk rugby club which established a scholarship programme at the university in 2010 has recently awarded its latest scholarship.

The North Walsham Vikings RFC will once again support a full-time undergraduate or postgraduate student to study at the university while simultaneously playing for the North Walsham Vikings.

The scholarship is worth up to £1,000 per year for a maximum of three years and will go towards the recipient's university course fees. The rugby club will also contribute to travel costs so the scholarship holder can get to training and matches.

This year the scholarship has been jointly awarded to Will Hodgson, currently in the first year of his BA (Hons) degree in Physical Education and Sport, and Steve Hyde, currently in the second year of his BSc (Hons) degree in Natural Sciences with a year in Australasia. The rugby club have also agreed to continue supporting Will for 2012/13.

Both prospective students who have been offered a place at the university and current students can apply for the scholarship, with the size of the bursary dependent on how many years of study they have ahead.

Anyone interested in applying for this scholarship should make contact with Nick Grimmer at North Walsham Vikings RFC at nick_grimmer@hotmail.com.

Learning about wildlife

Four groups of PGCE Primary students braved the rain and mud to explore the Woodland Trail, part of the UEA Wildlife Trail last month, to discover how outdoor learning can provide cross-curricula activities for children.

Sessions were led with the help of six students from the UEA Campus Conservation Project. The project is funded by CUE East and it is hoped that the activities can be offered to local schools and other community groups in the future.

The trail provides learning opportunities in the areas of history, geography, science, mathematics, creative writing and art, and to discover how nature can be used in the curriculum.

The Woodland Trail is currently benefitting from the large number of bluebells being in full bloom along the route.

This walk is marked in orange on the trail leaflet, which is available from Registry reception, dispensers along the trail, or online at www.uea.ac.uk/volunteers/Wildlife+Trail+Leaflet.

Accommodation

FOR SALE: Small sailing boat with trailer. Fibreglass double skin hull, in need of slight repair. Rudder, centreboard, canopy, mast. Unfortunately no sails. Lovely little project - hence the price - £150. Call 07748 870907.

WANTED: Family house, three beds (pref. not box room), unfurnished, long let in NR2 or borders of NR4. Hoping to move sometime before September, but no deadline! Garden not essential; happy to take on something that needs a bit of love and attention. Ade: 07969 560038/ x2741.

TO LET: Spacious double sized room for single person in lovely house with secluded two acre-garden, cycling/car access of UEA. Room is along private corridor, with all bills included and free wifi. TV point. Would suit visiting fellow/researcher/post graduate or mature student in particular. Safe off road parking and separate area for storage (books, suitcases etc). 24 hour Tesco close by. £100pw (negotiable for weekday only use). Contact 07918 755737 or james.foster@uea.ac.uk.

WANTED: Lodger for spacious en-suite bedroom with study area and ample storage in quiet family home. Convenient for city centre and on bus route for N&N and UEA. £80 Per week inclusive. Refs required. Tel 01603 621320 or mobile 07752 795955.

FOR SALE: Delightful 19th century three-bedroom cottage in the market down of Bungay, 15 miles south of Norwich. Two reception rooms, garage, off-road parking and front and rear gardens. GCH. No chain. £175,000. Contact Sue on 07905 934866

TO LET: Studio flat in the Barbican, balcony, original interior. Short lets / overnight stays, sleeps one or a couple. Now letting for the Olympics. Contact Nick Caistor on 07905 599241.

MOUSE COMPUTING: For all computer problems. Provide computer support to Norwich and the surrounding area, including virus removal, improving a slow computer, wireless setup, PC support and more. UEA staff and student discount. Call 07813 026580, visit www.mouse-computing.co.uk.

CLEANER AVAILABLE: Any house cleaning or even some ironing. Have bike, will travel! Hourly rate to be discussed. Excellent references. Contact Jane on 01603 741849.

L-R: Graham Storey (CEO,GTI Group), Adrienne Jolly, Lucy Marks, Paul Redmond (president-elect of AGCAS)



National recognition for partnership

The Norfolk Network business community has won the 2012 Association of Graduate Careers Services (AGAS) Award for Excellence in Careers Service Engagement for its partnership with UEA.

