



BRITISH  
PHARMACOLOGICAL  
SOCIETY



# ANNUAL REVIEW 2015

TODAY'S  
SCIENCE  
TOMORROW'S  
MEDICINES

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## ABOUT THE SOCIETY

**The British Pharmacological Society leads the way in the research and application of pharmacology around the world. We are a friendly and collaborative global community, with over 3,500 members from more than 60 countries worldwide.**

Our members work in academia, industry, regulatory agencies and the health services, and many are medically qualified. The Society covers pharmacology in all its forms, including laboratory, clinical, and toxicological aspects.

## MISSION

**The British Pharmacological Society is a charity with a mission to promote and advance the whole spectrum of pharmacology.**

Specifically, the Society is concerned with the discovery, mechanism of action, use and safety of drugs in humans and animals, in order to contribute to education and the understanding and relief of suffering.

# MESSAGE FROM OUR PRESIDENT & CHIEF EXECUTIVE

It's been an excellent year for the Society. We've undergone a major period of growth and have embarked on number of new, exciting initiatives. Further details on these initiatives can be found throughout this review, but we want to highlight a few.

Council made a decision to be 'more ambitious' in all aspects of the Society – from member activities to public engagement and policy work. This is certainly reflected in the breadth of initiatives and activities that the Society is undertaking, and is moving us to a stronger position as we continue our work to promote and advance pharmacology.

In order to meet the new demands, our team at Schild Plot has expanded to 17 full-time staff, many of which cover completely new roles for the Society.

One of this year's initiatives is *Focus on Pharmacology*, a two-year project that will help us understand the impact of pharmacology as a modern discipline in the UK. *Focus on Pharmacology* will start with an extensive fact-finding exercise to find out how pharmacology is being taught; how it is perceived by students, employers and policy makers; and the career pathways taken by graduates. This project has many different strands, which are discussed in more detail later in this review.

This is a substantial undertaking, and one of great importance to the Society in performing its central role of advancing the discipline across the UK pharmacology landscape. We expect results from the various research strands at the end of 2016, with plans to incorporate these findings into the Society's strategy from January 2018.

This year, we introduced a new website and branding. This marked the end of a long-term project, building on the member survey and digital strategy delivered in recent years. Throughout this process, we consulted a number of our members and external stakeholders. The feedback following the rebrand was very positive – it proved to be a huge success. Our logo is instantly recognisable as the Society's, so much so that we were able to trademark it. This rebrand will strengthen our reputation and position in the life sciences community.

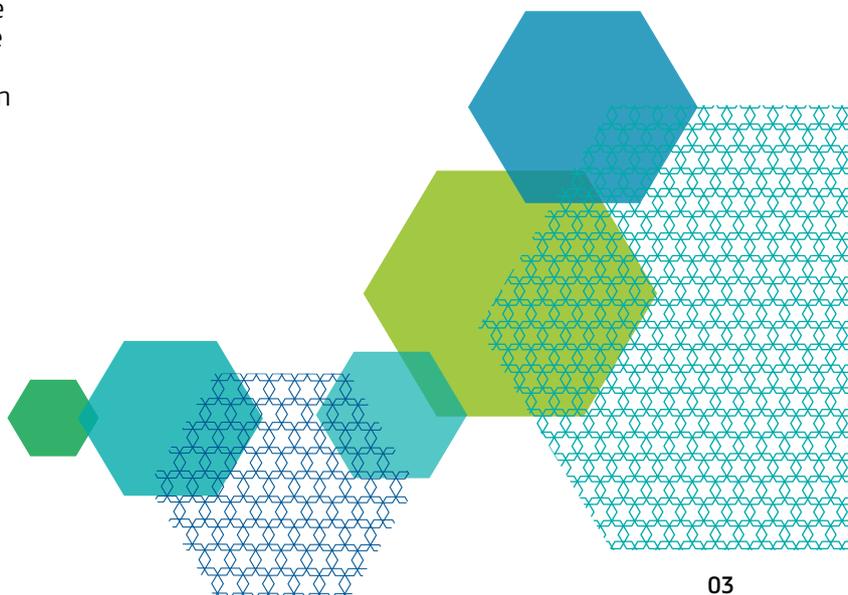


**Humprey Rang,**  
President 2014–2015

**Jonathan Brüün,**  
Chief Executive

At the close of the year, we signed a new journal publishing contract with Wiley. The contract offered the Society a combination of stability and flexibility, while cementing an excellent working relationship with our publishers. The new contract allows the Society to support its Editors, as well as offer authors and readers a better experience of publishing in our journals in the future.

