

RESEARCH ENGAGEMENT AND IMPACT AWARDS 2020



**CONNECTING
RESEARCH**

RESEARCH ENGAGEMENT AND IMPACT AWARDS 2020



Our Research Engagement and Impact Awards give us the opportunity to celebrate the excellent research taking place across the University that addresses real world problems and changes the world around us.

This year we received 28 applications from across the spectrum of our research and from colleagues at different stages of their careers. It was inspiring to see that almost all of them were collaborative projects, often involving cross-disciplinary teams and external partners.

It has never been more important than now for us to find new ways to work with our neighbours for mutual benefit and we were delighted to see that more than a half of applications involved individuals and organisations local to Reading. Our shortlist includes projects that have made a difference through exhibitions and workshops that inspire, participatory research that empowers, and projects that are informing changes in policy and practice.

Each of the shortlisted projects described here addresses a significant challenge and engages individuals, organisations or communities to bring about positive change; from inspiring and empowering people to speak up on inequality or climate change, to designing tools that will help health service providers improve delivery.

We congratulate every one of the researchers who applied for the awards this year and hope that the projects described here inspire you to find out more about our research and the ways we work together to ensure research brings benefits to all.

**Professor Parveen Yaqoob
and Professor Dominik Zaum
Pro-Vice-Chancellors for Research
and Innovation**

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PICTURING CHALLENGES OF LIFE IN PARADISE

Giving a voice to islanders in the Maldives

Alex Arnall

Every day, island communities in the Maldives feel the impact of environmental change caused by humans. Alex Arnall empowered islanders to use photography to document these challenges and bring their concerns to the attention of policymakers.

The Maldives are famous as a holiday paradise, but this archipelagic nation in the Indian Ocean faces enormous environmental challenges. The Government are aware of these threats, but often disconnected from the communities that live on the outlying islands, where the daily impact of environmental change is being felt.

Working in the small islands of the North Malé atoll, in collaboration with colleagues in the Maldives and at the University of Manchester, Dr Arnall involved residents in research to build

a picture of their changing environment. This included empowering islanders to capture their everyday lives and challenges on camera.

The research revealed three major daily changes causing great concern among local people: the erosion of coastline due to natural forces and coastal engineering, the accumulation of rubbish washed-up on the shoreline, and the rapid expansion of the built environment for tourists. These concerns were brought into sharp focus at an exhibition of islanders' photographs in Malé, attended by the public, local and international policymakers.

One island council reported that the exhibition launch led to approval, the next day, of its application to erect coastal defences. And with new skills and confidence, island communities are now better equipped to articulate their concerns and propose locally-driven solutions.

"The launch and exhibition were a great success in bringing representatives of island communities and policymakers together to share and discuss their concerns"

Akiko Fujii, United Nations Development Programme
Resident Representative, Maldives

External partners

Dr Mizna Mohamed, ENDEVOR Maldives

Professor Uma Kothari, University of Manchester

Funders

ESRC-DFID Development Frontiers
Research Fund

Judges' comment:

"This project is innovative, clearly explained, has had a demonstrated impact and covers a range of important issues from giving locals a voice to overcoming political and environmental challenges."





ART THAT ACTIVATES

Reading International – International art projects activate the community

Susanne Clausen

Reading International forged links between artists, communities and venues to create contemporary artworks that spark debate on local and global issues. Reaching over 45,000 people in three years, it is helping to raise the quality of cultural organisation in Reading by applying novel curatorial methods that inspire.

Reading International brings local and international artists together with communities. It tests the possibilities of sparking debate and allowing people to explore contemporary issues through unique and site-specific artworks. The programme of exhibitions, film screenings, workshops and public artworks is born out of a collaborative three-year research project led by Professor of Fine Art, Susanne Clausen.

Curators and high-profile artists from around the world – including Turner Prize

winner Helen Cammock, and Tel Aviv's Public Movement – delivered over 70 events and installations. Art works showcased in diverse and unexpected spaces and included town-centre billboard posters exploring 'community', and a participatory performance on campus on counter-terrorism. Artists paired with local venues to develop site-specific responses to diverse topics from global challenges to local history. In 2019, Reading International hosted a Partner Summit at Tate Exchange, London.

The vibrant and varied programme reached over 45,000 people, including business and community partners, youth groups and school children, bringing benefits to the art and wider community: young artists developed, participants gained confidence to engage with art and artists, and local venues diversified.