The award was presented to Lucy Marks, Norfolk Network Development Director in front of 1,000 industry guests at the 2012 TARGETjobs National Graduate Recruitment Awards ceremony in April in London. Adrienne Jolly, graduate employability developer and GENE coordinator at UEA, who nominated the network, accompanied Lucy on stage.

Nominations for the award were made by higher education careers services across the UK. The university nominated the Norfolk Network members to highlight that the importance of small and medium enterprises in the graduate employment market is too often overlooked.

The Norfolk Network has worked collaboratively with Careers and Employability at UEA since 2007 to mentor students and graduates, co-deliver events and training, provide networking opportunities to students and graduates and has been a champion for the importance and value of higher level skills to the

SME business community.

Norfolk Network development director Lucy Marks was thrilled saying: “We are so proud that our partnership work has been recognised nationally. We have a dynamic community of knowledge based, market leading SMEs from all sectors operating globally from Norfolk.

“Time and resource is tight for any SME, so our partnership has enabled us to develop accessible ways of engagement and really make the graduate population part of our growing business community.”

Adrienne Jolly (CCEN) said: “We are delighted that AGCAS have given due recognition to what is an innovative and engaged community of SME’s whose membership are committed to supporting higher-level skills. Working this closely with a business network means that employers can offer their time and expertise in a way which accommodates the small matter of running and growing their businesses!”

Green light for AMBA accreditation

NBS has become one of only 1.4 per cent of the business schools in the world to be granted Association of MBAs (AMBA) accreditation – the global hallmark of quality.

Many people who wish to take an MBA seek out those schools which have the accreditation but, until now, they had only one option in the eastern region, at Cambridge University.

MBA programme director in NBS Terry Kendrick, who has just returned from a ceremony in Barcelona at which UEA was the only UK university granted the prestigious seal of approval this year, said: “This accreditation demonstrates to prospective students that they are making a worthwhile investment.

“We are now one of only a small number of the world’s business schools to hold this accreditation, which marks the culmination of two years of intensive work.”

“I very much want to congratulate Norwich Business School on this remarkable achievement. It is so important for the development of the region’s economy that we have highest level business skills,” said Dr Andy Wood, CEO of Adnams, Chair of the New Anglia Economic Partnership and Chair of the NBS Advisory Board.

“This puts NBS amongst a global elite of business schools and will attract even more of the brightest students to study here.”

