

UK Sport  
40 Bernard Street  
London  
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05 October 2009

Dear Student,

**RE: Ideas4Innovation Programme: New Researchers Award 2010**

The UK Sport Research and Innovation Team devised the Ideas4Innovation programme to encourage talented student researchers to submit their undergraduate or masters projects in order to compete for up to £25,000 in research funding. The top eight finalists will be selected from the participating universities to present their research to an expert panel of judges and will each receive £500.

For the overall winner, the £25,000 research funding award will enable them to undertake a further year of university based research. Should this be successful UK Sport may provide further funding to complete a PhD.

The aim is to encourage students from a variety of degree courses to consider undertaking projects with an elite sport focus in the future and harness excellence in the British university population for the benefit of British sport. All science, engineering, medical and technology students should be considered to represent your university.

Athletes need equipment to perform, rely on their bodies to perform and train to perform. These are areas where innovative solutions and applications of research could make a performance impact on British Olympic and Paralympic athletes and are areas not exclusively studied by sports specific degree courses. The chemist looking into a new surface coating, the medic researching chronic fatigue syndrome, the physiologist developing novel field testing techniques – all of these, and many more examples, are applicable to elite sport.

So when choosing your final year project, consider incorporating your expertise into a research project that could have an impact on British athletes in the run up to the Home Olympics in London 2012.

If you should require any additional information about the programme or wish to register your interest, please visit the website [www.uk sport.gov.uk/ideas4innovation](http://www.uk sport.gov.uk/ideas4innovation).

Good luck with your degree and we look forward to receiving your application!

Yours sincerely

Alison Macpherson  
Research and Innovation Officer