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The first lecture in the Richard Berg Rust Series.
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BIOMETRICS: A SOLUTION TO END POVERTY AND PREVENTABLE SUFFERING?
The work of Simprints, led by Alumnus Toby Norman as CEO
Dear Alumni and Friends,

These are exciting times for Hughes Hall. More students are in College than ever before – about 600 full-time and a further 100 part-time, as well as around 50 PhD students writing up their theses. We now have the most postgraduates of any College. It is a testament to the efforts of staff and senior members that we have been able to find accommodation for all who wanted it. We have several new Tutors providing pastoral care, increased opening hours for the dining hall and we have invested more in welfare, including a College nurse and porters staffing the Porters’ Lodge throughout the day and evenings.

We are introducing a major new strategic initiative, The Bridge, covered in more detail later in this issue, which is an innovative approach to support researchers as they seek to translate their research into policy, practice or products. We believe that this translation is a critical gap in the university today, albeit one that is increasingly the focus of faculties and others. Paradoxically though, this increased focus creates its own challenges, as navigating the resultant “ecosystem” gets harder and harder. The Bridge will build capabilities of researchers, provide a platform for connecting with external groups, and help both sides bridge the culture gaps that too often get in the way of productive collaboration.

Our students come from 80 countries and, while concentrated in our focus areas, are studying degrees across the full panoply of academic disciplines. It is no surprise then, that Hughesians are making a difference in countries around the world, as can be seen from the articles in this magazine. PhDs in Nepal and Iceland, an entrepreneur in sub-Saharan Africa, a learning centre in Nigeria, a television producer in India and a development initiative in Armenia all bringing to life the College’s purpose: to improve society worldwide through excellent teaching and research, bridging the academic and external worlds, and to foster an interdisciplinary environment that is global in outlook, egalitarian in ethos and cosmopolitan in character.

Closer to home this purpose is furthered through the use of technology in medicine and the life sciences, as represented here by our collaboration with the PHG Foundation in the field of genomics and personalised medicine, bridging the gap between science and the humanities, and the story of an entrepreneur leading a health tech start-up with the mission to increase independence and well-being of people with visual impairment through wearable technologies.

And closer to home still, you can hear about the history of Elizabeth Phillips Hughes, the first Principal, whose name, of course we carry; a lecture in memory of Richard Berg Rust; our new College flag; and another shrub in the garden, as part of the continuing series.

Laurel and I wish you very happy holidays.

Dr Anthony Freeling
President
Those of you who knew Richard, so sadly and so soon taken from us, will remember not only his huge contribution to the College but also his passionate love for the literature, culture and music of his native North of England, and especially of Northumberland and County Durham. In his memory the College has decided to institute a yearly event – which may be a lecture, a recital, or a performance – on Northern themes, which it hopes members and alumni will help to endow.

The first event, on January 29, will be a talk by Mr Richard Evans, Director of Beamish Museum at Beamish, The Living Museum of the North. Beamish is an open-air museum, where Richard Berg Rust previously worked as Head of Development. Its guiding principle is to preserve examples of everyday life in urban and rural North East England at the climax of industrialisation in the early 20th century. On its 350 acres it uses a mix of rescued and relocated original and replica buildings, it houses a huge collection of artefacts, working vehicles and equipment, and it manages livestock and farmland. Mr Evans’ talk will focus on the life and culture of the Great Northern Coalfield.

This lecture has been made possible by the kind support of alumni, seniors and friends of the College. If you would like to contribute to the Richard Berg Rust lecture fund to ensure that we can carry on with this fascinating and unique series please donate online (www.hugheshallglobal.com/afgift) and select ‘The Richard Berg Rust Lecture Fund’ or email development@hughes.cam.ac.uk.

ABOVE
The award-winning Town at Beamish Museum, Beamish
A new College flag for a new academic year

New and returning students were welcomed to College with a bright new flag that was hoisted for the first time in mid-September, a day before 45 PGCE and MPhil students arrived for their matriculation.

The brighter, lighter and more-weather resistant flag replaces the old flag made by Penelope Knee in 1985, over 32 years ago. The latter was commissioned to commemorate both the centenary of the College’s foundation and the granting of Approved Foundation status in 1984.

The old flag has now been retired, but this milestone makes one reminisce about what is has been through over the years – after all, it does have one of the best vantage points in College. It has withstood high winds, overlooked May Ball shenanigans, been the last sight of graduands processing to the Senate House, and had a few swims in the Cam to celebrate victories in the Lent and May Bumps.

The new flag is a copy of the original, proudly displaying the elements from the College crest: a torch to symbolise enlightenment, and owls for wisdom.

The Senior Tutor commented: ‘It’s great to see the vibrant new colours flying over the old College building. This is a wonderful image for modern study in an ancient university, and a good way to welcome our new students.’

Our new Development Director “thrilled to be joining Hughes Hall”

We are pleased to welcome Lena Milosevic, our new Development Director, who will join us in January 2018. Lena comes to Hughes Hall with 20 years’ experience as British Council Country Director / Cultural Attaché in Argentina, Georgia, Kazakhstan, and Mexico. Her overseas career was launched after her time as a volunteer teacher trainer (with Voluntary Service Overseas) in Kenya. She has also held Education Advisory roles with the World Bank, the UK’s Department for International Development and in UK local government.

She was awarded an MBE in the New Year’s Diplomatic Honours List 2017, for services to Cultural Relations.

Lena told us “I am thrilled to be joining Hughes Hall at this exciting moment in its development. I can’t wait to connect with past and present students from all over the world, the staff and Fellows. It is a privilege to be joining the team.”

Keep an eye on our Humans of Hughes Hall Instagram series to learn more about Lena in the new year.
PHG Foundation celebrate 20 years of making science work for health

Cambridge-based think-tank, PHG Foundation, celebrated 20 years as pioneers for the use of genomics to improve health in the UK at a gala dinner on Tuesday 19 September 2017.

PHG Foundation was originally established by Fellow of Hughes Hall, Dr Ron Zimmern in 1997 as the founding centre for public health genomics in the UK. Its work has subsequently grown to include wider medical applications of genomics and other technologies.

