

**Final Report**

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**University-  
Industry Links  
Programme**

March 2020



# Acknowledgement

With the University-Industry Links programme now completed, the British Council would like to express our deep and sincere gratitude to our project partner, Food Innopolis for their partnership and support. The partnership has been very valuable in building the links between Thailand and the UK in a sector that's crucial to both countries.

Our praise and thanks go to all participating institutions for their dedication and contributions to the programme over the past 2 years. We hope to learn from what you have achieved as part of the project and the British Council will be using these lessons to identify areas of support for the future.

Besides the project's participants, we acknowledge the encouragement and guidance received from the steering committee and staff who have managed the programme and helped towards this achievement.

Finally, our sincere thanks also go to the MK Restaurant Group for hosting us on a visit to your newly established facilities, a component considered a concrete output of the programme. MK Restaurant has made a large investment to support the universities and we'd like to see further university and industry engagement and collaboration like this in the future.



# Executive summary

In response to the government's Thailand 4.0 development initiatives, efforts have been made to move the country from an industry-based economy to one focused on science and technology, research and development and innovation. One of the targeted industries under the initiative is Food for the Future. Food and drink is one of the biggest sectors in UK manufacturing. The UK is a thriving centre for research and product development in food and drink, pioneering ethical, healthy and convenience foods and leading in the development of stable, ethical and traceable global supply chains.



**Food and Agriculture and Biotechnology” is one of the key focus areas for both countries. UK expertise and excellence in this area can best be utilised by creating a knowledge transfer platform between the two nations. And so, the British Council and Food Innopolis agreed to launch the University Industry Link programme (U-I links project) to strengthen human resources, to become even better equipped, and to be able to work to an international standard in meeting these demands.**

The University-Industry Links programme has formed research and non-research partnerships and increased engagement between academia and industry in Thailand and the UK to create a knowledge-sharing platform between the university and food industry sectors in both countries. The programme has laid stronger foundations for the sector's system and future for food.

Through these efforts and with inputs from the U-I links programme, various project plans have been initiated by 9 active participating institutions in the Sensory and Customer Behaviour project, and a draft national roadmap has been drawn up. In addition, awareness has increased of the importance of the U-I links, with academia and the government sector and the food and food-related industry also serving as key players in helping to develop the sector.

To achieve this aim, the U-I links programme focuses on the following 2 projects:

## 01

### Sensory and Consumer Behaviours

The project increases the capacity of individuals, allowing them to learn from the UK's best practices in sensory analysis and understanding of consumer behaviours and insights, creating competitive advantages in developing Thai food products for the international food market.

A number of partnerships have been formed under the programme with UK institutions to further continue research and collaboration.

## 02

### Foresight for Food - Train the Trainer

The project has created a roadmap for Thailand to identify the country's key strategic direction and, through capacity building, ensure new skills can be applied to developing product innovations catering to present-day market needs.

By bringing together key stakeholders in the Thai food industry and equipping them with the 'Foresight' techniques, vision and mission, key drivers and trends for the food sector were identified. The project eventually helped identify 4 key strategies as part of a national roadmap for the whole sector over the short-, medium- and long-term.

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# Key facts – The University- Industry Links



**Over 2 years**  
The Programme has built

**9 Thai-UK**  
university-industry  
project initiations



**2 areas under**  
Thailand's sectoral  
priorities supported

- Sensory and Customer Behaviours
- Foresight for Food



**Over 18**  
HE institutions  
in Thailand and  
the UK participating  
in the U-I Links  
Programme



**16 companies**  
from Thailand  
and the UK engaged



**1 policy**  
document  
elaborated

**6**

Thai-UK research collaborations developed

**3**

joint research agenda established

**8**

government agencies and 1 community  
engaged in the programme



# Project timeline

## Sensory and Consumer Behaviours

**29 November 2018**

### Inception meeting

Agree on the focus areas of Food Innopolis's interest; Foresight for Food, and Sensory and Consumer Behaviours

