

Press release and photo opportunity

14 November 2011

**Science gets interactive at The Sage**

How would your kitchen hygiene score in the clickin’ chicken interactive quiz? Would you prefer to learn more about the rural-urban fringe by playing “Rufopoly”? Or be serenaded by scientists who want to sing you the results of their investigation into possible futures for upland Britain?

The UK Research Councils’ Rural Economy and Land Use Programme is getting interactive at a major national conference at The Sage, Gateshead on Wednesday 16 November.

As well as debates and workshop discussions, researchers working on this £25 million programme have designed activities to get delegates involved.

**Photographers and members of the press will be welcome at the conference. Interactive activities will be open between 10.50 and 15.30 in The Barbour Room. The uplands project will be performing songs and storytelling at 14.15 in Hall 2.**

Assistant Director of the Relu Programme Jeremy Phillipson said: “We aren’t aiming to put on a traditional academic conference. The research from the Relu programme has important messages for everyone: land managers, farmers, rural communities, policymakers, consumers and visitors to the countryside. It isn’t just for academics. Stakeholders have been involved throughout the research and continue to be an important element in the process.”

Notes for editors:

1 [***Who should run the countryside? Celebrating the Relu Programme and looking ahead at the future of rural areas***](http://www.relu.ac.uk/conference/RELU%20Sage%20Programme_WEB.pdf)takes place at The Sage, Gateshead on Wednesday 16 November 2011.

1. The Rural Economy and Land Use Programme is an interdisciplinary collaboration between the Economic and Social Research Council (ESRC), the Biotechnology and Biological Sciences Research Council (BBSRC) and the Natural Environment Research Council (NERC), with additional funding provided by the Scottish Government and Defra. See [www.relu.ac.uk](http://www.relu.ac.uk) for more information about the Relu programme.
2. For any further information or a full programme of conference events contact anne.liddon@ncl.ac.uk , tel 0191 222 6903.

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