Speaking at the 20th anniversary celebratory dinner, held at Trinity College, Dr Ron Zimmern, said:

“This occasion is a watershed for the PHG Foundation. We can truly say, with the recent focus of government policy on the role of genomics and allied technologies in healthcare, that we have completed what I set out to do when I established what was then the Public Health Genetics Unit in 1997. This was to help ensure that genetics would become a central element of health policy. As we move on to the next phase, we shall be working even more closely with the University. We shall help to bridge the gap between the sciences and the humanities. In future years, as science develops, the humanities and social sciences will without a doubt be as important to this endeavor as the sciences themselves.”

The President of Hughes Hall, who is also a trustee of the PHG Foundation, attended the dinner.

PHG Foundation’s instrumental work in raising awareness of the benefits genomics can deliver for health is well acknowledged by government - most recently by the National Data Guardian for their work on data sharing consent and with their contribution to the Chief Medical Officer’s annual report this summer, Generation Genome.

PHG Foundation is currently working on an ambitious project to imagine the shape of future healthcare and the potential roles of science and society in getting us there.

The gala dinner also marked the last official engagement for Dr Hilary Burton as Director of PHG Foundation. Dr Burton, who is also Vice-President of Hughes Hall, stepped down as Director at PHG Foundation at the end of September. Previous Deputy Director Dr Mark Kroese took over the role on 1 October 2017.

In May this year, Hughes Hall and PHG Foundation signed a memorandum of understanding, cementing their well-established relationship.

Share our vision
Support the future of Hughes

Many generations of Hughesians have benefitted greatly from the support and generosity of predecessors. Giving a gift to the College, at any level, provides Hughes Hall with the tools to educate future generations. Your monthly, annual, or one-time gift will enhance teaching and learning, and open up a world of wider cultural, sporting, and personal experiences that will last our students a lifetime.

If you are able to give as much as £1,000, or £500 per annum for at least two years as a regular gift (£41.67 per month), or just £200 for at least two years if you are under 30 (£16.67 a month), you will be eligible to join our giving circle, The Gild. As a member, you will be invited to special donors’ events and you will also receive a limited-edition crest badge.

You can make a gift anytime online at www.hughes.cam.ac.uk/alumni/make-a-gift or contact Jeremy Hughes on +44 (0)1223 768241 for more information.
From the mailbox
An update on our University Challenge teams through the years

Our feature, University Challenge ’76 generated some great feedback with two alumni writing in to provide some new updates, to our delight.

Tim Preece (CASM 1982, Education) wrote: “Reading the latest alumni magazine it seems the Hughes Hall University Challenge team of 1983 has been forgotten. Just as well probably, as they were knocked out in the first round!”

Alastair Lodge (PGCE 1986, Education) also wrote in to inform us that Hughes had a team in 1987. “We were invited to submit a team by University Challenge in what I believe to be Bamber Gascoigne’s final year as presenter.” The team travelled to Manchester but were up against Essex who were selected by formal examination, unlike Hughes whose trials consisted of being asked questions in the bar.

And if that wasn’t enough University Challenge news for you, we were delighted when Senior Member Annemarie Young was the focus of a bonus question in the 2017 series. The question, which was given to Fitzwilliam College was: ‘What is Humanism? How do you live without a god? And other big questions is a 2015 work by Annemarie Young and what poet and children’s author?” The answer was Michael Rosen, which Fitzwilliam got right.

Twenty Trinity College Postdocs visit College to broaden Hughes Postdocs network

Twenty researchers from the newly formed Trinity College Postdoc Society dined at Hughes in August with over twenty Hughes Research Associates and Research Fellows. The evening was organised by both the Colleges’ research convenors to encourage cross-college networking and collaborations.

Hughes has a thriving community of postdocs, appointed as Research Fellows or Research Associates, who are embedded in the life of the College. Our postdocs don’t just do research. They do research with a difference and postdocs at Hughes Hall stand out from their peers in Cambridge and the wider academic world. The dinner and networking session, allowed Hughes postdocs another opportunity to showcase their research with the wider Cambridge community.

Former Hughes Hall Research Convener Kyren Lazarus commented ‘Hughes Hall Postdocs have strived to engage with Postdoc societies at other Colleges, which has in turn broadened our network and exposure within the University.’

Postdocs from various disciplines ranging from Volcanology, Computer security, RNA biology and Linguistics interacted during the evening. Trinity Postdoc Trisna Tungadi said ‘the Trinity Postdoc Society thanks Hughes Hall for organising the event and we hope to host Hughes Postdocs at Trinity in the coming months. This will enable a richer interaction between the two Colleges which may lead to fruitful collaborations.’

This year, Hughes has announced plans to double the number of postdocs over the coming years and a generous benefaction from Dr Edwin Leong has allowed the postdoc community to plan an exciting postdoctoral program, which will run well into the future.
Biometrics
A solution to end poverty and preventable suffering?

Simprints first emerged in May 2012 when Toby and two other Gates-Cambridge scholars, Alexandra Grigore and Daniel Storisteanu and Royal Holloway, University of London student Tristram Norman, successfully pitched the idea to combine fingerprint identification with mobile technology and eliminate the need for paper-based medical records.

However, this initial idea proved difficult to execute when the founders discovered that the top fingerprint scanners on the market were not effective in the dry, dusty, bright, or damp environments of developing countries. Furthermore, many scanners were unable to consistently identify the worn, scarred, or damaged fingerprints common in many developing contexts.

“The poorest patients never had formal government ID, their names often overlapped with other patients, and some didn’t even know their exact date-of-birth. The consequences were serious. Vaccines were wasted because children couldn’t be linked to immunisation records. Mothers dropped through the cracks of maternal healthcare programs and couldn’t be identified. Both accidental and deliberate misreporting skewed public health metrics by over 30%. I spoke with colleagues across the development sector, it became clear that the “identification gap” was a massive bottleneck that limited our global ability to track progress towards the Sustainable Development Goals.” Toby commented.

The team took to the field and their field tests in Zambia included tests with 217 Zambian manual farmers. The tests revealed that 84% had some damage to their fingerprints. To assess how extant technology performed and to optimise their technology for resource-poor contexts, Simprints collected over 125,000 fingerprints from poor rural and urban populations in four countries: Bangladesh, Zambia, Nepal, and Benin. The highest performing systems utilised optical technology (as opposed to capacitance-based sensors such as those in many smartphones) but even those systems failed when capture was conducted in full sunlight. Simprints concluded that the most effective biometric technology would need sensors, extractors, and matching software tailored to both dry, damp or worn fingers and hot, bright conditions of many developing countries.