**4 January 2019 –  
15 February 2019**

### Recruitment period

Recruit participants and project consultants

**22 February 2019**

### Selection process

The Steering Committee met to select the participants for the project

**11 – 15 March 2019**

### Sensory and Consumer Behaviours: Train the Trainer workshop in Chiang Rai

Promote the collaboration and partnerships between the two sectors in the food and agro-industry arena



**21-27 July 2019**

### Sensory and Consumer Behaviours UK Study visit

Identify partnerships between Thai and UK universities and to learn best practices from the UK food sectors

**28 July – 1 August 2019**

### Pangborn Sensory Science Symposium, UK

Share knowledge, explore and expand collaborations within the sector and beyond



**11-13 November 2019**

### Public Dissemination

Share knowledge and findings in the sensory component and build networks through Food Innopolis International Symposium, Bangkok

**21 February 2020**

### University-Industry Links: Sensory Meeting and MK visit

Monitor outcomes and promote future possible collaborations

## Foresight for Food - Train the Trainer

**29 November 2018**

### Inception meeting

Agree on project scope, and guidelines for consultants and participants

**4 January - 22 May 2019**

### Recruitment and selection process

Open call for participants and consultants

**23 – 28 June 2019**

### Foresight for Food Train the Trainer Workshop

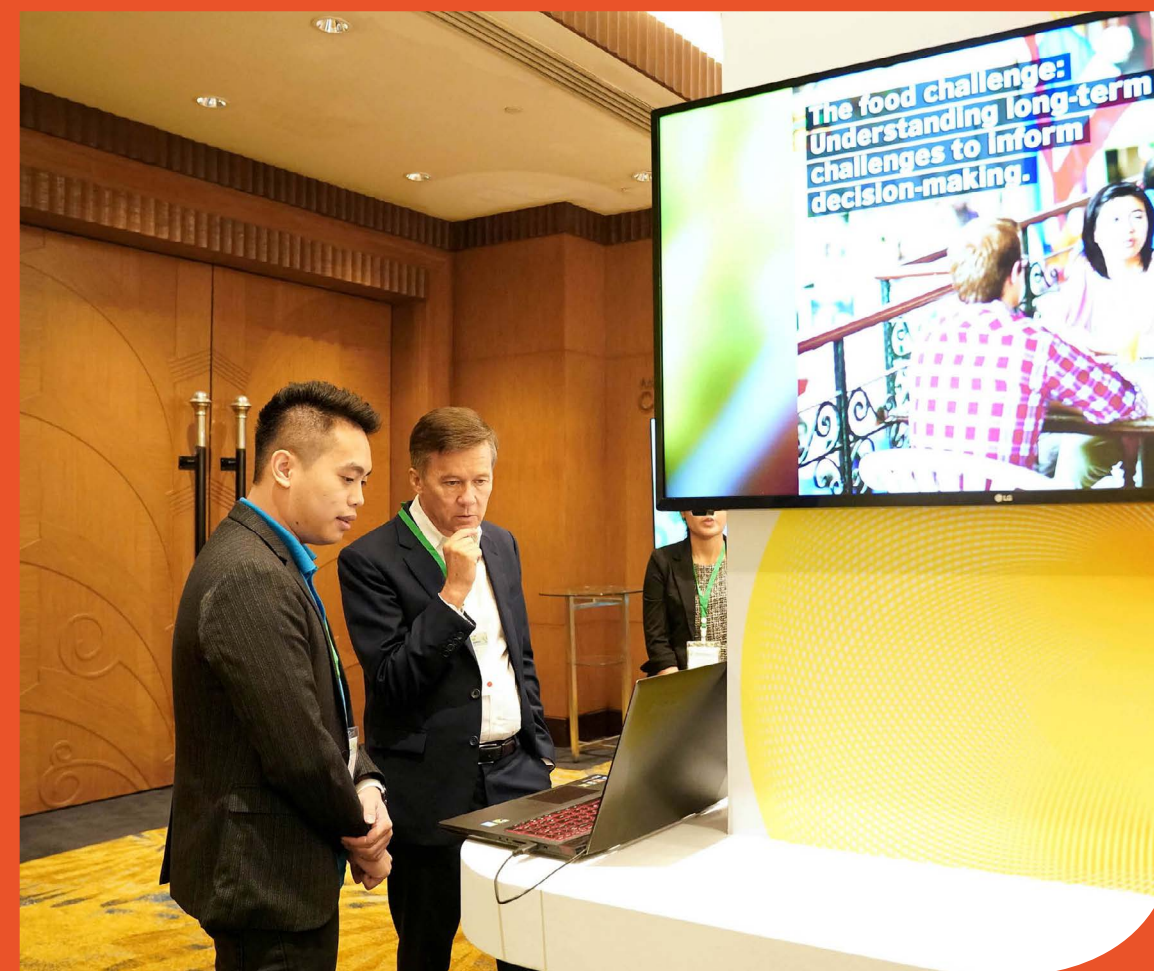
Increase capabilities in strategic foresight and support strategic planning