Media Watch

Making the headlines this month

 Dr Daithi Mac Sithigh (LAW) Online (internet regulation), Raidió na Gaeltachta, online: Global Legal Post, Washington Post, ABC World News, Huffington Post, TIME Magazine and 11 million other websites (Rebekah Brooks)	Dr Tim Daw (DEV) Voice of America (fishermen)	Prof Rebecca Stott (LDC) New Statesman (review)
	Dr Yvan Guichaoua (DEV) Voice of America, KPCC Radio (Mali)	Dr Anna Adlam (MED) Evening News, EDP, Norwich Advertiser (head injury study)
	Dr Steve Russell (DEV) Anglia Tonight (Melissa Ilboudo)	Dr Peter Curtis (MED) Radio Norfolk (blood pressure study)
 Prof Aedin Cassidy (MED) Daily Telegraph, Daily Mail, Daily Express, Huffington Post, Asian Age, Hindu Business Line, Red Magazine, Business Day, Healthy, various online (flavonoids)	Prof Peter Lloyd-Sherlock (DEV) Evening News, Radio Norfolk, online (older people)	Dr Chris Fox (MED) GP Newspaper, various online (Alzheimers drug)
	Dr Annie Grant (DOS) Guardian online (student counselling)	Prof David Livermore (MED) Jerusalem Post (bacterial resistance)
	Dr Christine O’Hanlon (EDU) EDP (public services report)	Dr Prasanna Sankaran (MED) Telegraph, Daily Mail, Radio Norfolk, EDP (asthma)
	Dr Dorothee Bakker (ENV) Online (CO2 dataset)	Prof Paul Dobson (NBS) Guardian (Tesco), Peterborough Evening Telegraph (Asda)
Dr John French (ADAPT) EDP, Evening News (Enterprise Centre)	Dr Claire Goodess (ENV) Asian Age (IPCC report)	Prof Raphael Markellos (NBS) EADT, Radio Norfolk, Business Weekly, online (Google searches and the stock market)
Prof Chris Bigsby (AMS) THE (profile), THE (conferences)	Prof Andy Watson (ENV) Guardian online (CO²)	Dr Sebastian Peyer (NBS) Online (BIS consultation)
Prof Sarah Churchwell (AMS) Red Magazine (action heroes), New Statesman, BBC Radio 4 Today Programme (1922), Guardian (review)	Dr Eylem Atakav (FTV) Huffington Post (Klezmatics)	Dr Susan Sayce (NBS) European Radio Network (older people)
Mark Barlow (ARM) THE (Student Experience Survey), EDP (tuition fees)	Patrick McGrady (FTV) Radio Norfolk (documentary)	Dr Kevan Williams (NBS) Radio Norfolk (coffee shops) Anglia Tonight, Look East (Lotus cars)
Lauren Hedges (ARM) Evening News, Future Radio (outreach event)	Dr Mayumi Hayashi (HIS) Future Radio (active aging)	Julia Hubbard (NSC) EDP, Evening News (Malawi)
Vanessa Taring (ARM) Evening News, EDP, Hunts Post, Cambridge News (Salters’ Chemistry event)	Dr Sarah Spooner (HIS) Evening News, Radio Essex (history and heritage fund)	Dr Rupert Read (PHI) BBC Radio Suffolk, Evening News, Positive News (super jury)
Dr Sada Mire (ART) BBC World Service (cultural heritage)	Prof Nick Vincent (HIS) Family Tree Magazine (Magna Carta)	Dr Johan Franzen (PSI) Huffington Post (Egypt)
Prof Morten Hviid (CCP) Online (BIS consultation), online (competition law)	Dr David Mead (LAW) EDP (communications monitoring)	Prof John Street (PSI) Online (social media and politics), NPR (Obama)
Dr Andreas Stephan (CCP) Financial Times, Daily Mail, The Lawyer (British Airways)	Andrew Cowan (LDC) BBC Look East, Radio Norfolk (City of Literature)	Dr Simon Hampton (SWP) EDP, Evening News (marriage, social media, NCFC)
Dr Stephen Ashworth (CHE) EDP, Evening News (South African teaching trip)	Dr BJ Epstein (LDC) Huffington Post (cultural boycotting, slang, the Holocaust, teen sex, bisexuals, feminism), Wales Arts Review (John Irving), Swedish Book Review (Kristina Sandberg), Fackoversattaren (review)	Prof Ann McDonald (SWP) European Radio Network (older people)
Prof David Russell (CHE) Online (Intelligent Fingerprinting)	Prof Giles Foden (LDC) Daily Mirror (Roy Hodgson), New York Times (Dustin Hoffman interview)	VC Edward Acton (VCO) THE, online (International students)
Dr Scott Grandison (CMP) Radio Norfolk (Spectrum ZX)		Prof David Richardson (VCO) EDP, Evening News (Enterprise Centre)

UEA researcher appointed to prestigious committee

Prof Ian Bateman (ENV) has been appointed to the independent Natural Capital Committee by environment secretary Caroline Spelman.

The committee will help the Government to ensure the value of England’s natural capital and its potential to support growth is fully taken into account in decision-making.

The Natural Capital Committee, a key Natural Environment White Paper Commitment, will provide advice on the state of English Natural Capital to the Economic Affairs Cabinet Committee, chaired by the Chancellor of the Exchequer.

Prof Bateman has served as head of economics for the UK National Ecosystem Assessment and is a member of the Defra Science Advisory Council.

PGR Showcase 2012

On June 20 UEA students will be engaging with the public at The Forum, showcasing the work of the university’s postgraduate research community.

Over 35 posters will be displayed presenting the diversity of UEA’s postgraduate research, with opportunities throughout the day for the public to speak to the students and find out more about their research and its real world applications. They will also have the chance to vote for the ‘Public’s Favourite Poster’ award.

In addition, PhD students will be holding short visual ‘Pecha Kucha’ presentations, summarising and discussing their research with a small audience. Further opportunities for discussion will also be available in a series of ‘Café Conversations’ in Café Marzano, enabling those interested to have longer and more informal chats over a tea or coffee.