In recognition of its distinctive blend of research and public engagement, Reading International won the award for **Best Cultural Organisation of the Year** in the Reading Cultural Awards.

"Before, art was only on the wall. This time the art was very interactive, artists were part of the exhibition, they animated the building."

Library staff member on 'reading in Reading' with David Conroy, Ghislaine Leung, Cally Spooner, Jesper List Thomsen at Reading Central Library

External partners

Broad Street Mall

Greenham Common Tower Museum

Open Hand Open Space

Reading Borough Council and Museum

Rising Sun Arts Centre

Funders

Artis

Arts Council England

Cultural Bridges - European Union

Goethe Institute

Reading Borough Council

University of Reading

Judges' comment:

"Reading International is growing cultural ambition for the arts in Reading through an imaginative and highly collaborative programme."



Photo: Stuart Whipps



THE VALUE OF STABILITY

Leading the development of international property appraisal methodology

Neil Crosby, Peter Wyatt, Steven Devaney, Pat McAllister and Cathy Hughes

Neil Crosby's work with colleagues in the Department of Real Estate and Planning has raised UK and international standards in property valuation. It has influenced global monetary policy towards improving the financial stability of nations and is set to shape how affordable housing is delivered in England.

Correctly appraising how much existing buildings and development land is worth is important. Getting it wrong can have major consequences for individuals, communities, businesses and economies. During the global financial crisis in 2008, several UK banks failed in part due to unsustainable lending secured on commercial property.

Professor Crosby developed robust new long-term valuation models for real estate. Working with Peter Wyatt, Steven Devaney,

Pat McAllister and Cathy Hughes, the team is bringing industry bodies together to agree new bases and methods of valuation to improve the transparency of secured lending.

Their commercial property valuation model has been adopted by the International Monetary Fund for some of its individual country financial stability assessments. In the UK, it contributes to the Bank of England's annual resilience tests of UK banks and commentaries on the commercial property within its periodic Financial Stability Report.

The team's research into property valuation has also driven changes in how developments are appraised internationally and identified flaws in UK Government planning policy relating to affordable housing in England.

Their best practice international guidance for the valuation of development land is being applied by the Royal Institution of Chartered Surveyors. And now they are shaping the

National Planning Policy Framework, work that will help close loopholes that allowed developers to reduce the amount of affordable housing within residential developments.

"The arguments produced by Reading University and the evidence upon which they were based will have contributed significantly to a change in national government policy in what has emerged as the National Planning Policy Framework/Planning Practice Guidance 2018/19."

Royal Institution of Chartered Surveyors

External partners

University of Cambridge

Funders

Investment Property Forum

Royal Institution of Chartered Surveyors

Judges' comment:

"This work is clearly having significant impact on a wide range of influential organisations."





MARVELLOUS MUMS

Carol Fuller and Maria Danos

Marvellous Mums has brought together researchers and community partners to support disadvantaged women from local communities to recognise their own skills and strengths. Armed with new confidence and aspirations, many have been able to take positive and significant steps to improve their own lives, and the lives of their families.

Many programmes strive to raise the aspirations of young people from under-represented communities. But such schemes often fail to address the central need for parents to have the confidence to support these aspirations. Marvellous Mums helps to empower local parents from socially disadvantaged backgrounds. Informed by Professor Fuller's research, it gives mums the tools to understand their own skills, in order to build lasting confidence.

The 10-week collaborative programmes involve the mums, the researchers, and community partners, including Reading Borough Council's social work team and Ufton Court Educational Trust. Activities include personal goal-setting and self-reflection sessions, as well as social family meet-ups to build a sense of belonging. Some activities take place at the University – de-mystifying it in the process – while others are held in community spaces.

Forty mums have completed the programme so far, and new partners continue to join the scheme, including Alana House – which supports female offenders and women with complex needs. Self-reported levels of confidence have risen in all the 'graduates', with many now in work or education, and others leaving bad relationships. And momentum continues to build with additional research projects developing and two Marvellous Mums recruited as paid researchers in a follow-up project between the University and Alana House.

"I do want to get the GCSE grades I need to get me in to teaching (nursery)...with this group I feel I can do it and I have more support to help me get where I want to be."

Marvellous Mum participant

External partners

Alana House

Parents and Children Together (PACT)

Whitley Community Development Association

Funders

University of Reading

Judges' comment:

"This is an inspiring project that demonstrates good community engagement and mutual benefit."