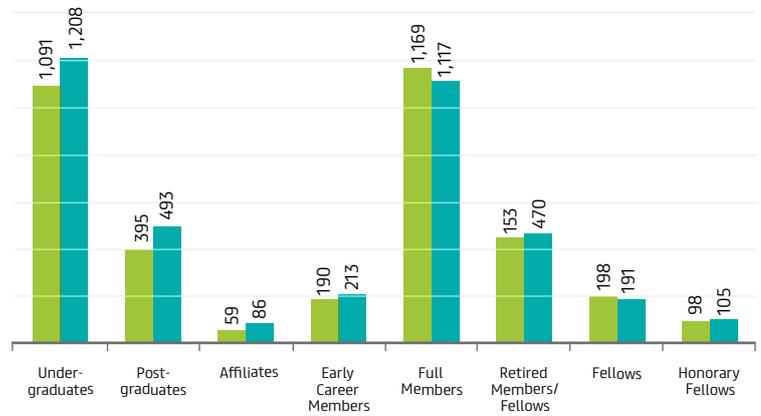
As ever, our work would not be possible without the members who volunteer to sit on committees, advisory groups and editorial boards, as well as our Ambassadors and scientific meeting organisers. We can't thank you enough for your dedication to the Society.



# OUR YEAR IN NUMBERS

The total membership on 31 December 2015 was 3,883, representing an increase of 6% in the space of a year.

The Society was sad to report the deaths of eleven members.



2014 - 3,653 members in total    2015 - 3,883 members in total

## Pharmacology 2015



**£379,704**  
awarded through prizes, grants and awards



**81** workshop delegates



**4** Diploma in Advanced Pharmacology graduates



**9** Society responses to policy consultations



**£46,466** allocated for bursaries



**4,331**  
Facebook likes



**2,919**  
Twitter followers



**2,572**  
LinkedIn company followers



**27,485**  
YouTube views

### New website and rebrand

- Email newsletter interaction level increased by **8%** within three months of rebrand
- Website sessions increased by **15%**
- Website users increased by **10%**
- Website page views improved by **76%**
- Website pages viewed per session increased up by **53%**
- Average website session duration increased by **49%**

# INVESTING IN OUR STRATEGY

2015 marked a major step forward in the development of the Society with investment in growing the office team at the Schild Plot, a new website and new branding.

## Growing our team

The Society's team grew to 17 full-time members of staff, with the development of six new roles. Each of the new roles contributed to the delivery of one, if not more, of the Society's strategic priorities and put us in a stronger position as we continue our work to promote and advance pharmacology.

“We are investing in the long term future of the Society, and we have agreed an exciting programme of activities in the coming years. New roles at our head office will help us support high quality scientific publishing, drive the Society's leadership of training and assessment programmes, deliver research into the future of our discipline, explore new opportunities in scientific outreach, provide improved services for our members, and build further capacity in our engagement with science policy. I'm delighted with the significant achievements made already by staff, working alongside our Trustees and members as part of our five-year strategy, and our expanded team will build on this progress and be able to explore an even greater number of opportunities.”

Jonathan Brūūn, Chief Executive

## A new look for the British Pharmacological Society

Redevelopment of the Society's website and creation of new corporate branding were two priorities for the Society in 2015. A great deal of thought was put into these projects in order to support the Society's charitable mission, by modernising and protecting the image of the Society. We received input from external design and website companies, as well as from our members, Committees and Council.

The new website was designed to improve the experience of our increasingly broad range of users: partners and potential partners, members of the public, journalists, and members and potential members. On 7 September 2015, the Society unveiled the new website with easy to navigate content, an enhanced viewing experience with mobile-responsive design and a more welcoming 'My Society' section. An immediate impact was apparent based on improvements to our website use data by the end of the year (see page 04).

A redesign of Society's logo was developed by our Policy & Public Engagement Committee, who had first commissioned research that showed a need to better reflect our community and its aspirations. The launch of our new logo, with accompanying updates to our journals and other materials, was carefully managed to coincide with the new website.

The new design was distinctive enough that we were able to trademark our logo for the first time. In addition, feedback received from members and external stakeholders was positive.



The Society's 2015 rebrand across a range of activities.