Topics discussed in the presentations and Café Conversations will be diverse, exploring fascinating issues such as whether people can be overweight and still healthy, and how people deal with social dilemmas related to climate change. The subject of race and American politics in the Obama era will also be debated, as will how the Second World War changed people’s perceptions of the Norfolk landscape.

Staff and students are encouraged to show their support by attending what has become an important annual event in developing engagement between the city community and the university. Helpers will be on hand on the day to give visitors more information, and a guide will be available outlining the research that is being showcased.

The event will take place at The Forum, Norwich on June 20, from 10am - 5pm, with a prize-giving ceremony being held at 5.30pm.

More details, including a schedule of Pecha Kucha presentations and Café Conversations are available at www.uea.ac.uk/careers/showcase.

For more information, contact Sophie Bremner at sophie.bremner@uea.ac.uk or Jan Burnett at j.burnett@uea.ac.uk.

Chemistry student in poster win

Morgan Bye, a third year PhD student in CHE, has recently been awarded the Best Poster Prize at the 45th Annual International Meeting of the ESR Spectroscopy Group of the Royal Society of Chemistry.

His winning poster was entitled ‘Combining NMR docking data with EPR distances and in silico calculations for a more complete model of colicin protein-protein interactions’.

Morgan received books valued at over £250 as his prize.

Heritage funding available

Community groups can access up to £10,000 to fund history and heritage projects, thanks to a new scheme at the university.

The Research in Community Heritage project, or 'Ideas Bank', is designed to bring together academics from UEA and local community groups to discover more about the history of their area.

Funding from £3,000 to £10,000 is available through the Heritage Lottery Fund. The people involved in Ideas Bank will help groups create applications for grants from the fund.

Projects could be about any aspect of community history or heritage, for example researching an historic building, recording oral history, or producing a heritage walk.

Ideas Bank is being led by Dr Sarah Spooner (HIS), together with Julie Worrall and Ruth Selwyn-Crome (CUE East).

Dr Spooner said: "We want to find out what communities are interested in researching, and are keen to share our knowledge and skill with local groups to help them achieve their aspirations.

"Even if an organisation only has an initial concept, we can work with them to develop the ideas into project applications."

For more information, or to submit a project idea for consideration, visit www.uea.ac.uk/his/ideas-bank, phone 01603 591561 or email ideasbank@uea.ac.uk.

Wally Olins talk

World-famous branding expert Wally Olins spent a day on campus in April, as part of NBS's unique postgraduate course in Brand Leadership.

Wally is the man behind many of the biggest brands around, including Renault, P&O and BT.

He is a co-founder of the brand consultancy Wolff Olins, and author of many books on branding, most recently *The Brand Book*.

Now 81, Wally is still as busy as ever, advising organisations like Lloyds of London, Fujitsu and the Polish government.

He spent an hour with this year's students, talking about a wide range of organisations, from the police to the European Union, and giving the students some idiosyncratic careers advice. Wally spoke about the difficulties of persuading clients to make big changes to their brands: "Intuition and creativity," he said, "can be very threatening."

He then gave a more formal presentation to a wider group of NBS people, on the ways in which branding is responding to the twin trends of globalisation and localism.

Listings

JUNE

Thu 7
LDC: **Translation Reading**, The Book Hive, 6.30pm
PHI/PSI Lecture: **Pragmatism in Politics: Blessing or curse?**
Baroness Ros Scott, LT2, 6pm

Fri 8
NBS Talk: **Diversity is everyone's business**, Prof Monder Ram, 4-6pm

Sat 9
AHP Symposium: **Transitions and Transformations**, Employability Symposium, TPSC, 9.30am- 4.30pm

Mon 11
UEA London Lecture: **Confessions of a pill pusher**, Prof Ian Harvey (MED) & Prof Richard Gray (NSC), UEA London, 6.30pm

Thu 14
Recycling event, Biomass car-park, 7.30am-7.30pm

Fri 15
Recycling event, Biomass car-park, 7.30am-3.30pm

Wed 20
PGR Showcase, The Forum, 10am- 5pm

Thu 21
SISJAC Lecture: **From Manga to Movies: Art in Contemporary Japanese Cinema**, Dr Rayna Denison (FTV), Norwich Cathedral Hostry, 7.30pm

Sat 23
UG Open Day, campus-wide

Sat 30
Gig: **London's Finest**, LCR, £15

All events free unless stated. For Sainsbury Centre events visit www.scva.co.uk. Tickets for LCR and Waterfont gigs are available by calling 01603 508050. All prices are advance only and may be subject to a booking free. Doors open 7.30pm unless stated. All gigs are for over 14's only. www.ueaticketbookings.co.uk.