Leveraging their research at the University of Cambridge with funding from Global Innovation Fun, USAID, Gates Foundation, and others, Simprints has built a low-cost, mobile, open source fingerprint system that is 228% more accurate with the scarred, worn, fingerprints typical of “last mile” beneficiaries. The improved technology enables researchers, charities and governments to track the people they work with, including those delivering...
Alumnus Toby Norman, CEO and Co-founder of Simprints in Bangladesh

Today, Toby helms a fast-growing tech startup with biometric projects across Nigeria, Uganda, Bangladesh, Nepal, Zambia, and Afghanistan. The team has seen first-hand the rapid growth of digital tools that are transforming development. However they’ve also seen the bottlenecks caused by weak interoperability, privacy & security architecture, and sustainable financing models. Working with clients like UNICEF, BRAC, Dimagi, and the Afghanistan Ministry of Education, Simprints is fighting to prove that better data can transform development—ensuring that every person actually counts in the fight against poverty.

Find out more about Simprints at www.simprints.com

Zolala, Zola’s new learning centre

Alumna Zola Okpara is restoring the love of learning and curiosity amongst children through a new learning centre

After completing her PGCE last year, Alumna Zola Okpara visited her mother in Lagos, Nigeria. While she was there she realised there was an enormous need to help restore the love of learning and curiosity amongst children.

Now Zola’s new learning centre Zolala, based in Lagos welcomes children between the ages of three and seven. The centre focuses on learning through play and creativity.

Zola commented: “There is a quiet emphasis in all our sessions on helping children build key life skills even from an early age: skills such as, independence, responsibility, confidence, focus, motor and team skills. We do this by offering a variety of lessons in painting, music, French, children’s yoga, arts & crafts, gardening, cooking, story-telling using puppets, and etiquette such as learning to make friends, learning to make your bed and learning to eat properly at a table.”

The progress of the new centre can be followed on Zola’s blog (www.zolalablog.wordpress.com) which she started to help educate parents on tips for encouraging learning through creative or playful means.

MEET THE HUMANS OF HUGHES HALL

#humansofhugheshall
Instagram @hugheshallcam

If you have an interesting story to share please contact communications.officer@hughes.cam.ac.uk
India’s Millennials

Michelle Jones (PGCE 1982 Education) writes about her career at the BBC and filming in India, not once but twice, following the lives of five children in Mumbai who are now India’s Millennials.

One evening in 1982 during my first term at Hughes Hall studying for a PGCE in Classics, there was a screening of the seminal documentary ‘Seven Up’. Shot in 1964, and taking the Jesuit saying ‘give me a child until he is seven and I will give you the man’ as its starting point, it featured interviews with a group of seven-year-old children from diverse social and economic backgrounds and from across Britain, and asked whether these children’s backgrounds would dictate their futures. At the end of that term we were shown the follow up programmes, made when the children were 14 and 21. It was compelling viewing, seeing how their characters had developed in that time and how education had influenced their lives. Perhaps the seeds of my future career were sown then?

Shortly after leaving Cambridge I joined the BBC and via the World Service and BBC Radio Sport (working on Test Match Special – my room at Hughes looked towards Fenners!) I came to work in BBC Schools Television, later known as BBC Children’s Education. Over the next 20 years, until I left and went freelance in 2008, I worked with talented production teams in the UK and abroad across a range of curriculum-led television programmes for use with children in the classroom.

Then in 2004, I produced a four-part series about the landscape and people of India presented by local children in different regions. In 2005 Programme 2 Mumbai – Urban India won a Children’s BAFTA and Royal Television Society Education Award. The programme featured 5 children living in Mumbai aged between eleven and fourteen years old who came from different social and economic backgrounds. These children are now adults and in February of this year I went back to India to make a documentary for BBC World News called ‘India’s Millennials’, looking at how life has changed for them and what it’s like to be part of the millennial generation in India.

Over 60% of India’s population is under 30.

It was a privilege meeting them again. Over the last decade or so they have all thrived and accomplished so much. Madhavi, Spruha and Gaurav were classmates. As a child Madhavi said she wanted to be a graphic designer; now after gaining a Masters in law from Oxford she works as a lawyer.  Spruha loved dancing and imagined herself in a Hindi movie; as a young adult business interested her more. After studying abroad for a degree in business, she now manages a successful start-up. Gaurav played the tabla and was a child actor but found his vocation as a paediatric dentist.

Sagar and Shenaz lived with their families in a shantytown by the side of the road. With the help of an educational charity, the Akanksha Foundation, they both continued their schooling. Shenaz has married and lives in her own apartment in a ‘new town’ north of Mumbai. She is determined to give her two children a good education and pays for extra tuition. Sagar and his brother and mother are now living in a government slum rehabilitation complex on the outskirts of the city. Although
This year the University of Cambridge joined other top UK institutions in celebrating the UK-India Year of Culture, a year-long programme to celebrate the 70th anniversary of Indian independence and UK cultural ties. Hughes Hall joined in the celebrations and Nidhi Singal, a Fellow of Hughes Hall, visited India and met with some fantastic Hughesians in Delhi. The visit has fuelled our enthusiasm to create a vibrant alumni group in India. We hope you will support this effort.

If you are interested in being profiled or actively involved either in your local area or as part of a national group then please contact Claire Dickens on development@hughes.cam.ac.uk

Seven Up observed how educational opportunity played a large part in shaping the children’s lives between the ages of 7 and 21. Similarly in India’s Millennials, for the less privileged children like Shenaz and Sagar, learning English and continuing their schooling have improved their chances of employment and subsequently their economic situation. However if the gap between the privileged and less privileged is to be bridged, graduates, like Sagar, must find work commensurate with their qualifications. An internship is the first step, but it can be difficult as they are highly competitive and often unpaid.