INTELLIGENT SOLUTIONS TO A COSTLY ISSUE

Predicting NHS outpatient attendance to reduce 'Did-Not-Attend' in Royal Berkshire NHS Foundation Trust

Weizi Li

Missed appointments cost the NHS millions every year. Weizi Li and her team developed a computer model to predict which patients might miss their next check up, prompting a reminder. Already, across three departments at the Royal Berkshire Hospital, missed appointments in the at-risk group have plummeted by a third.

Missed appointments cost the NHS around £1 billion in 2016. Last year, within the Royal Berkshire NHS Foundation Trust, more than one in twenty appointments were recorded as 'Did-Not-Attend' (DNA).

Working with the Royal Berkshire Hospital, Dr Li and PhD student Muhammad Dashtban, tested a machine learning approach to tackling

DNAs. They built a predictive computer model to identify patients most likely to miss appointments, based on analysis of over 2 million outpatient records from the past 3 years. Once refined, the model's predictions were over 90% accurate compared to real-time outpatient data.

Initially, three departments implemented the model; Ophthalmology, Trauma & Orthopaedics, and General Surgery. Patients flagged as likely to miss their appointment, were telephoned by hospital staff. This reminder also gave the patient the chance to share any concerns about attending, such as distance from the hospital or cost of travel. Individual solutions were found where possible, including virtual appointments and providing travel vouchers. The pilot scheme saw a 30% reduction in missed appointments in the at-risk patient group across the three departments.

The model will now be tested across all 35 specialities at the hospital, using personalised text message reminders to pre-empt non-attendance. In the longer term the model will hopefully be used more widely in hospitals and GP clinics.

"The predictive AI model allows us to accurately identify high-risk DNA patients. Reducing missed appointments is helping us to improve clinical and operational outcomes for both the hospital and our patients."

Associate Director of Informatics, RBH

External partners

Royal Berkshire NHS Foundation Trust

Funders

Royal Berkshire NHS Foundation Trust

University of Reading

Judges' comment:

"This is an excellent collaborative project that addresses a national priority for the NHS and demonstrates how a University-RBH partnership can improve provision and save money."





PROFESSIONAL DEVELOPMENT FOR THE DIGITAL AGE

Transforming CPD for primary care medical practitioners:
a University of Reading and Red Whale Knowledge Transfer Partnership

Rachel McCrindle, Richard Mitchell, Yota Dimitriadi, Blessing Mbipom, Kelly Leigh and Martin Haley

Overstretched and time-poor, GPs can struggle to engage with vital professional development. Making the most of digital capabilities and 'keeping it light', Rachel McCrindle and colleagues, in partnership with Red Whale created learning resources that resonated with UK GPs, and uptake soared.

With huge caseloads and stretched budgets, it is harder than ever for GPs to keep abreast of the latest developments through traditional routes, such as conferences and journals. This project offered a twenty-first century solution to support family doctors to stay up to date.

Via a Knowledge Transfer Partnership (KTP) employing Blessing Mbipom, the cross-disciplinary team joined up with on-campus company Red Whale, who deliver Continuing

Professional Development (CPD) to primary care clinicians. The goal was to evolve their offering by creating innovative and engaging digital solutions for 'anytime, anywhere' learning, informed by GPs themselves.

The new resources were aimed at professionals across the multidisciplinary workforce, and ranged from 'Quick Dip' microlessons, to 'Deep Dive' masterclasses on difficult topics. Short emailed 'Pearls' of the latest evidence kept subscribers up-to-date. Webinars were delivered with engaging graphic elements and humour. And the resources employed the very best digital tools such as online chat, quizzes and real-time signposting for further reading to keep things interactive.

The new materials, which have won an international award, doubled user-engagement in a single year, and half of all UK GPs accessed it.

This new approach to CPD has meant Red Whale could respond to the pandemic situation with over 3,000 attendees accessing the 'Remote Consulting Survival Webinar'.

"Great content, relevant and informative. Clear presentation and video quality."

Client accessing 'Anxiety webinar'

External partners

Red Whale, Reading

Funders

Innovate UK

KTP

Judges' comment:

"Excellent example of a rapid development of engagement and change, taking a small local SME into a new area that clearly benefits its customers – General Practitioners."





GETTING BETTER CONNECTED FOR THE CLIMATE

Changing mindsets to improve well-being and deliver pro-environmental behaviour

Tom Oliver

A lack of connectedness – to others and to nature – is contributing to poor mental health and the climate crisis. Through a popular science book, public engagement, and government-level influencing, Tom Oliver is working to restore our sense of connectedness and encourage the development of planet-friendly policies and behaviours.