UEA staff and students in torch relay

Six students and a member of staff will carry the Olympic torch across the country this summer as part of the London 2012 relay.

Melissa Ilboudo (DEV), James Colley (CHE) and pro-vice-chancellor Prof Tom Ward, who were nominated by the university, will all run with the torch in Norwich on July 4.

Sean Harris (LDC) will also run through Norwich on July 5, while Charlotte Humphreys (AHP) is due to carry the flame through Morley on June 25.

Katie Hale (MED) will run in Kibworth Harcourt on July 2, before Sean Henry (HIS) carries the torch in Sturry on July 19.

Criminal justice service visit

Prof Louis Appleby, the National Clinical Director for Mental Health, visited Little Plumstead Hospital in Norfolk in May, to find out more about the new criminal justice services for people with intellectual and development disabilities in the region.

Dr Peter Langdon (MED) is running the new service. He said: "Professor Appleby's visit was timely and welcome. We were delighted to be able to give him a quick tour of the premises and explain what we are doing to meet the specialist needs of offenders with intellectual and other developmental disabilities in Norfolk."

"When the existing Criminal Justice Liaison Team suspects that a person who has been arrested may have an intellectual or other developmental disability, a referral to our Liaison and Diversion Team can be made to ensure that they get appropriate support through the criminal justice system. We will work collaboratively

with the existing Criminal Justice Mental Health Team within Norfolk and Suffolk NHS Foundation Trust, but specifically focus on supporting people with intellectual and other developmental disabilities." The service, which is being run by the Hertfordshire Partnership NHS Foundation Trust, together with UEA, will provide assessment, consultation and risk management for service users, and the team will provide expert evidence and advice to the courts.

The new service will complement existing services within the county, and is funded by the Department of Health. The new team will work collaboratively with the Criminal Justice Mental Health Team within Norfolk and Suffolk Foundation Trust who focus upon providing services to offenders with mental health problems at the point of arrest, while in police custody or during court proceedings.

JULY

Sun 1-Thu 5
EDU Conf: **Spirituality and Physicality: Crossing thresholds**

Sat 7
UG Open Day, campus-wide

Tue 10
NBS Event: **MBA Open Evening**, TPSC, 6-8.30pm

Thu 19
SISJAC Event: Carmen Blacker Lecture, **Paragons of Culture: The Soft Power of the Japanese Emperors**, Prof Ben-Ami Shillony, Hebrew University of Jerusalem and Honorary President of the Israeli Association of Japanese Studies, Norwich Cathedral Hostry, 6pm- 7.30pm

Decision making NBS book

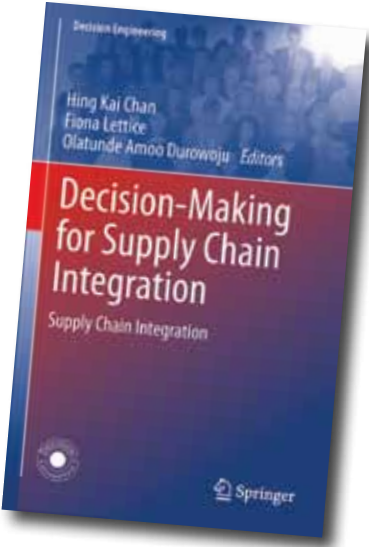
Academics in NBS have written a new book entitled *Decision-Making for Supply Chain Integration*.

Dr Hing Kai Chan, Prof Fiona Lettice and PhD candidate Olatunde Amoo Durowoju have collaborated on the book.

It provides an insight into the tools and methodologies of the decision making field, with support from real life case studies, demonstrating successful application of various decision-making techniques.