**11-13 November 2019**

### Public Dissemination

Share knowledge of "Foresight technique" and build networks at Food Innopolis International Symposium, Bangkok





# Project activities

## Sensory and Consumer Behaviours

### 01 Inception meeting

The British Council's aim is to strengthen links between Thai-UK Higher Education and the Industry sectors. The Food Innopolis has also expressed interest in developing training programmes for future trainers for the food industry, using the experience and expertise from the UK universities.

During the first meeting and discussions among the Project Steering Committee (Inception Meeting) on 29 November 2018, it was agreed that the programme would focus on the 2 main areas of Food Innopolis's interest: Foresight for Food, and Sensory and Consumer Behaviours. The latter project would involve a five-day workshop in Chiang Rai, followed by a one-week UK visit, and conclude with a public dissemination event in Bangkok.

#### Key achievements

- Drafting of Memorandum of Understanding (MoU) and Official Alliance Agreement (OAA)
- Recruitment and selection guidelines for participants and project consultants
- Workshop venue and logistics arrangement

### 02 Recruitment period

Recruitment was officially launched on 4 January 2019. The deadline was later extended to 15 February 2019 to allow for additional preparation and submission of applications.

### 03 Selection process

On 22 February 2019, the Steering Committee of the University Industry Links Programme met to choose the participants for the project. Seventeen participants were selected to join the Sensory Project and Harper Adams University was chosen as the UK consultant for the programme.

### 04 Sensory and Consumer Behaviours: Train the Trainer workshop

British Council Thailand in partnership with the Food Innopolis led and facilitated the Sensory and Consumer Behaviours: Train the Trainer workshop in Chiang Rai, Thailand from 11 – 15 March 2019.



#### • Profile of UK trainers

##### Wilatsana Posri

is a sensory and consumer scientist with expertise and experience in designing and conducting sensory and consumer evaluation relating to food and beverages. Her skills include integrating and analysing consumer, sensory, marketing and instrumental data to generate and report on insights regarding key product success factors. She was a consultant to the UK food industry and marketing research companies and worked on a research project at the University of Reading before commencing employment with Harper Adams University as a Senior Lecturer in Food Science and Sensory Evaluation in 2013.



##### Haiming Hang

is a Senior lecturer in Marketing from the University of Bath, where he is also the Deputy Director of the Centre for Research in Advertising and Consumption. His prior focus was on Marketing, and he went on to earn his PhD in Marketing at the University of Lancaster. He is a member of Marketing and Consumer Research societies, and a recipient of grants from both national and international funding bodies. His work has been extensively published on well-respected academic platforms and covered by BBC and Chinese media.



#### • Workshop contents

The workshop combined both theoretical and lecture-based training with hands-on group work activities and a site visit to local companies / industry, and a wrap-up session held at the end of each day.

