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THE WOLFSON FOUNDATION

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British Academy Announces Four New Wolfson Professorships

The British Academy and the Wolfson Foundation today announce a major grant from which will fund four new Wolfson Professorships in universities in the UK.

The Wolfson Foundation has granted the British Academy £600,000 to enable four awards of £150,000 to be given over three years. The awards are a major funding opportunity for extended research to a small group of the most outstanding established scholars. Current BA-Wolfson Research Professor Mary Morgan from the London School of Economics said: "The British Academy Wolfson Foundation award is a career-transforming opportunity. For most award-holders, this is a once in-a-lifetime opportunity for in-depth academic research."

Results from existing award-holders include Professor David Perrett's research on the motivational effect of seeing changes in skin colour on dietary improvement. Professor Perrett's research asks "can the benefit to skin colour motivate diet improvement?" His research concludes that when people are shown the effects of a healthy diet on their skin and face compared with just information on a healthy diet, there is a marked difference in the consumption of fruit and vegetables. It is hoped that this research will contribute to how the NHS and government plan future campaigns around healthy eating and diet in the UK.

Robin Jackson, Chief Executive of the British Academy said, "We are delighted that the Wolfson Foundation has joined with us again to seek out and support the very best in academic excellence and achievement".

Paul Ramsbottom, Chief Executive of the Wolfson Foundation said, "The new Wolfson Research Professorships will support some of the most outstanding researchers across the UK. We are pleased again to be working with the British Academy and to built on the success of our existing partnership".

The Wolfson Research Professorships open for applications today. Further information can be found at www.britac.ac.uk/funding, including how to apply.