As children, these Mumbai Millennials had imagined completely different lives for themselves. Although some have had more advantages than others they’ve all worked hard to achieve their dreams. As the programme’s closing commentary points out, ‘their stories are also the story of modern India – the gulf between the rich and the poor, but also the possibilities the country can hold for those who are diligent and lucky’. (BBC World News). Where will they be in another ten years? What will they be doing? Perhaps I’ll get the chance to go back, and find out…
Introducing ‘The Bridge’ at Hughes Hall

The Bridge at Hughes Hall is a new strategic initiative to support researchers, both students and Fellows, when they seek to translate research into policy, practice or products. There are many challenges our researchers face, even though various organisations exist both within the University and elsewhere that can partially address these ‘translational issues’. Gaps persist and generate inefficiencies of time, money and goodwill for both researchers and their potential external partners. The Bridge will not be an addendum to Hughes Hall, but a vibrant centrepiece to which all research students and Senior Members can find appropriate connection.

What will The Bridge do?

As the name implies, The Bridge will offer a range of linking capabilities. It has two main functions: 1) skill building and 2) connection. It will address both sides of the translational relationship, providing support to researchers and to the bodies with whom they connect to achieve external application of their work.

1: Skill building. Our researchers have identified a need to package and communicate their work better, to learn some basics of management and finance, and to develop the necessary relationships more effectively. They also struggle to understand the cultures and incentives of potential partners. On the other hand, these partners also struggle with very different expectations as to how these relationships will work, and can be frustrated by differing approaches to design and delivery of initiatives. These expectations and approaches are rooted in the different cultures of a university and these external organisations. The Bridge will provide insight to both sides into what drives the differences and will help them improve mutual understanding and more easily align projects and delivery.

2: Connection. A key element of success for implementing research is finding the right partners and best sources of support. The Bridge will provide a platform for researchers, partners and other organisations to connect with each other. We will help researchers, individually or in teams, to develop their networking skills and ability to manage both formal and informal relationships productively. Conversely, The Bridge will look to develop credibility in helping external organisations navigate the Cambridge ecosystem and provide match-making support between organisations and individuals as appropriate. Supporting connection will also entail co-opting resources from within the University ecosystem that already provide useful networking tools and capabilities for researchers and external parties, with The Bridge helping its researcher and external ‘clients’ to use these resources to best effect.
How would this work in practice?

Consider an education researcher who believes her work has policy value in a specific developing country. She has had supportive comments from her faculty, but is unsure of what to do first. Her first port of call would be the Bridge office. The Director would sit down with her and explore why she believes there is an opportunity. They would then use the ecosystem map to help her identify potential partners, and discuss which sorts of skill building might help her push the idea forward with the greatest probability of success.

In consequence, she might undertake a couple of online project design and management courses from the University, join a special workshop on government/academic relations and take a discounted course from the Institute of Continuing Education. At the same time, she might get in touch with one of our Education Fellows who has gone through this; be introduced to a civil servant who is a Fellow at the Cambridge Centre for Science and Policy; link with a City Fellow with deep policy expertise and meet a Senior Member who works in the Department of Education. As the project develops, she would seek to develop a mentoring opportunity with one of these.

If a specific opportunity were identified, the Bridge team would help her prepare for the meetings, possibly joining her if appropriate, and at minimum role-playing in advance. Over time, we hope this would in turn become a case study we could write up, and the researcher would be able to support future researchers in a similar way.

Another researcher may be seeking to start a company to leverage a scientific discovery. She will need to meet different people and learn different skills, but the process would follow similar steps initially. We are open to many possible domains in which the Bridge would work, but three where we already see potential are personalised medicine, artificial intelligence and education in developing countries.

What is the plan for The Bridge’s development?

We see The Bridge developing in two stages over the next four years:

- **Year 1-2 – initiate and establish** core Bridge infrastructure, relationships and activities. The main output should be some initial pilots, especially with regard to training and a strong sense of who will be the initial partners, with some agreements signed. An early activity for the Bridge leadership will be to develop an ‘Ecosystem Map’ to understand the resources currently available across the University and beyond and to identify and negotiate with partner organisations.

- **Years 3-4 – extend and institutionalise** its activities, reach and reputation. This will include bedding-in the findings from the trial activities and developing case studies. We shall also expand activities, partnerships and outputs in directions such as an apprenticeship program or a membership offer for broking services.

With diligence and a bit of luck, The Bridge will, by the end of Year 4, have earned a reputation as the go-to place in Cambridge for both researchers and external organisations to facilitate translation activities. This reputation should help in many ways, but should also begin to create a flywheel effect wherein the success of the organisation garners larger interest and more success.

The Bridge will have a Director, who will be supported by at least one research analyst and by a senior administrator. On top of the dedicated staff, however, a primary goal of The Bridge is to engage the broader Fellowship, Senior Membership and alumni of the College. There will be an Advisory Board as well as oversight from a College committee.

Initially, The Bridge will be limited to Hughes Hall to deliver proof of concept, but over time we would expect to expand this to other Colleges, since the relationships across Cambridge are not exclusive to us.

We are very, very excited about the possibilities of The Bridge. We look forward to discussions with alumni regarding how they can support the activity of the Bridge, both through funding (it needs to become financially sustainable) and by becoming important parts of the networks themselves.

For more information about The Bridge please email bridge.director@hughes.cam.ac.uk
Thinking of starting up a new social venture that will improve the lives of billions all over the world? You have an idea, you’ve done the research and have developed your mission – now how do you ensure your social venture is successful when you are on a budget? Recent MBA graduate Portia Asli, Co-Founder and CEO of Vocalens shares her top tips.

Bootstrapping Your Social Venture to Success

Just a year and a half ago, I decided to jump into the social entrepreneurship world by addressing a global issue: increasing the independence and overall well-being of visually impaired people through technology. Even doing an MBA at the University of Cambridge was not enough to prepare me for what lay ahead. For me, jumping into the social entrepreneurship world was like jumping into an abyss. It was dark and scary at times. There were so many unknown factors and uncertainties that only time could tell whether the decisions I made propelled the business on the right path. Looking back, there were certainly many great decisions I made that I am very proud of. In this article, I am here to share with you how I bootstrapped my social venture, taking an idea and bringing it to an early stage prototype with no external equity financing. The decisions I made saved more than £200,000. Using the methods I will share with you, you too can apply and ensure the success of your venture.