Over the course of the five-day workshop, 15 lecture topics, 8 practical activities, 6 workshop sessions with groups working on selected case studies, two industry visits and two assessments were organised, all structured around recent developments in methodologies and consumer trends.



Working in groups in the workshop sessions greatly assisted the individual learning process, as evidenced by the participants' feedback, by way of exchanging and reflecting own interests and experiences.

#### Key achievements

- **Number of participants: 20 people**  
15 academics and 5 food industry sector members participated in a 5-day intensive workshop on the best practices of sensory evaluation techniques, and consumer behaviours.
- **Increased understanding of sensory evaluation techniques, and consumer behaviours**  
Participants submitted a report summarizing the learning outcomes of their participation by the end of workshop. Groups of participants were asked to submit a detailed case study of sensory food research, which they were expected to develop further.



## 05 Sensory and Consumer Behaviours UK Study visit

British Council Thailand in partnership with the Food Innopolis led and facilitated the Sensory and Consumer Behaviours UK Study visit on 22 – 27 July 2019 for selected project participants.

### • About the visit

This visit programme, developed by the two project consultants, involved meetings with UK universities and food production industries. The aim was to form partnerships and share best practices with the UK food sectors, thus helping to develop Thailand's sensory platform.

The UK Study Visit involved a combination of meetings with representatives from UK universities, and food production industries ([Appendix': UK Visit Meeting Venue](#)).



On 23 July, the group visited [Harper Adams University \(HAU\)](#) where they learnt about University-Industry collaboration and how to develop the right workforce for the industry, leading to high employability rate. Participants also learnt about "Precision Farming (PF)" which can improve conventional farming and elevate it to higher farm productivity, and "Internet of Things (IoT technology)" that can be used to address needs for agricultural and food development. Some of the university's international collaborative models involve Agricultural Engineering Precision Innovation (Agri-EPI) Centre, Agri-tech Growth and Resources for Innovation – known as AGRI, and AGCO Future Farm in Zambia.



The next visit was to [Saputo Dairy UK](#) (formerly Dairy Crest Innovation Centre), one of the top 10 dairy processors in the world, with products sold in over 50 countries. Saputo partners with HAU to expand its R&D through advanced technology transfer and improve the skills of academic staff.



This was followed on 24 July by a visit to [Cranfield University](#), a research-intensive, exclusively post-graduate university. Here, participants learnt about a highly successful innovation ecosystem of university and industry partners. They also learnt about several high-impact research and development studies undertaken by a number of large companies and the university, e.g. Airbus, P&G, Unilever, and in particular the applications of "big data" and "data science" applied to the food and environmental sectors.



On 25 July, the group visited the [University of Bath](#), and [Sensory Dimensions](#), a leading UK sensory and consumer research consultancy. Among the highlights were a demonstration of EEG technology and a laboratory visit. The idea to use EEG for vision-impaired panellists participating in sensory tests was later adopted and applied by Thai academics.

On 26 July, participants visited [Walnut Unlimited](#) to learn about its success in delivering deeper insights by combining methodologies with Consumer science, Sensory science, Neuroscience and Behavioural science for more profound human understanding. Information from the UK's study visit was collated and discussed during the wrap up session at the British Council, leading Food Innopolis to revisit the Sensory and Consumer Behaviours platform in Neuroscience in future projects.

## 07 Public Dissemination

The results and outcomes of the University-Industry Links programme were disseminated at the Food Innopolis International Symposium (FIS) held from 11-13 November 2019. More than 300 visitors from food and food-related organisations attended the event.

The FIS is a regional annual conference on "Food Innovation & Global Trends" in ASEAN. "From Tradition to Innovation, the Art & Science of Food" was the FIS theme for 2019. Innovative solutions were also showcased through exhibition walls, Foresight for Food media presentations, demonstrations of eye-tracking glasses, sensory lab simulation, and sharing sessions on 'Foresight' by Cranfield university.