Depression is on the rise in many modern societies. Climate and biodiversity crises are deepening. The issues might seem disparate, but research suggests that our mindsets are key to both problems. Increasing individuals' sense of connectedness, with other people and with nature, has been shown to reduce

depression and increase environmentally-friendly behaviours.

Professor Oliver is on a quest to embed that connectedness. His book *The Self Delusion* – published in January 2020 – explains how we are far more connected to each other and the world around us than we realise. He surprises the reader with scientific evidence that explains all atoms are recycled between organisms, trillions of germs colonise us, and our attitudes and ideas are shaped by others. *The Self Delusion* has received rave reviews and sparked follow-up media coverage and invitations to speak at literary festivals, extending its reach and influence.

He has also taken connectedness and systems thinking into the corridors of power, working with Defra to design a Systems Research

Programme. The programme aims to achieve more effective and joined-up environmental policymaking. In this role Tom is helping to galvanise government, pressure groups and the public to identify how to shift mind sets and change behaviour for the good of the planet.

"Moving through difficult science with valuable clarity...a timely, challenging book."

The Guardian

External partners

Defra

HM Cabinet Office

Royal Borough of Windsor and
Maidenhead Council

Judges' comment:

"This is an inspiring project with ambitious aims. Tom is engaging widely across media and with policy makers; an approach that is likely to have lasting impact in the longer term."





RESTORING PLANT DIVERSITY IN A BIODIVERSITY HOTSPOT

Mark Tibbett

Landscape restoration following mining operations in Australia is commonplace, but research revealed that over-fertilisation of ancient soils triggers long-term damage to biodiversity. Working closely with mining giants and regulators, Mark Tibbett's research has changed the practice of companies and the attitude of regulators for the benefit of globally important landscapes.

Mining companies are required by regulators to restore landscapes to their former condition when mines are decommissioned. This restoration process usually involves liberal application of fertiliser to help vegetation regrow quickly. Professor Tibbett, a plant and soil ecologist, could see this practice was doing more harm than good, so he acted.

In Western Australia, where ancient forests and heathlands are almost unrivalled in their biodiversity, the research team worked closely with mining companies to analyse ecosystem data for mine sites where restoration was underway or completed. The analysis revealed that over-fertilisation affected plant communities and their biodiversity negatively; adding too much phosphorus to soils that are naturally very nutrient-poor.

The findings provided the evidence needed to convince regulators that current restoration practices are detrimental. Fertilisation requirements are now under review in Australia, and some mining companies – such as Alcoa Mining and Iluka Resources – have already reduced their use. Now, the evidence is being shared at major international conferences; an important step in helping other mining nations recognise and address the issue.

“The evidence generated by this ongoing research will assist Iluka's engagement with State Government regulators, demonstrating our commitment to using the best available practices in restoring native vegetation on our sites.”

Principal Rehabilitation Scientist Iluka Resources

External partners

This work was carried out in partnership with a range of mining companies, regulatory bodies and conservation groups in Australia.

Funders

Alcoa Mining

BHP Billiton

Jim's Seeds Weeds and Trees

Rio Tinto

Judges' comment:

"Really interesting work that's already had an impact on policy and practice and will have a positive environmental impact."





ASTOR100: CHALLENGING THE MALE NARRATIVE IN PARLIAMENT

Jacqui Turner

Astor100, curated by Dr Jacqui Turner, commemorates a hundred years of women in Parliament and is influencing contemporary debate on attitudes to women in politics today. Through public lectures, exhibitions and a crowd-funded bronze statue, the programme sets the standard for how female political pioneers should be commemorated.

In 1919, Nancy Astor became the first female MP to sit in the House of Commons following a by-election win in Plymouth-Sutton. Astor100 marks the importance of this feminist milestone and raises awareness of Astor as an advocate for women and children in a male-dominated Parliament while recognising her imperfections.

A campaign to raise a statue of Astor became the media centrepiece for the programme. GWR named a train the 'Nancy Astor' which

carried VIPs to Plymouth for the statue unveiling by Theresa May. At Cliveden, working with the National Trust, Dr Turner challenged how women are represented – not just in a domestic setting but as pioneers in politics. She also worked with the Astor family to capture memories of Astor as a grandmother, which are now held at the British Library.