Accelerators & Incubators

Whether you are a first-time entrepreneur or seasoned veteran you have a lot to learn while you work on this idea, which you will eventually bring to the hands of your valued customers. Having clarity on the direction you want to take your venture in is very important. This is where an Accelerator or an Incubator comes to your assistance. An Incubator physically locates you in a space along with other ventures. This can be a 12-month programme where each month you can attend workshops and have a lead mentor meet you once or a few times a month. On the other hand, an Accelerator is a much shorter programme, usually a 3-month long programme, with the aim of bringing your venture to a level where it will be fundable by another party for a successful launch and scaling.

There are dozens and dozens of Accelerators and Incubators in major cities in the UK and around the world. Some take equity in exchange for a place in the programme. However, not all accept this exchange. To successfully bootstrap your venture at the early stages, apply for an Incubator or an Accelerator that is FREE. Crucially, they do not take equity ownership of your business, yet still provide benefits. These benefits can include services such as co-working space, mentoring, various business workshops, contacts to subject matter experts, advisors and investors. I have received offers from several Accelerators and Incubators that would have taken equity ownership. Instead, I chose to decline those offers and went with the following:

- Cambridge Social Ventures, an Incubator at the Centre for Social Innovation, Judge Business School
- Allia Serious Impact, an Accelerator at the Future Business Centre
- Accelerate Cambridge at the Entrepreneurship Centre, Judge Business School

Professional Services

When you first start your venture, you need information in many
areas including accounting, legal, manufacturing, design engineering, just to name a few. I had no expertise in intellectual property, accounting or manufacturing. However, all these areas applied to my social venture. So what do you do in cases like this? In any of these areas, you can schedule an hour of free consultation. Here are two examples from manufacturing and intellectual property.

Not knowing anything about manufacturing, I contacted five manufacturers to meet with them, discuss my product, learn about the work they do, how much they charge, the process they used and what they needed from me. From each manufacturer, I gathered important information. When I went to meet with the next manufacturer, I used that information to refine my questions to receive better answers. That means I received 5 free hours of meeting with a professional, which clarified the direction I needed to take for value manufacturing. From this, not only was I able to do cost estimates, but I also learned how to deliver my product into the hands of the customer.

I also applied this strategy to intellectual property (IP). When I first started I had zero knowledge in IP. To tackle this area, I met an IP mentor through my incubator, Cambridge Social Ventures, who scheduled a one-on-one meeting and dove deep into all of these areas. Armed with basic knowledge, I then contacted several law firms. Each individual provided different information when I asked what aspect of my technology could be patented.

Meeting with five different lawyers meant I received five free hours of legal consultation. This was several thousands of pounds in savings for me! Not only that, I was very greedy – in one of my meetings, I spent 2.5 hours for free with a patent attorney.

Labour

No doubt, the most expensive work for your venture is paying the salaries of your employees. What do you do in the case that you cannot afford to pay anyone?

Consider becoming an active client for a university department’s hands-on projects. Various programmes – for instance, at Cambridge University – have an industry project. Students are put into teams to solve the client’s challenge. The Judge Business School and the Faculty of Engineering, to name a few, offer programmes that have industry projects.

This year, we were able to benefit from University College London (UCL) Master of Management programme. After receiving a high number of CVs, I selected a group of students to partake in a consulting project – in-depth competitor analysis and market positioning. The amount of work that these students put forward as part of their course work is invaluable and allowed me to save thousands of pounds, all while driving the business forward.

To summarise, take advantage of the numerous free resources available for your venture to succeed. Using these methodologies, you are able to build your business and offer equity for investment at a point where you hold a high bargaining power.

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This article was originally presented at Birketts Solicitors, one of the top UK law firms, as part of the Women in Technology event on May 24, 2017.

Portia Asli, P.Eng.
MBA Alumna (2015)

In 2016 Vocalens, a start-up helping to increase the independence of visually impaired people through wearable technology, won the Hughes Hall Enterprise Society Awards when Hughesian co-founders Portia Asli and Kriangkrai Pipatvilaiakul presented their business to an audience and judging panel.
ALUMNI NEWS
Updates from some of our 6500 alumni around the world

PUBLICATIONS / ACADEMIA
Pat Story, Master of Arts (1971) Classics
Pat was advisor and contributor to the 5th North American edition of the Cambridge Latin Course (CUP 2015). Pat was a former Director of the Cambridge School Classics Project and a team member since 1967.

Burhan has published his debut book titled *Let There Be Justice*. The book focuses on the political journey of Imran Khan in Pakistan and follows the intriguing story of Imran Khan’s populist politics, his verve and unfettered commitment which may eventually swing him into power at the next general elections in 2018.

David Stevenson, PhD (1990) Genetics
David’s new book *The Nature of Life and its Potential to Survive* has been published by Springer. The book examines the origins of life, along with factors that may determine how likely that life will survive, prosper and evolve on Earth and beyond. Drawing on this work, David published an article in Cambridge’s International Journal of Astrobiology, entitled *Evolutionary Exobiology: Towards the Qualitative Assessment of Biological Potential on Exoplanets*.

Paul Ellis, PGCE (1996) Modern Languages
Paul has recently designed and co-edited a brand new series of 12 books, *Approaches to Learning and Teaching*. Published by Cambridge University Press, the books aim to provide the reader with the latest and best, tried and tested approaches for teachers, as well as ways to motivate and engage students. The books are available on the CUP website.

Ann Elliott, PGCE (1965) Education
Ann Elliott has had her second book published: *That’s Little Baddenham*, a collection of 30 quirky short stories set in and around a small market town in Suffolk. The book is available on Amazon, along with her novel *Too Many Tenors*.

Simon Underdown, PhD (2000) Biological Anthropology
Simon and a team from Cambridge and Oxford Brookes Universities, have had a recent research article published concerning the origins of HSV2 – the genital herpes virus. The evidence suggests that HSV2 was transmitted from African apes to Homo erectus via Paranthropus boisei, somewhere between 3 and 1.4 million years ago. So at least now we know who to blame. The article was run globally by over 40 media outlets.

Jürgen Brautmeier, BA (1978) History
After being appointed honorary professor at the Heinrich-Heine-University in Düsseldorf one year ago, Jürgen has this year been re-appointed as one of five external members of the university council at the University of Paderborn. This September he was elected vice-chairman of the council.