### Key achievements

- **Number of participants: 12 people**  
6 academics, 3 food industry members, 3 staff from Food Innopolis plus 3 staff from the British Council participated in the UK study visit.
- **Increased understanding of best practices in sensory and consumer behaviours**
- **Identified new opportunities for partnerships**  
Partnerships were formed between the Thai academics, industry members, and the UK consultants. Collaboration between Food Innopolis and Cranfield University was strengthened, and plans were made to establish a centre for sensory/consumer research, and the integration of science parks across Thailand.

## 06 Pangborn Sensory Science Symposium

Five of the participants accompanied by 2 Food Innopolis staff members on the UK visit were invited to participate in the Pangborn Sensory Science Symposium from 28 July – 1 August 2019 in Edinburgh, UK.

The [Pangborn Sensory Science Symposium 2019](#) welcomed 1,200 participants and more than 35 exhibitors to explore how sensory and consumer science can adapt and evolve in the future.



### Key achievements

- More than 80 visitors attended the British Council's Pavilion at the FIS
- Number of press interviews, engagements and media news items ([Appendix': Media Engagement](#))
- Increased understanding of sensory innovative solutions for future marketing and Thai product development

## 08 University-Industry Links: Sensory Meeting and MK visit

This meeting and MK visit on 21 February 2020 was the last activity under the Sensory and Customer Behaviour project. To update progress on individual plans and project outputs from all participating institutions. Lesson learnt and challenges faced during project implementation were shared as well as future collaborations and continuous support from relevant organisations in the sector.





## Foresight for Food - Train the Trainer

The British Council Thailand and the Food Innopolis led and facilitated the Foresight for Food Train the Trainer Workshop in Khao Yai, Thailand from 23 – 28 June 2019.

### • Profile of UK trainers

Cranfield University was selected as the UK consultant for the workshop and established a four-step foresight process to help organisations develop visions and pathways that map out a desirable 'future of food'.



**Dr. Kenisha Garnett**  
Strategic Foresight and  
Stakeholder Engagement Expert

Dr. Kenisha Garnett's expertise is in futures analysis, strategic risk assessment, and stakeholder and public engagement. Her current research covers developing and underpinning robust foresight and futures methodologies that link evidence-based strategic risk with value judgements to assess system resilience and the robustness of policies and approaches for the green economy.



**Dr. Simon Jude**  
Risk and Foresight Expert

Dr. Simon Jude joined Cranfield University in May 2010 as a Research Fellow. He was a member of the team developing the Tyndall Coastal Simulator decision-support system and worked with spatial planners and decision-makers from the UK, France and Netherlands. More recently, he has worked in the offshore renewable energy sector developing spatial analysis tools to evaluate and mitigate project risks.

### • Workshop contents

Relevant stakeholders in the sector were brought to this workshop to enable them to understand long-term challenges, and to identify Thailand's key strategic directions which will maximise social economic and environmental benefits across the whole sector. The consultants provided training on foresight tools and techniques, including horizon scanning, visioning, and road mapping (i.e. development and evaluation of strategic roadmaps). The training incorporated other foresight tools and best practice in applying strategic foresight to support long-term planning in organisations.

The workshop increased participants' capacity for strategic foresight and supported strategic planning through the development of roadmaps that lay out a trajectory of food research and innovation development in Thailand.

### Key achievements

- **Number of participants: 48 people**  
38 participants from universities and industries, 10 representatives from Food Innopolis and 3 representatives from the British Council took part in the workshop.
- **Increased understanding of the foresight process, strategic planning skills**  
The project has intrinsically widened participants' understanding of the Foresight process and provided detailed insights into the use of these tools. It also identified the practical hurdles to overcome to ensure it can be used in the future to support strategic planning in their organisations.
- **A developed roadmap for the food sector**  
Through these efforts, Food Innopolis has identified four key strategies for Thailand's food industry.

# 4 Strategic Directions

The following directions have been identified to increase research and innovation competitiveness under the sector:



## S1: Build

national platforms to enhance accessibility to smart and sustainable technology.