It is a useful reference for researchers looking to develop their knowledge or find potential new avenues of research.

The book is available at <http://bit.ly/LdIA9h>.



L-R: Dominic Christian, Alex Nisbet, Eleanor Stewart, Kate Birch



Scholarships awarded to postgraduates

Two new postgraduate scholarships have been launched thanks to the generosity of a UEA alumnus and his wife.

The Dominic Christian Scholarship, established by Dominic Christian (SOC79), now co-chief executive officer of AON Benfield, enables a student to study for the MA in Medieval History and the Ink Sweat & Tears Poetry Writing Scholarship, established by Dominic's wife, Kate Birch, enables a student to study for the MA in Creative Writing: Poetry.

Kate is an alumna of Toronto University. She has managed Ink Sweat & Tears, a UK-based webzine which publishes and reviews poetry, prose, prose-poetry and word and image pieces, since April 2011.

Both scholarships are awarded to students who completed their undergraduate degrees at UEA. The awards will pay their full tuition fees for the 12-month period of their course.

The scholarships were awarded at a presentation in May hosted by pro-vice-chancellor Prof Tom Ward. Dominic presented his scholarship

to Alex Nisbet, who comes from Collingbourne Kingston in Wiltshire, and Kate presented hers to Eleanor Stewart, who is from Scunthorpe in North Lincolnshire.

Alex expressed his gratitude to Dominic for his support: "Having the opportunity to carry the study of history through to masters' level has allowed me to look at some of my favourite areas of the subject in quite some detail, and I can safely say that this has proven to be one of the most enjoyable and educational experiences of my time at university."

Eleanor, who has written poetry and short stories since she was 12, was also delighted to have been chosen to receive her scholarship: "The MA has been a wonderful challenge so far, and I am very much looking forward to working on a collection of poems for my dissertation over the next few months."

Doctorate in Education

A four year, part-time course for professionals working in areas related to education, training and development is available at the university.

The Doctorate in Education (EdD) has been designed to meet the needs of these professionals, who can draw on their everyday practice and work contexts to work towards a doctorate.

It would be especially useful for people who want to investigate educational, social, professional or organisational issues, or who would like to acquire skills as an independent researcher, to design and to conduct their own research.

The programme offers an applied research focus, weekend study blocks in Years 1 and 2, and access to a dedicated supervisor within the wider supervisory team.

The next programme begins in October; the application deadline is August 17.

For more information, visit www.uea.ac.uk/edu/pg/dredu.

Women and film blog

Two lecturers in FTV have started a blog to discuss women's cinema throughout history.

Dr Eylem Attakav and Dr Melanie Williams began 'Auteuse Theory' to give them and their colleagues the opportunity to think and write about a range of films made by women, from silent re-discoveries to the latest releases, from activist documentaries to mainstream Hollywood features, taking in examples from across the globe, whether famous or obscure.

They said: "Our main subject is film, but we will inevitably make forays into television and other media from time to time. We will be focussing predominantly on films directed by women, but we're also interested in including films which demonstrate female authorship in other ways.

"We want to explore the diversity of forms taken by women's filmmaking across different nations and eras."

The blog is available to view at <http://auteusetheory.blogspot.co.uk/>.

Lecturers at Hay Festival

Prof Mike Hulme (ENV) and Dr Rupert Read (PHI) will be appearing at the Hay-on-Wye Festival in June.

Presenting a discussion on philosophy, politics and communication, they will talk about the issues surrounding communicating climate change, and the scope for making ethical judgements about it in response to the evidence.

Record audiences for SISJAC lectures

Every third Thursday of the month, leading international specialists in the field of Japanese arts and cultures come to Norwich to deliver the 'Third Thursday' lecture at the Norwich Cathedral Hostry.

Running for more than ten years, the lectures, organised by SISJAC and supported by the Great Britain Sasakawa Foundation, are attracting record audiences and form SISJAC's flagship engagement activity of connecting to the local community.

Part of the success of the lectures is the opportunity to meet the speaker over refreshments at the end of the talk. The topics are varied and wide ranging, covering many aspects of Japanese arts and cultures from the past to the present.