**BRITISH  
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*Recognising the Society's strength as a community: The new logo is formed by the coming together of different elements and groups to form a multi-faceted whole, much like the Society itself.*

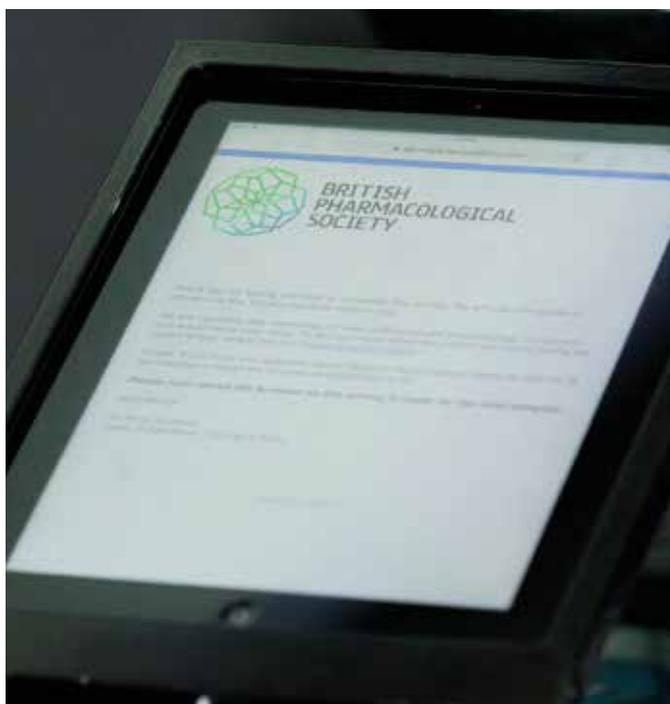
A woman with her hair in a bun, wearing a dark blue top and a lanyard, is speaking at a podium. The background is a blurred blue-toned window. A teal hexagonal overlay is positioned in the lower-left foreground, containing white text. Two microphones are visible on the podium to the right.

**PROMOTING  
& ADVANCING  
PHARMACOLOGY**

# FOCUS ON PHARMACOLOGY

In December as part of *Pharmacology 2015*, the Society launched a new and exciting initiative called *Focus on Pharmacology*.

*Focus on Pharmacology* is a multi-stranded programme of work that is intended to help us understand the impact that UK pharmacology makes, and ensure that the underpinning knowledge and skills are supported – now and into the future.



At *Pharmacology 2015*, we ran a delegate survey to understand what kinds of educational resources are needed.

“I am pleased and excited by the Society’s ambition for this two-year project which aims to increase awareness of the importance of pharmacology in the modern world. I believe this is exactly the sort of project that the Society should be undertaking in the interests of the discipline and all those groups who benefit from pharmacology.”

Humphrey Rang, President 2014–2015

The results of *Focus on Pharmacology* will be used to inform Society activities, including the advice and resources we are able to provide our members to support pharmacology. The programme is intended to run for 18 months, although many component projects are expected to deliver iteratively during this timeframe, followed by a period of synthesising the outcomes generated by individual projects. For example, we will be reviewing the Society’s Diploma in Advanced Pharmacology and looking at our workshop provision based on broader findings from *Focus on Pharmacology*.

These projects will include a review of the Integrative Pharmacology Fund (IPF), to look at the impact of a £22 million investment in UK’s *in vivo* skills. The IPF was launched in 2004 by a consortium involving the British Pharmacological Society and three major pharmaceutical companies: AstraZeneca, GlaxoSmithKline and Pfizer. The initial £4 million donation from these companies was bolstered by additional funds from UK Research Councils and other funding bodies, resulting in a £22 million fund for developing education, training and research using *in vivo* methods. The funding provided by the IPF for these initiatives and projects is now ending. This project aims to evaluate the impact of the considerable investments made by the IPF in *in vivo* education, training and skills development.

“The Integrative Pharmacology Fund evaluation will identify the outcomes and impacts of the different strands of the IPF strategy. It will also assess the extent to which the whole initiative has provided sustainable solutions to the *in vivo* skills gap, in the context of a changing landscape. The final report, which is expected in late 2016, will make recommendations for future strategies to develop and enhance the base of *in vivo* research skills in the UK and inform the future direction of the Society’s support for *in vivo* pharmacology.”

Dave Lewis, Chair of the Animal Welfare & *In Vivo* Pharmacology Sub-Committee

## Core curriculum

Another key project is the development a new core curriculum for undergraduate degrees where pharmacology is a named, substantive component. The Society ran a higher education workshop on 10 September 2015 for 27 professionals in pharmacology teaching from across the UK. Participants were invited to discuss the knowledge, skills and attitudes that they felt were core to undergraduate degree programmes.

Dr Lisa Wallace, Deputy Chair of the Society's Education & Training Committee, launched the curriculum development project at *Pharmacology 2015*, including a call for applications to a new Expert Group. The Expert Group will work in the first part of 2016 to develop the statements produced by the higher education workshop into learning outcomes for the first iteration of the core curriculum.