## S2: Invest

in research and innovation on food for health and well-being as well as smart and sustainable technology.



## S3: Create

ecosystems to support the growth of SMEs from local to global.



## S4: Promote

Thai food branding and identity at the international level.

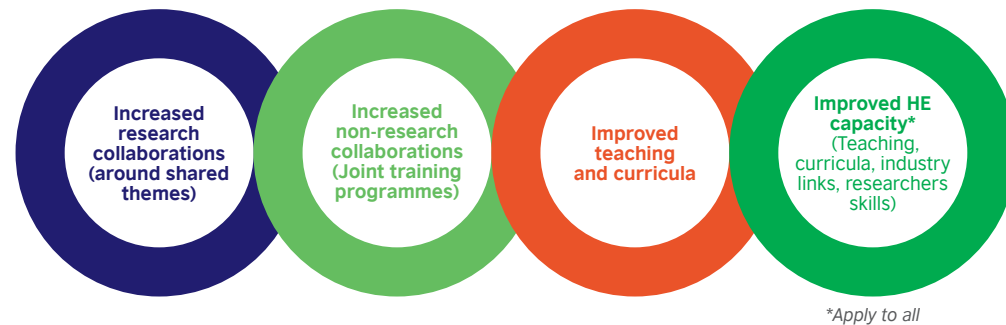
# Developing University-Industry collaborations

## Sensory and Consumer Behaviours

The summary below gives the individual project plans of participating institutions initiated as part of the University-Industry Links programme. All project initiations have been valuable in building links between Thailand and UK academia and industry in a sector that is vital to both countries.

The total of 9 project plans submitted to the British Council are from 5 Thai universities, 3 companies, and 1 government agency.

### Outcomes achieved by University-Industry links



## 01 Kasetsart University

**Representative:**  
Dr. Aussama Soontrunnarudrungsri,  
Faculty member at Department of Product Development, Faculty of Agro-Industry

Like many universities in the network, Kasetsart University applied increased knowledge and skills of sensory and its applications they learnt from the workshop and visit, to create various types of collaborative projects within and outside participating institutions.

### Key achievements

- **Research collaboration**
  - Applied knowledge from Harper Adam University to conduct a study about mixed flavour on saltiness perception.
- **Non-research collaboration**
  - Training on 'Tea and Sensory Evaluation' for the visually impaired as a sensory panellist with Mae Fah Luang University.
- **Teaching and Curricula**
  - Applied knowledge from the University of Bath in sensory analysis and its applications to design and offer a newly developed Human Psychology course.

## 02 Prince of Songkla University

**Representative:**  
Asst. Prof. Kongkarn Kijroongrojana,  
Lecturer at Department of Food Technology, Faculty of Agro-Industry

Apart from working with Thai and UK universities, Prince of Songkla University (PSU) has also engaged with the government and social enterprises in food to disseminate their increased sensory knowledge and skills more widely through both offline and online channels.

### Key achievements

- **Research collaboration**
  - Working with PSU Science Park on setting up a Sensory Evaluation Lab and Consultancy.
  - Submitted 2 research proposals developed by PSU and Harper Adams University to the government's review process, namely:
    1. Sensory Texture Perception and Product Development for the Elderly with Dysphagia.
    2. Development of rice porridge fortified with protein hydrolysate and bio-calcium from Salmon (*Salmo salar*) by-products for elderly consumers.
- **Non-research collaboration**
  - Providing sensory online training and sensory evaluation course for the food industry.
- **Teaching and Curricula**
  - Developing sensory evaluation and consumer behaviour courses and teaching and learning methodologies and tools i.e. MSc course in Food Processing and Innovation.



## 03 Chiang Mai University

**Representative:**  
Assoc. Prof. Niramom Utama-ang,  
Head of School of Agro-Industry

Chiang Mai University is collaborating with Thai academics inside and outside the programme and leading companies in the food sector, resulting in the development of sensory laboratory services, training and university course development.