Recent highlights have included Dr Simon Kaner speaking about Okinoshima, a tiny sacred island between Japan and Korea, and Graham Hardman, from the Japanese Garden Society, speaking about the story of Japanese gardens and how the British have used what they have seen in as inspiration to build Japanese-style gardens here.

Lectures begin at 6pm on the third Thursday of each month in the Cathedral Hostry. For details of future lectures, visit www.sainsbury-institute.org. To register for a seat, email sisjac@sainsbury-institute.org.

Intercultural LCS seminar

The latest event in the LCS Research and Engagement Seminar Series entitled 'Issues of Intercultural Competence in Healthcare Communication' took place in April.

The main speaker Dr Lynda Yates came from Macquarie University in Sydney, where she is the head of one of the largest Linguistics Departments in the world, to talk about her recent pilot study investigating the communication difficulties facing overseas-educated doctors in Australia.

Dr Gabrina Pounds (LCS) also gave a talk about the potential for the transferability of empathetic competence across languages and cultures and Dr Mike Laurence, a GP at the Bacon Road Medical Centre in Norwich and honorary senior lecturer at UEA, spoke about his experience with communication issues in general medical practice, with particular reference to encounters between native and non-native patients and medical professionals.

Special guests included Val Taylor and her team from CAST, an interactive, drama-based training consultancy based in LDC and PG students and members of staff from MED.

LCS and PSI join forces to give employability a boost

More than 30 students attended a networking event with UEA alumni in London at the end of March.

LCS and PSI joined forces with the Careers Centre to organise the session at UEA London, which saw graduates from a number of different sectors speak about their careers to date. Attendees also enjoyed a networking lunch, and one-to-one sessions with those graduates who represented particular career interests and who could advise students on how to pursue jobs in that field.

Alumni in attendance included French and German graduate Sarah Canavan, now an assistant vice president at JPMorgan; philosophy

and politics graduate Ian McKenzie, the director of communications at The People's Pledge; and Katerina Tornari, an account director at CNN International, who studied French and Management at UEA.

Lawrence Hardy, PSI's employability officer, said: "There's nothing quite as good as hearing at firsthand about the challenges of life after university. Meeting alumni brought a wealth of experience and advice for our students, ensuring a highly successful and enjoyable event."

"The students were unanimously inspired by meeting alumni from a wide range of employment backgrounds, and we intend to make the event a regular feature of our employability programme."

Visitation (photo: Kira Perov)

Bill Viola exhibition

A unique show of the work of internationally celebrated video artist Bill Viola will be on display at the Sainsbury Centre until the end of July.

Bill Viola is one of the world's most celebrated video artists. His mesmerising installations explore such fundamental experiences as birth, death and the meaning of human consciousness.

Viola has exhibited in galleries and museums across the world, creating works that act with the viewing space to create intimate encounters that envelop the viewer.

Entitled 'Bill Viola: Submerged Spaces', this major, city-wide exhibition demonstrates Viola's mastery of working practice over the last decade, bringing together monumental and intimate pieces displayed in three underground



locations, creating a unique way of experiencing the works.

The exhibition is open Tuesday – Sunday, 10am – 5pm. Admission is free to UEA staff and students when tickets are collected from the Sainsbury Centre.

Lecturer's blog becomes a song

A Huffington Post article by Dr BJ Epstein (LCS) has been set to music thanks to a New York musician.

Dr Epstein started blogging for the news site earlier this year and has won fans around the globe. But she was surprised to receive an email from Mark Ayesh with a link to a track he had recorded using her words as lyrics.

She said: "At first I was dubious. I didn't see

how it could work and I worried that he would distort the message of my article. But not only did the music work really well, but he also captured the spirit of my article.

"I was honoured that he wrote and recorded this song," she added.

Listen to Dr Epstein's article on cultural boycotting, set to music, at <http://soundcloud.com/mf3a/cultural-boycotting>.

Translation reading

Students and staff from the MA in literary translation will be reading from their translations of French, German, Hindi, Italian, Russian, Spanish, and Turkish to English at an event in June.

Sponsored by BCLT, it will be an opportunity to learn about upcoming authors and translators.

The event takes place on June 7, at 6.30pm in The Book Hive in Norwich, and is free to attend.