The Astor100 celebrations were inspired by archival material held at the University and turned into an online exhibition – 'An Unconventional MP' – which illustrates Astor's political career. An associated social media campaign generated over 4 million engagements.

Events included exhibitions in Westminster and high-profile public lectures around the UK. Dr Turner's ongoing engagement with Parliament and MPs has helped them draw parallels to challenges that women in politics still face today. Astor100 has become the benchmark against which women's parliamentary history is now measured.

"I would like to take this opportunity to thank you for all of the work that you do at the University of Reading on women in politics."

Jacob Rees-Mogg MP, Leader of the House of Commons

External partners

50:50 Parliament

Astor family

Conservative History Group

Great Western Railway

Nancy Astor Statue Committee

National Trust Cliveden

Parliamentary Archives and History of Parliament

Speaker's Committee on Art in Parliament

Funders

Conservative History Group

History of Parliament

University of Reading

Judges' comment:

"This project stands out for connecting Humanities research to social activism and engaging bravely with political controversy."





VENOMOUS SNAKEBITES: RAPID ACTION SAVES LIVES

Sakthivel Vaiyapuri

Lives are lost to venomous snakebites every day in rural India. Sakthivel Vaiyapuri's education programme across Tamil Nadu is tackling the problem, providing a clear action plan for those affected. Easy-to-remember messages reached over 3 million people, giving bite victims the best chance of recovery.

Venomous snakebites kill up to 10,000 people a year in the Indian state of Tamil Nadu. However, with rapid medical attention, most snakebites can be treated. A lack of public awareness led Dr Sakthivel Vaiyapuri to devise a targeted education programme.

Agricultural workers are most at risk from snakebites, so the campaign targeted Tamil Nadu's rural population. Dr Vaiyapuri collaborated with clinical colleagues and NGOs in the region to create leaflets, posters, a policy

briefing and several short video documentaries. Each set out how to avoid snakebites: use a torch at night, wear shoes when working in the fields. And what to do if bitten: avoid traditional treatments, call for help, get to hospital quickly.

The resources have been well received in schools, universities, hospitals and public spaces. And the messages reinforced through widespread media coverage, Facebook advertising, and events for healthcare professionals in the region and beyond. Dr Vaiyapuri is now also targeting local policy makers to ensure all snakebite victims receive the best medical care and students study the essentials of snakebites in school.

The year-long campaign reached over 3 million people in Tamil Nadu, and 95% of those surveyed could recall the messages 12 months later. Myths were busted, and nearly half of snakebite victims attending a hospital were aware of, and had acted upon, the campaign.

"Very good talks and easy to understand. Please organise many more snakebite awareness programmes in our town."

Clinician attending International Symposium on Snakebite for Healthcare Professionals, accredited by the Tamil Nadu Medical Council, Chennai

External partners

Queen Elizabeth Hospital, Kings Lynn, UK

TCR Multispeciality Hospital, India

Toxiven Biotech Limited, India

Urvanam team, India

Funders

Global Challenges Research Fund

University of Reading

Judges' comment:

"This work could save lives and has clearly been effective in educating the public, raising awareness and changing attitudes, with a wide engagement."

VENOMOUS SNAKE BITES: RAPID ACTION SAVES LIVES

SNAKEBITE PUBLIC AWARENESS PROGRAMME

HOW TO AVOID SNAKE BITES

- Use a torch when walking at night
- Be vigilant when near bushes or in fields
- Wear protective gloves and shoes when working in fields
- Supervise children playing outside
- Keep areas around homes and buildings clean to deter rats
- If you see a snake, don't touch it. Give it a clear path to leave the area, or call the fire service (101) for help.

WHAT TO DO IF A SNAKE BITES YOU

- Stay calm
- Apply a pressure bandage or cloth over the bite
- Call for help
- Keep as still as possible and use a stretcher
- Get to a hospital as quickly as possible
- Give the doctor as much information as you can
- In an emergency, call 108

SIGNS AND SYMPTOMS

RUSSELL'S VIPER



- Two fang marks clearly visible
- Persistent bleeding from the bite site
- Swelling and growing wound
- Bleeding in eyes, nose and under tongue
- Vomiting, nausea, abdominal pain
- Discolouration of skin
- Weakness from loss of blood

INDIAN COBRA



- Two puncture wounds
- Swelling and redness
- Difficulty breathing
- Severe pain at the bite site
- Vomiting and nausea
- Blurred vision, drooping eyelids
- Numb face and limbs
- Sweating and drooling