“A powerful message from our workshop was that a number of key individuals around the table involved in the organisation or delivery of pharmacology education within the UK were either not members of the Society or did not feel that the Society's main meeting offered much of relevance to them as educators. The poster session at *Pharmacology 2015* was a critical first step in addressing this issue. We must now build on the success and vibrancy of that session to ensure that our main meeting of the year is the 'not-to-be-missed' occasion where the pharmacology education community meets to share ideas and discuss sector-wide challenges.”

**Ian McFadzean**, Chair of the Society's Education & Training Committee and Vice President – Academic Development

The Society appreciates the importance of involving the wider pharmacology community to develop the curriculum and support its delivery. As part of this work in 2015, the Education & Training Committee was involved in activities to raise the profile of pharmacology teaching in higher education: it supported a dedicated education and skills poster session at *Pharmacology 2015*, where 44 posters were presented, alongside lively discussion.



*British Pharmacological Society education stand at Pharmacology 2015.*



*44 Education & Skills posters were presented at Pharmacology 2015.*

“Using the Delphi process, we will interactively draw from the knowledge of a diverse Expert Group. We are hoping to develop a curriculum that is reliable, supportive and that focuses on employability. Rather than being prescriptive, we hope that the new curriculum will allow for creativity and the ability to build on Departmental areas of expertise.”

**Lisa Wallace**, Deputy Chair of the Society's Education & Training Committee

# SUPPORTING CLINICAL PHARMACOLOGY

The Society continued to advance and promote clinical pharmacology by:

- Promoting a dedicated programme of activity to raise awareness of the value of the speciality to the NHS.
- Providing a forum for sharing research, via the Society's journals and meetings.
- Providing education in clinical pharmacology and prescribing.

Throughout the year, the Society continued to deliver its major campaign with the objective of increasing the number of Clinical Pharmacology and Therapeutics (CPT) consultants in the NHS. The Society and its Clinical Committee engaged stakeholders nationally and locally about how benefits that clinical pharmacology can deliver for UK health systems might be enhanced and shared nationally.

“Clinical pharmacology is the only medical specialty in the NHS focusing on the safe, effective, and economic use of medicines. The Society is clear that it represents a diverse and dynamic discipline with potential to advance and sustain best healthcare. These benefits are achieved in Trusts and hospitals with access to clinical pharmacology skills, but are denied to most Trusts and hospitals because there are only 72 clinical pharmacologists in the whole of the UK currently.”

Supporting clinical pharmacology as a medical specialty is a long-term process and will require co-ordination across the entire health system. The contribution of members to this campaign to date has been hugely valuable and I've been proud to highlight their achievements in these two publications. I look forward to progressing our activities over the coming months and involving members in this essential campaign.”

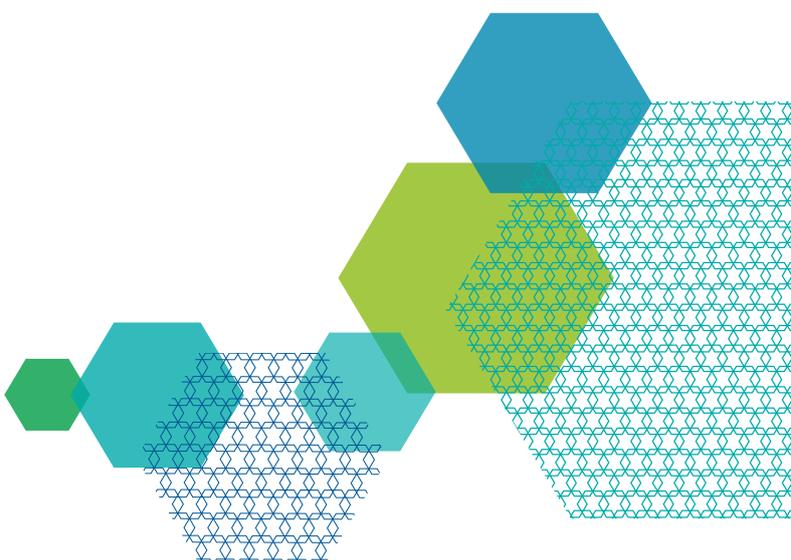
Munir Pirmohamed, Chair of the Clinical Committee & Vice President – Clinical

A year on from the Society's first report, *A Prescription for the NHS: Recognising the value of clinical pharmacology and therapeutics* launched by Lord Robert Winston in the House of Lords, a new report entitled *Clinical Pharmacology: A dynamic medical speciality essential for UK Healthcare* was published in November 2015. The new publication set out how the diversity of clinical pharmacology means that it is uniquely placed to deliver the key strategic priorities for the NHS. These include: protecting patient safety, improving productivity and efficiency, delivering person-centred care, leading medicines research, promoting access to innovative medicines, ensuring medicines are cost-effective and used to best effect, and training skilled and safe prescribers.