Dave Benjamin, PhD (1987) History
Dave has been elected President of the New England Political Science Association for 2019-2020. He is currently Associate Professor of Global Development and Chair of the MA in Global Development & Peace Program at University of Bridgeport in Connecticut, USA.

Piran Kidambi, PhD (2009) Engineering
Piran has taken up a tenure track Assistant Professor position at the Chemical and Biomolecular Engineering Department at Vanderbilt University, Nashville.

Josh Scheinert, LLM (2011) Law
Josh published his first novel, *The Order of Nature*. Set in The Gambia, the novel explores a relationship between two men, one Gambian and one American, in a country where being gay can lead to imprisonment. Following Thomas and Andrew as they try and develop their relationship, and then when they are discovered, *The Order of Nature* explores the ongoing struggle for LGBTQ rights. The novel can be purchased from major retailers, and Josh is always happy to join local book clubs.

Claudine Toutoungi, PGCE (2007) English
Claudine’s debut poetry collection, *Smoothie*, is to be published this year by Carcanet Press. Smoothie is a playful and
soulful look at the games we play with language and the games it plays with us. There are smooth talkers in the book (a melancholic language robot, an anarchic audio-guide) but also more intimate voices, stirring up language’s smooth surface with their riffs on role-play, loneliness and desire. It’s also got a smoothie. This was inadvertent.

**Evan Wallach, LLB (1980) Law**
Evan has authored a new book titled *The Law of War in the 21st Century*. It is a comprehensive examination of the subject, including underlying principles, autonomous fighting machines and cyber war. Wallach, who has published extensively on the treatment and trial of those captured on the battlefield, expands on the subject in his new work. The book is available from Carolina Academic Press and Amazon.

**CHARITY**

**Sue Whyte, BEd (1975) Education**
Sue raised £1,700, for the Christie Hospital Manchester and for Cancer Research, by completing the Trek Connect – an online student accommodation portal that makes searching property clear and easy for students. The idea came after Kelvin’s university years, when he spent a lot of time trying to find private accommodation in different websites. The aim is for Student Let Connect to become the one stop shop for student property. More information: www.studentletconnect.co.uk.

**Demetrius Floudas, LLM (1991) Law**
Demetrius, also an Associate at Hughes, has been retained by the Ministry of Trade & Industry of Egypt in order to counsel on matters related to COMESA (Common Market for Eastern & Southern Africa) and GAFTA (Greater Arab Free Trade Area). He also supports the Ministry’s preparation for the international trade negotiations on the CFTA Treaty (African Continental Free Trade Agreement). He also supports the Ministry’s preparation for the international trade negotiations on the CFTA Treaty (African Continental Free Trade Agreement).

**Antonija Pacek, MPhil (1996) Psychology**
Antonija has released her second album, *Life Stories*, available on Amazon, iTunes, and streaming platforms. She is a published neoclassical & cinematic music composer and her music is passionate and tells genuine stories. *Life Stories* celebrate life in all of its complexities and intensity. German journalists referred to her debut album, *Soul Colours*, to be: “beautiful like a radiant jewel”, “a female response to Ludovico Einaudi”, and “resembling Erik Satie and Keith Jarrett”. For *Soul Colours* Antonija also has a music publishing contract with Warner Chappell. *Soul Colours* was no. 4 on iTunes classical charts in Germany. More information: www.antonijapacek.com

**Christos Tsirogiannis, PhD (2008) Archaeology**
A 2,300 year old vase was quietly seized by prosecutors as it was being donated to the Metropolitan Art Museum, after Christos, a lecturer with the Association for Research into Crimes Against Art, sent evidence to American investigators of it having been looted and illegally smuggled out of Italy. Dr Tsirogiannis’ evidence suggested that the “bell krater” had been disintegrated from a grave site in southern Italy by looters and ended up in the possession of a well-known trafficker of ancient treasures. The Met bought the vase at a Sotheby’s auction in 1989 for $90,000.

**GENERAL**

**Phebe Mann, BA (1998) Computer Science**
Phebe has been honoured with a photo portrait at the David Hockney Building in Bradford College. The portrait was awarded for Phebe winning the 2011 WISE Women of Outstanding Achievement, Tomorrow’s Leader Award. It was displayed in various universities across the country before being donated to Bradford college.

**BUSINESS**

**Ashwin Baliwada, MBA (2015) Business Administration**
Ashwin is the co-founder of Jocks and Peers, a brewing company that was started in Cambridge. Jocks and Peers beers are served in the Hughes Hall MCR bar.

**Kelvin Gomez, MEd (2015) Education**
Kelvin has recently set up a new startup company Student Let Connect – an online student accommodation portal that makes searching property clear and easy for students. The idea came after Kelvin’s university years, when he spent a lot of time trying to find private accommodation in different websites. The aim is for Student Let Connect to become the one stop shop for student property. More information: www.studentletconnect.co.uk.

**ARTS**

**Vivienne Malyszko, PGCE (1984) English**
After over 30 years of teaching English, Media and Film Studies in the secondary education system, as well as writing about and examining media and film at national level, Vivienne decided to start her own community cinema in Beckenham, South London. It recently celebrated its fifth-year anniversary with a free film festival for 800 people. Not-for-profit, self-funded and volunteer-run, it has become a fortnightly local success, having screened over 150 films to more than 16,000 patrons. More information: langleyfilmbox.com.

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Hughesians in the field

From tracking snow leopards in the Nepal Himalayas to hunting for seismic activity in central Iceland, our students are putting their research into practice out in the field.

Snow Leopards and sustainability
Jonny Hanson, PhD Geography

Now in the fourth year of his Geography PhD, Jonny Hanson’s research has taken him to Nepal, where he studies the relationship between people, snow leopards and snow leopard conservation in the Annapurna Conservation Area and the Sagarmatha (Everest) National Park. Here he shares more about his research and fieldwork.

There are only four to seven thousand of these endangered cats left in the wild, spread across 12 countries in South and Central Asia. One of the main threats they face is from conflict with local people, who often lose livestock to snow leopards, and can kill the cats in retaliation. In turn, snow leopards are a threat to the livelihoods of local communities, who are often quite poor and dependent on livestock farming.