SAW-SCALED VIPER



- Blistering, swelling and growing wound
- Excessive bleeding or blood clots
- Vomiting and nausea
- Blurred vision and difficulty breathing
- Burning pain at bite site
- Weakness due to blood loss

KRAIT



- Often no visible bite marks
- Vomiting, sweating
- Swollen tongue, drooling, slurred speech
- Difficulty breathing
- Muscle weakness
- Changes in blood pressure
- Blurred vision and facial paralysis



VOICES FOR ACTION IN THE CLIMATE CONVERSATION

Using video to initiate farmer dialogue with local government in Mukono, Uganda

Grady Walker

Farmers in Uganda are adapting to the changing climate with little support from, or communication with, local government advisors. Grady Walker upskilled farmers in film-making to visualise the challenges and propose solutions. Knowledge can now be shared between farmers and new dialogue with district leadership has begun.

The impact of climate change is taking its toll on farmers in sub-Saharan Africa. After decades of failed agricultural policies in Uganda, farmers have little access to expert farming advisors, and no recourse to communicate their needs to local leadership. As part of the Future Climate for Africa programme,

Dr Grady Walker, helped farmers to tell their own stories – to peers and policymakers – and highlight the climate change challenges they face.

Dr Walker worked with Farmer Champions in Uganda's Mukono district. In a week-long video production course, they learnt how to turn their ideas into a storyboard, how to use a basic video camera, and how to minimise the need for editing. They produced two short films: *Climate Challenges and Solutions at Farm Level: A Case of Farmers at Nakasuku Village*, and *Climate Change Challenges and Possible Solutions in the Fisheries Sector*.

A screening for invited guests at the district government office opened a vital communication channel with district leadership, who have committed to continue

engagement and fund more videos. By sharing their growing portfolio of films via WhatsApp, the Farmer Champions – who have the trust of their peers – will now teach climate adaptation strategies to fellow farmers across Mukono.

"As an organisation we appreciate video and photos as a key tool to communicate... We want to share these skills more widely in order to develop and project over 1000 power stories on climate change in Uganda over a period of five years."

Colline Saabwe, Communications and Advocacy Officer, Climate Action Network-Uganda

External partners

Climate Action Network, Uganda

Funders

Department for International Development
(DFID)

Natural Environment Research Council (NERC)

Judges' comment:

"This is an innovative and creative way to provide new skills and to give the farmers a voice and to start a dialogue."





PICTURING SCIENCE FOR CHILDREN

Celebrating the work of Marie Neurath, a pioneer of graphic design

Sue Walker

Marie Neurath was a designer whose appealing and accessible graphic style helped explain complex science subjects to children in the mid-twentieth century. Through an exhibition and teaching resources, Sue Walker has given Neurath's work the showcase it deserves and encouraged educators to recognise its continued relevance for primary teaching.

Marie Neurath was a ground-breaking graphic designer who developed an innovative and creative approach to explaining science to children in the 1950s and 1960s. She generously donated her work to the University in 1971. Professor Sue Walker has now brought to light the important collection to inspire the wider public and educators alike.

Professor Walker designed and delivered a programme of activities to raise awareness of Neurath's work and to encourage primary educators to apply her ideas in today's teaching. An exhibition of the work at the House of Illustration in London attracted over 10,000 visitors. It received excellent reviews and inspired the gallery to run children's workshops and a symposium, Women in Print. A digital version of the exhibition will extend its reach further.

Working closely with schools in Reading, Professor Walker and colleagues developed a suite of resources to support primary school science. The slide shows and worksheets use Marie Neurath's illustrations that include techniques such as cross-section, magnification, and picture sequences to explain structures and phenomena. And now, the University's Cole Museum of Zoology is

set to use these educational resources – the perfect opportunity to highlight an important University collection to local visitors.

"If we used these at school we would all understand it. Marie Neurath thought how a school child would understand it."

10 year-old visitor to the House of Illustration exhibition

External partners

Design Science

Fraser Muggeridge Studios

House of Illustration

Rivermead Primary School

St Dominic Savio Primary School

Funders

Arts and Humanities Research Council (AHRC)

Judges' comment:

"This is a strong project that highlights the significance of a University of Reading Collection and the role of women in the history of print design."



Photo: © House of Illustration

“ **The University of Reading’s research community is committed to engaging with public and professional audiences to ensure our research contributes to global debates and benefits the economic and social life of Reading and beyond.** ”

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