The Society continued to hold positive meetings with national-level stakeholders in order to bring CPT into focus including Health Education England, the National Institute for Health and Care Excellence, NHS Trust Development Authority, and other regional-level stakeholders such as Chief Executives of the Academic Health Science Networks, Chairs of Local Education and Training Boards, and Pharmacy Sub-committees.

The Society conducted a survey on CPT consultants' education and training contributions to the NHS within the framework of this wider campaign. A summary of the findings was presented to members at *Pharmacology 2015*.

In collaboration with the Association of the British Pharmaceutical Industry, the Society published a meeting report entitled *Ensuring UK Leadership in Experimental Medicine*. The joint meeting had focused on the current models, capabilities and capacity, as well as needs in order to form the basis of important recommendations to ensure UK leadership in this field.



## Providing a forum for clinical pharmacology & prescribing

The Society continued to support clinical pharmacologists by offering them tailored benefits and support, including but not limited to:

- Over £6,000 of financial support to organise clinical pharmacology meetings.
- Eligibility for six clinical pharmacology prizes awarded by the Society.
- Access to Continuing Professional Development-accredited courses and workshops.
- Dedicated monthly clinical newsletter received by over 600 subscribers.
- Support and resources to organise careers sessions in their medical school.
- Opportunities to contribute to medical education initiatives such as the Prescribing Safety Assessment and our new tool, *Prescribe*.
- Opportunities to join the Clinical Committee to contribute to the Society.
- Annual training and assessment for Specialty Registrars (StRs).

Professor Kevin Park from University of Liverpool won the 2015 Lilly Prize, while Dr Phumla Zuleika Sinxadi from the University of Cape Town won the 2015 *British Journal of Clinical Pharmacology* Prize for the best paper published by a trainee: the paper was entitled *Pharmacogenetics of Plasma Efavirenz Exposure in HIV-infected Adults and Children in South Africa* (published in the July 2015 issue of BJCP).

The Society provided a dedicated annual training and assessment session for CPT StRs during *Pharmacology 2015*. This year's training covered three distinct topics: *Genomics Meets Clinical Pharmacology*, *the Challenge of Novel Psychoactive Substances*, and *Understanding and Applying PKPD Concepts in Your Clinical Practice*. As a learning aid, speaker presentations were made available online after the training session.

The Society contributed to the Royal College of Physicians' *Medical Care: a guide to planning and providing services for medical patients* resource, which will support the design and delivery of healthcare systems by service planners, clinical leads and physicians.

In March 2015, we held a joint symposium with the American Society for Clinical Pharmacology and Therapeutics (ASCPT) on *Personalised medicines using genome wide approaches* at the ASCPT annual meeting. The Society held a symposium titled *Medicines optimisation in blood pressure and diabetes* at the British Hypertension Society's annual scientific meeting in September 2015. In addition, the Society held a joint meeting with Academic Health Science Networks on medicines optimisation on 26 November 2015 in London, which was attended by approximately 60 representatives from across the UK.

The Society supported the delivery of three interdisciplinary networking workshops to bring together researchers from all career stages who have an interest in antimicrobial resistance through the Learned Society Partnership on Antimicrobial Resistance. The workshops were held June–July 2015 in London, Dundee and Nottingham.



# POLICY

Throughout 2015, the Society responded to various consultations and inquiries to contribute the expertise of members. In September 2015, as a result of the ongoing investment in the office team, the policy activities of the Society became the responsibility of the newly-expanded Education, Training & Policy team.

The Society worked with the Academy of Medical Sciences, Royal College of Psychiatrists, Royal Society, Royal Society of Biology and the Wellcome Trust to raise concerns about unintended consequences on scientific research of the Psychoactive Substances Bill. As part of this work and continuing engagement by our members and the Academy of Medical Sciences, the Government committed to protect legitimate research.

The Society participated in revising the Subject Benchmark Statement for Biomedical Sciences by invitation from the Quality Assurance Agency for Higher Education. The Subject Benchmark Statements are reviewed every seven years. As a result of the Society's contribution, pharmacology is now – for the first time – included in a Subject Benchmark Statement and is listed as subject that should generally be included in any degree in the biomedical sciences.

The Society published a statement welcoming the Association of the British Pharmaceutical Industry's (ABPI) report, *Bridging the Skills Gap in the Biopharmaceutical Industry: Maintaining the UK's Leading Position in Life Sciences*, which was published in November 2015. Overall the report confirmed the importance of *in vivo* pharmacology, clinical pharmacology and translational medicine in the UK biopharmaceutical industry, while highlighting skills shortages and the urgent need for development of a skilled workforce. The Society will continue to work with the ABPI on these issues in 2016.