My research is trying to help us understand these complex interactions. It seeks to build the most comprehensive picture so far of people’s conflicts with and attitudes to snow leopards, and how these are affected by characteristics like age, gender and religion. Crucially, the study also looks at whether families who are less dependent on livestock for their income, and who are included, rather than excluded, from managing local conservation issues, are more likely to have more positive attitudes towards snow leopards.

Towards the end of 2013, I travelled to Nepal to check out the areas where I would be working and to meet local conservation partners, including the National Trust for Nature Conservation and the Snow Leopard Conservancy. Then, in February 2014, I headed back to Nepal for the main part of the project. Over three and a half months my research team and I travelled first to the Everest region and then to the Annapurna region to talk to more than 700 Nepali households. We walked hundreds of kilometres through some of the highest and most remote terrain on Earth; crossed mountain passes laden with heavy rucksacks full of important gear; and saw the most amazing scenery and wildlife. Unfortunately the amazing but elusive snow leopard decided not to show up!

The future of snow leopards depends, to a large extent, on them being regarded as assets to the people who co-exist with them, instead of liabilities. My PhD research, entitled ‘Snow leopards and sustainability: livelihoods, governance and coexistence in the Nepal Himalayas’, is contributing to our understanding of this endangered species and how we can help it to live alongside the remarkable communities who share its habitat.

In addition, the 2 million or so square kilometres of snow leopard habitat is effectively the water tower of the world and provides hydration and irrigation downstream to a third of the human race. Climate change projections, under a business-as-usual scenario, forecast up to 6 degrees celsius of warming for this region which would have catastrophic consequences for these ecosystems, their wildlife and the billions of people who depend upon them. The future of snow leopards therefore depends not only on local communities, but on the global community taking concrete actions to address climate change.

Find out more about Jonny’s fieldwork on his blog www.snowleopardresearchnepal.wordpress.com

Jonny presented part of his recently-completed PhD at the International Snow Leopard & Ecosystem Summit, in Bishkek, Kyrgyzstan in August.
Volcanoes in the Icelandic highlands

Thorbjorg Agustsdottir, PhD Earth Sciences

Thorbjorg is now in her fourth year of her Earth Sciences PhD, currently racing to finish her thesis. Her research has taken her to the Icelandic highlands where she studies active volcanoes. Here she shares more about her thesis and fieldwork.

Pompei 79 AD, Laki 1783-84, Toba 1815, 1883 Krakatoa, 1980 Mt St Helens, 1985 Nevdo del Ruiz, 1991 Pinatubo and Eyjafjallajökul 2010. People might be familiar with some of these devastating eruptions; some had a deadly impact on the local population while others influenced the global climate for years.

There are about 30 active volcanoes in Iceland. In 2010, one of them, Eyjafjallajökull, closed European airspace when it propelled ash 10,000 feet into the air. This is proof that studying volcanoes and volcanic systems is important to the general public. The volcano I study, Bárðarbunga, is one of the most active ones in Iceland. It is a large subglacial caldera (crater) in the largest volcanic system in Iceland. During my PhD I have taken over 10 field trips in the Icelandic highlands, to deploy and service seismometers, using super jeeps, snow scooters and on one occasion a helicopter. The fieldwork is the foundation of our research, as that is how we get our data. It is very exciting but at the same time very demanding.

We use the seismometers to record earthquakes that happen in the volcanoes in our field area. My research therefore revolves around earthquakes in volcanoes in Iceland. These earthquakes are micro-earthquakes that are more than a billion times smaller than earthquakes that usually make the news, like the recent magnitude 8 earthquake in Mexico. These micro-earthquakes, can be caused by melt movements, hydrothermal activity or stress changes in the crust. They can therefore reveal where the melt is moving underground.

A year into my PhD, in August 2014, I had an experience of a lifetime when an intense earthquake swarm started in my subglacial volcano. The magma migrated at depth 48km to the North from the volcano, erupting two weeks later outside the glacier margin. It was a spectacular fissure eruption that kept erupting for 6 months. The seismicity migration, the eruption and the subsidence in the caldera provided us with an exceptionally good data set that is the foundation of my PhD. I have been very fortunate in my PhD, seeing an eruption up close.

Understanding volcanoes is important for hazard management and to understand better how the crust is made. It also has applications to extra-terrestrial planets and moons, such as Io, the fourth-largest moon of Jupiter. I am a volcano lover and feel that it is paramount to enhance our knowledge as volcanic activity influences local and global communities.

Find out more about Thorbjorg’s fieldwork on the Cambridge Volcano Seismology website
www.esc.cam.ac.uk/research/research-groups/cambridge-volcano-seismology
SPORT

Goodbye Hucy
Lucy Cavendish and Hughes Hall announce plans to row separately

Hughes Hall and Lucy Cavendish College have formally announced their mutual decision to row separately in the future. The combined Boat Club (HHLCCBC, known more usually as “Hucy”) is being retired, and women’s boats from each College will compete independently.

HHLCCBC was formed in 2002 to give the women of both Colleges the opportunity to row in the various regattas available to Cambridge student rowers. At the time, the two Colleges had insufficient numbers of student rowers to boat a competitive women’s crew on their own. With the recent increase in student body size, both Hughes and Lucy now have adequate numbers to run their own clubs.

Hughes Hall Boat Club President, Nazhif Zaini, commented:

“Having built a formidable rowing programme from amongst friends and as a joint boat club, the Hughes Hall women rowers will now on their own no doubt keep that rigour and determination alive. I wish Lucy Cavendish College Boat Club well on the river!”

Both Colleges recognise the commitment, effort and passion devoted by their rowers to the sport and to each other during the tenure of the combined club. Indeed, Hucy has enjoyed immense growth and rowing success – thus making the separation inevitable but, to many, bittersweet.

Hughes Hall Boat Club Receives Its First-Ever Sponsorship

Caisson Investment Management has kindly agreed to fund the HHBC as Premium Sponsor for three years. The sponsorship will directly allow a greater number of new students from diverse backgrounds to participate in rowing, which is at the heart of student culture and is by far the most popular sports club in Hughes Hall.

Caisson Investment Manager is an investment management firm based in London. Managing Partner of the firm, David Carter, is an alumnus of Hughes Hall, an ardent supporter of Hughes Hall Rowing and spearheaded the effort to support the Club.