### Key achievements

- **Research collaboration**
  - Advising on the development of sensory laboratory services for Sun Group, a food company in poultry production.
  - Research network between Thai Ph.D. student and Harper Adams University, UK on such topics as "Effects of Lingzhi (*Ganoderma Lucidum*) extract as a potential anticancer agent and its application in concentrated drinks for the elderly".
- **Non-research collaboration**
  - Training on sensory evaluation techniques by Thai Union group and Chiang Mai University for Industry-University links.
  - Training on 'Preference Mapping' for M.Sc students of Suranaree University of Technology.
- **Teaching and Curricula**
  - Incorporated sensory knowledge into the university's course in sensory evaluation, product development, and statistic courses for B.Sc, M.Sc and Ph.D. students.






**04**  
**Mae Fah Luang University**  
Representative:  
Asst. Prof. Dr. Piyaporn Chueamchaitrakun, Lecturer of Food Science and Technology Program, School of Agro-Industry and Head of Tea and Coffee Institute

The university is promoting TH-UK university collaboration to support academics and enhance research competitiveness through international mobility activities, i.e. overseas training, and co-research projects.

**Key achievements**

- **Research collaboration**
  - Digital Agricultural: Connected Tea and Coffee (IoTea, IoCoffee) with Prof. Dr. Ron Corstanje, Centre for Environment Agricultural Informatics, Cranfield University.
- **Non-research collaboration**
  - Training on tea tasting for the visually impaired in October 2019 with Kasetsart University.
  - Knowledge sharing on “Green Tea and Their Utilization: Processing, Biochemical, Health benefit, Food Application” for TAIYO KAGAKU Company.



**05**  
**International Gastronomy Tourism Centre (iGTC), Maejo University**  
Representative:  
Dr. Anuwat Churyen, Director

This interdisciplinary platform, the so-called iGTC, is a part of the School of Tourism Development, Maejo University, a co-creation innovative space for young creative artists and talented scientists. The iGTC has translated knowledge of innovative UK principles to advance product development approaches, advertisements in branding for food research, and the research process.

**Key achievements**


- **Research collaboration**
  - Applied knowledge from the UK for future projects; Human Integration Design, Visual Merchandising Design (VMD) for Thai food SMEs, Customer Experience Design.
- **Non-research collaboration**
  - Working with MK Restaurant Group to utilise sensory in data analytics i.e. data dashboard design, and making value interpretation more practical.

**06**  
**Prince of Songkla University Science Park (PSU Science Park)**  
Representative:  
Dr. Vorasan Sobhon, Deputy Director of Prince of Songkla University Science Park

At a higher level, different knowledge has been integrated to create an ecosystem to support a science park in the southern part of Thailand by PSU Science Park.

**Key achievements**

- **Research collaboration**
  - Setting Sensory Evaluation Lab and Consultancy at PSU Science Park (dedicated part of Science Park for Food Science, Food Processing, and Sensory Unit).
- **Non-research collaboration**
  - Building panellists for sensory evaluation and supporting the panellists to work in the industry inside and outside Thailand.




**07**  
**MK Restaurant Group**  
Representative:  
Dr. Petoon Maneepairoj, MD, Head Vice President of Training Center, MK Restaurant Group/ Co-Founder & CEO, Mark One Innovation Center

MK Restaurant Group will potentially invest between 100-200 million baht to support and strengthen future U-I collaborations in the food sector and networks.

**Key achievements**

- **Research collaboration**
  - Established sensory evaluation lab, and facility including kitchens, meeting rooms, office space for universities to use at Mark One Innovation Center for research and development of technology and innovation in food and beverage products.
  - Providing work placement for Thai academics and researchers from Maejo University to work in the MK Restaurant Group's laboratory.
- **Non-research collaboration**
  - Working with International Gastronomy Tourism Centre (IGCT), Maejo University on sensory in data and value interpretation.