In addition, the Society responded to a range of consultations and inquiries on matters relating to the employment and research of pharmacologists, such as workforce planning, big data and the gender pay gap during 2015. Most notably, the Society issued a statement on new employment contracts for doctors in training calling for any changes made to the terms and conditions of employment, and the spirit in which negotiations are conducted, to reflect the essential contributions of junior doctors.

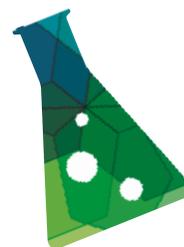
“This was an important project for the Society to be involved with as the Psychoactive Substances Bill was the first legislation to control supply of illicit substances without criminalising the individual user of those substances. To be effective, the coverage of the Bill needed to be very broad, but ran the risk of making some areas of research or obtaining substances for research illegal. After discussions between the Home Office and members of concerned societies, wording was arrived at that exempted all non-human research and gave clear criteria for human research to follow in order to be exempt.”

Ray Hill, President Emeritus



# PUBLIC ENGAGEMENT & OUTREACH

In 2015, one of the Society's objectives was to increase our visibility and impact through outreach and public engagement activities. The Society's outreach activity continued its steady growth at various events across the country. In collaboration with other biosciences organisations, the Society participated in the Brighton Science Festival, British Science Festival, Pint of Science, Big Bang Fair, Cheltenham Science Festival and Edinburgh International Science Festival.



During 2015, we kicked off a joint project with the Biochemical Society to develop an activity kit called *Medicine Makers*, a popular activity on painkillers to be conducted at science festivals.

Work will conclude in 2016, with the aim of empowering more volunteer members and teachers to carry out outreach activities themselves.

In 2015, the Society awarded four outreach grants in the total value of £4,805. Successful applications included a project as part of 'I'm a Scientist, Get me out of here, Pharmacology zone'. Another project was from Dr Samir Ayoub from University of East London, who was awarded £1,500 for the design and construction of a 3D cell model with several receptors on its surface that would help to explain drug-receptor theory in an interactive and imaginative fashion.



## BIG BANG FAIR 2015

*The Society, with the Biochemical Society and volunteers, engaged school children on drug discovery and development at the Big Bang Fair.*



**LEADING THE  
WAY IN THE  
RESEARCH &  
APPLICATION OF  
PHARMACOLOGY**

# JOURNAL HIGHLIGHTS

## British Journal of Pharmacology

Highlights from 2015 included:

- 'Early view' publication was launched in October 2015. This service puts full-text, peer-reviewed, copy-edited articles online as soon as they are complete, rather than waiting for the compiled issue.
- The new cover design and materials launched in September 2015 to coincide the Society's new branding.
- Publication of a series of Editorials focusing on changes to journal policy aimed at optimising both transparency and experimental design.
- Enhancing articles via hyperlinking to the *Guide to PHARMACOLOGY*.
- Publication of the *Concise Guide to PHARMACOLOGY 2015/16*, which provides overviews of the key properties of over 1,750 human drug targets with their pharmacology, plus links to an open access knowledge base of drug targets and their ligands.
- BJP achieved an impact factor of 4.842.

*British Journal of Pharmacology* (BJP) had over 1.2 million full text downloads in 2015, and usage across all platforms including PubMed was over 3.5 million, a readership increase of 7% from 2014.

"As a go-to place for finding the best tools to use in the laboratory for any targets you are working on, and an up-to-date list of the key reference material to read, I don't think there is a better resource than the *Concise Guide to PHARMACOLOGY* for a pharmacologist."

Amrita Ahluwalia, BJP Editor-in-Chief (2016–present)



"In the seven years that I have been involved with BJP as Editor-in-Chief, the big issues for academic journal publishing have changed. Ten years ago there seemed to be an existential threat from Open Access (or more accurately "Free Access"). Now the major concerns are transparency and accountability. And all of this has been aided by moving to electronic publishing.

Transparency and accountability have become an increasing concern across science. BJP has taken the view that we should look around us and seek the best practice in general but also talk to our sister pharmacology journals so that the field moves along in harmony. However, we have taken some leadership here since the Society has been at the forefront of the transparency agenda. For example, articles in the journal have steadily accrued new qualities with electronic links to the world of databases via the excellent *Guide to PHARMACOLOGY* database sponsored by the Society and IUPHAR. Another important development now underway is the ability to link to databases of actual data rather than the summaries of data necessary for paper articles, which necessitated the use of sometimes dubious and outdated statistical approaches.

I have been pleased to be associated with these exciting changes, which continue apace."