“We, as a firm, were attracted to the Club given its success is based on an approach that echoes that of Caisson Investment Management’s core themes. The club, for its size, has been outperforming larger more established opposition and as a consequence has secured a number of awards and boats winning their oars. This has been achieved by having the right crew, dedicated to achieving these goals by focusing on incremental improvement. This mirrors Caisson’s approach to investment – a focus on a specific sector, a dedicated collegiate team with a complementary skills set that continuously looks at ways to improve further net investment returns. The result is Caisson consistently outperforming its peers and indices within the industrial market. We hope this sponsorship helps Hughes Hall Boat Club continue their success into the future.”

Hughes Hall Boat Club President, Nazhif Zaini, welcomed the new sponsorship with much gratitude: “I am delighted to have the support from an alumnus and I hope this sponsorship will propel Hughes Hall Boat Club to greater heights!”
Hughes Hall helps to ‘Develop Armenia Together’ with scholars from other top universities

Recent Hughes Hall alumna Shruti Khanijow (LLM 2016, Law) joined scholars from the world’s top ten universities this summer in Armenia for the Luys Foundation’s signature Develop Armenia Together (DAT) programme.

The Luys Foundation, Armenia’s leading education foundation, organises the DAT programme as a way to bring the best of global education and innovation to Armenia. During the programme, Luys Scholars from around the world collaborate with government, educational institutions, businesses and other Luys partner organisations to seed socio-economic growth and support start-up business in the capital Yerevan.

This year’s programme focussed on advising high-tech start-ups on business planning. The scholars first met with local professionals (entrepreneurs, lawyers and venture capitalists) to better understand the entrepreneurial and start-up ecosystems in Armenia. Over a month, they implemented four entrepreneurship workshops:

• Checking the viability of your idea: steps from idea to prototype

• Building a sustainable start-up team and culture

• Legal issues that surround an idea, capitalising on the idea and strategising to build a profitable, sustainable business

The team also provided one-to-one consultations for start-up participants, and an event to network with the scholars and with leaders from incubator and accelerator programmes. Shruti and Cambridge Luys Scholar Satenig Mirzoyan were given the opportunity to present the work of the DAT programme and the Hughes Hall – Luys Foundation collaboration to the President of Armenia, Mr Serzh Sargsyan.

Luys Scholar and Cambridge graduate, Alentina Vardanyan, who coordinated the collaborative project, commented:

“The Develop Armenia Together programme gave us the platform to contribute our collective knowledge and experiences from studying, living and working in the US, UK and India to Armenia. Our team was able to convey our knowledge through workshops and one-to-one-consulting sessions. Through the feedback surveys from participants, we understood that the start-ups benefited greatly from our personalised feedback on their business ideas, products, and services.”

Earlier this year, Hughes Hall student and Luys Scholar Amalya Kostanyan initiated the collaboration between Hughes Hall and the Luys Foundation, with the goal that the partnership would create a stronger link between Armenia and Cambridge and to enable Hughesians to use their academic knowledge in a rapidly developing country.

Luys Foundation Executive Director Jacqueline Karaaslanian expressed a strong interest in furthering the development of this very productive collaboration between the Foundation and Hughes Hall.
Elizabeth Phillips Hughes
The history behind the remarkable woman revealed

Mary Thorley has spent over five years researching great women born or connected to Carmarthen, one of the oldest towns in Wales. She has researched fascinating people, but the epitome of her interest lies in the woman who lends her name to our College, Elizabeth Phillips Hughes.

Elizabeth Phillips Hughes was an extraordinary woman born into an extraordinary family. Her father, John, was Carmarthen town’s first Medical Officer of Health, Coroner and General Surgeon while her mother came from a Jewish family who had fled from Frankfurt am Main to Wales in the late eighteenth century. Both Elizabeth’s grandfather and her brother were prominent Methodist ministers.

Elizabeth was born at 12 King Street Carmarthen but brought up in 36 Spilman Street where her father had his surgery. Able to speak both Welsh and English, she had little formal education until she went away to school at Taunton at about the age of 11. She afterwards progressed to Cheltenham Ladies College where she became a pupil and, later, a teacher, under one of the foremost pioneers of women’s education, Dorethea Beale. Elizabeth then studied at Newnham College, Cambridge, achieving first class honours in the Moral Science tripos in 1884 (the only one awarded that year) but, like all female students, was not conferred with a degree. Her outstanding academic ability was evident to those around her and she was asked to be the first principal of a women’s teacher training college which was opened in Crofton Cottages near Newnham College in 1885. The cottages were to be the forerunner of the present building which was opened in 1895. The very highest standards of teaching and learning were nurtured by her until her retirement in 1899.

Elizabeth Hughes was an exceptionally talented woman and would, in later life, become visiting Professor of English at Tokyo University, travel across North America and become active in the foundation of the University of Wales. When the First World War broke out she became Matron of a Red Cross Hospital and was one of the first people to be awarded the MBE in 1917.

She continued, to the end of her life, to be involved in voluntary work, especially that connected with education and the provision of housing. She died in 1925 shortly after being awarded a Doctor of Laws degree by the University of Wales in recognition of her life’s work and unabated efforts in the cause of higher education, especially on behalf of women.

Elizabeth Hughes, a brilliant and distinguished scholar, remains, to this day, one of the foremost educationalists that Wales has ever produced.
Many of us will have admired this magnificent shrub outside the French windows of the Council Room. It benefits from its position in the sun and the heat reflected back from the flagstones of the terrace. A late flowering perennial which adds a splash of colour to brighten the shortening Autumn days, it produces terminal racemes of coral/orange flowers over long periods from late summer. A native of North America, it has evolved water and starch-storing rhizomatous roots and leaves which limit transpiration in the nutrient-deficient soil in this region.

If protected from the wind and frost and planted in well-drained soil in full sunlight, this plant will thrive and needs very little watering.

Keith McVeigh
Fellow
Long-time supporters and very generous benefactors Kern and Marnie Wildenthal returned to Hughes in November for the formal naming of the upper Fenner’s terrace in honour of Dr John Dingle (Hughes Hall President 1993–1998). Although Dr Dingle couldn’t be at the ceremony in person, his son Jonathan Dingle attended on his behalf.

**UPCOMING EVENTS**

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