**08**  
**Thai Union Group**  
Representative:  
Dr. Dudsadee Archakraisorn, Global Sensory Leader, Global Innovation Center, Thai Union Group PCL.

Thai Union Group has applied knowledge gained from the UK to neuro-sensory study. There is a need to learn more how to optimise the new technology with existing resources.

**Key achievements**

- **Research collaboration**
  - Explored a study of EEG and Eye-tracking with Mahidol University (Faculty of Engineering) in July 2019.
  - Expanding the neurosensory with Walailak University on EEG (Electroencephalography), ECG (Electrocardiogram), EMG (Electromyography), Pulse arrival time and Eye Tracking. The project will be completed by Q2 2020.
  - Plan to work with Walnut (Research agency in London) to understand optimization between traditional sensory and neuroscience measurement by Q4 2020.
- **Non-research collaboration**
  - Sensory training for students at the Faculty of Agro-Industry at Chiang Mai University and Kasetsart University on 13 January and 12 March 2020 respectively.
  - Plan to promote GIC Sensory Service with ISO 17025:2017 on Triangle and Descriptive test for the qualified super taster and trained panel.
  - Establish a platform unit of neurosensory within GIC by 2021.



## 09 Tesco Lotus

Representative:  
Miss Kanitnicha  
Saksomboon,  
Innovation Executive

Tesco Lotus has applied the knowledge gained from the programme to improve its internal quality assessment process of new and existing products to better understand consumer insights and meet their needs. The firm will continue networking with the university and private sector in Thailand and the UK.

### Key achievements

#### • Non-research collaboration

- Shared information about the Future and Precision Farming with the other teams to improve farming management in the future.
  1. Future and Precision Farming: collect data and design facility for farm management. 'Less is more' use of technology to get a high-quality product.
  2. Consumer Behaviour and Perception: apply neuroscience to understand consumer behaviour and perception to gain consumer insights and develop product or service to meet customer needs.
- Applied sensory evaluation to develop customer survey by adjusting a questionnaire for an innovative product, focusing more on emotion to explain customer response.
- Applied sensory evaluation to 'Hub Quality Sustainable' project to monitor and control the quality of the product produced in hub. This project starts with the top 20 sales of bakery products in Tesco store.

# Appendix

## Appendix 1: UK study visit and meeting venue

### 01 Harper Adams University

Address: Newport,  
Shropshire, TF10 8NB  
Tel. +44 (0) 1952 820280  
[www.harper-adams.ac.uk](http://www.harper-adams.ac.uk)



### 05 University of Bath

Address: Claverton  
Down, Bath BA2 7AY  
Tel. +44 (0)1255 388388  
[www.bath.ac.uk](http://www.bath.ac.uk)



### 02 Dairy Crest Innovation Centre

Address: Edgmond,  
Newport, TF10 8JZ  
Tel. +44 (0)1840 261322  
[www.dairycrest.co.uk](http://www.dairycrest.co.uk)



### 06 Sensory Dimensions

Address: Unit 5, Cutbush  
Industrial Park, Danehill, Lower Earley, Reading RG6 4UT  
T. +44 (0)118 207 5960  
[www.sensorydimensions.com](http://www.sensorydimensions.com)



### 03 Cranfield University

Address: College Rd,  
Cranfield, Bedford MK43 0AL  
Tel: +44 (0)1234 750111  
[www.cranfield.ac.uk](http://www.cranfield.ac.uk)



### 07 Walnut (London Office)

Address: Unlimited  
House, 10 Great Pulteney Street, London W1F 9NB  
Tel. +44 (0) 2078 458 300  
[www.walnutunlimited.com](http://www.walnutunlimited.com)



### 04 Borough Market

Address: 8 Southwark St,  
London SE1 1TL  
T. +44 (0)20 7497 1002  
[www.boroughmarket.org.uk](http://www.boroughmarket.org.uk)



### 08 British Council (Headquarters)

Address: 10 Spring  
Gardens, London SW1A 2BN  
Tel. +44 (0) 20 7389 4385  
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