Ian McGrath, BJP Editor in Chief (2009–2015)

## British Journal of Clinical Pharmacology

The *British Journal of Clinical Pharmacology* (BJCP) had over 650,000 full text downloads in 2015 and usage across all platforms, including PubMed, was over 3.2 million. Readership for BJCP went up 10% from 2014 on Wiley Online Library.

Highlights from 2015 included:

- Early view publication was launched in October 2015.
- The new cover design launched in September to coincide the Society's new branding.
- Three themed issues were published:
  - February 2015: Future of Antimicrobials
  - March 2015: Pediatric Prescribing
  - October 2015: Adverse Drug Reactions
- One special virtual themed issue on how to teach prescribing/pharmacology brought together key papers to provide a useful reference for anyone involved in prescribing education.
- BJCP achieved an impact factor of 3.878.

“All biological interventions consist of the administration of a substance that has to enter the body, reside there for sufficient time to engage a biological target and exert some sort of action that should eventually lead to a beneficial effect. Human pharmacology is often associated with the development of new medicines, but all clinicians know that there are many established treatments that still require development and research hundreds of years after their inception. For instance we still publish papers on digoxin, introduced in medical practice around 1785.

The field is expanding as well: after all, food and nutrition, diagnostic substances like PET ligands, and active devices all have to follow pharmacological principles. More than often, not a single medicine is given but a combination of several active substances, sometimes with a medical device.

Additionally, it is very difficult to develop or study one of these interventions without sound methodology. Biomarkers and other test methods can only be validated by studies with compounds with a known mechanism of action.

BJCP publishes about all these aspects of experimental human pharmacology and will to continue to do so in the future. We aim to continue to capitalise on the benefits of electronic publishing and already many digital enhancements are included as part of the British Pharmacological Society publications. Many will follow in the years to come and BJCP intends to be at the forefront of the modern publishing techniques.”

Adam Cohen, BJCP Editor-in-Chief (2015–present)

## Pharmacology Research & Perspectives

Highlights of 2015 included:

- Over 100 articles and issues published in 2015
- New supporter journal added: *Basic & Clinical Pharmacology & Toxicology*

*Pharmacology Research & Perspectives* (PR&P) has seen over 40,000 full text download in 2015. Usage on PubMed jumped from approximately 2,000 in 2014 to over 47,000 in 2015, as articles were recognized in PubMed. Usage across all platforms increased over 400% to over 89,000.

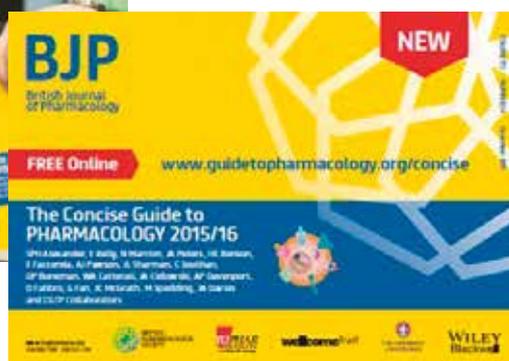
“PR&P fills a unique niche in the pharmacological sciences in the sense that it’s making a real effort to publish works that are very important to have in the public domain (via open access) and that otherwise wouldn’t necessarily be published. For example, replication studies that might not review well in certain journals, but are important to be recorded in the literature. PR&P publishes the results of experiments and of therapeutic targets that were demonstrated to not be effective, and so in that sense prevents unnecessary replication.”

Darrell Abernethy, PR&P Editor-in-Chief (2016–present)

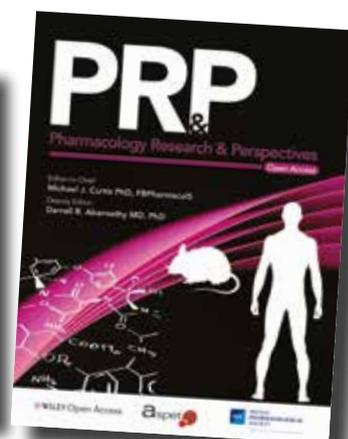
Looking forward, there are a number of opportunities for PR&P that will help it to continue to develop and grow. One of the aims is to move towards increasing the proportion of original submissions, particularly from burgeoning medical research sectors such as South America and the Asia Pacific region. This will also help to internationalise the journal and demonstrate the PR&P is a leading journal for all types of pharmacological research. In addition, PR&P aims to define and explore current gaps, particularly in areas that relate directly to pharmacology.



Steve Alexander at Pharmacology 2015 promoting the Concise Guide to PHARMACOLOGY 2015/16.



Concise Guide to Pharmacology 2015/16 (cover).



# PRESCRIBING SAFETY ASSESSMENT

The Prescribing Safety Assessment (PSA) is an online examination that allows final year medical students to demonstrate that they have achieved basic competency in the safe and effective use of medicines before they begin their work as independent junior prescribers in UK hospitals. The PSA is jointly led and part-funded by the Society and the Medical Schools Council, with substantial additional funding from Health Education England and NHS Education Scotland.

Students from all 31 UK medical schools with finals-level examinations sat the PSA in 2015. The students of six international medical schools also sat the test in 2015. There were a total of 8,557 'sittings' of the PSA, including 350 resits.



“The Prescribing Safety Assessment has continued to develop from strength to strength in 2015. It has become increasingly well-recognised, both in the UK and abroad, and is a testament to the growing quality of the assessment to which many Society members now contribute. The Prescribing Safety Assessment has undoubtedly raised the profile of prescribing skills and clinical pharmacology amongst new medical graduates and is making an important contribution to delivering better care for NHS patients.”

Simon Maxwell, PSA Medical Director

Five author training events and two peer review events were delivered during 2015, ensuring that there is a group of nearly 100 people trained to write and review questions for the PSA.

There is international interest in the Assessment and work is well underway to develop new business opportunities based on the Society's expertise in prescribing assessment.



The value of the PSA was explored in an article in *The Lancet*, February 2015.





President Humphrey Rang at the member networking event in Bristol.



Delegates at Pharmacology 2015

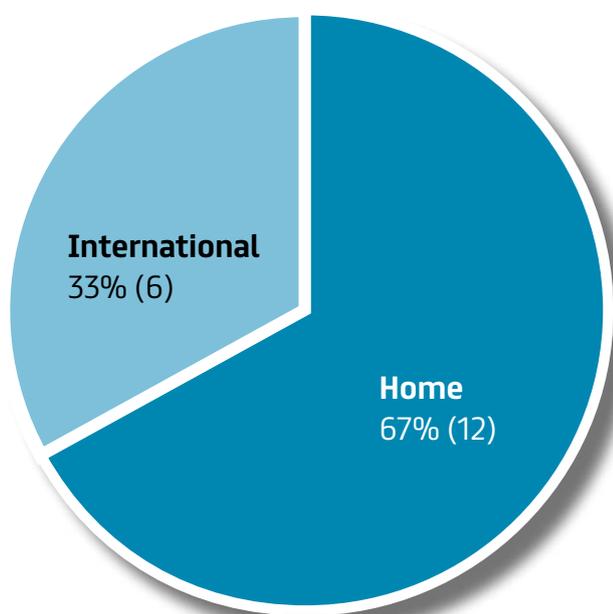
“The content at *Pharmacology* is always great. The programme organisers invite some really good people, not just established speakers, but people who have been doing some exciting science throughout the year. There are different types of sessions, not just in terms of subject, but the way they are presented. There are mini-symposia, symposia, plenary lectures, posters – it’s very accessible.”

Caroline Copeland, full member

# DIPLOMA IN ADVANCED PHARMACOLOGY & WORKSHOPS

The Diploma in Advanced Pharmacology was launched by the British Pharmacological Society in 2007 and since then it has attracted participants from a variety of backgrounds, from medical writers to research fellows. In addition, an increasing number of international participants are signing up for the Diploma and its workshops.

The workshops that are offered by the Society remained very popular with members and non-members alike. 81 participants attended the 2015 workshops, which included: Pharmacokinetics & Pharmacodynamics, Biologics, Integrative Pharmacology, Organ Bath Pharmacology and the core topic – General & Advanced Receptor Theory. The workshops were developed and delivered by our volunteer members who are experts in their fields, ranging from pharmaceutical industries to academia. We are extremely grateful to the course organisers for their enthusiasm, time and effort in delivering the workshops.



*Students who were registered on the Diploma programme up to 2015 travel from across the UK and overseas to attend workshops.*



*PKPD workshop course speaker Verena Gotta.*

Graduates of this educational programme complete a 6,000–7,000 word dissertation, present a poster and an oral communication at our annual meeting, *Pharmacology*, as well as attend six of the workshops we offer. In 2015, we had four students graduating at the special ceremony in London: Rachel Forfar, Joelle Goulding, Ralph Knoll and Wilfred Poppinga.

**“The Diploma gave me an unprecedented opportunity to follow my interests and to gain “hands on” experience. Apart from that, it broadened my view and helped me to understand the process of drug development much better. In summary, the Diploma was a superb opportunity to acquire much needed skills, to socialize with much appreciated scientists, to broaden my view and to develop myself into a modern bio-medical researcher”**

**Ralph Knoll, 2015 Diploma in Advanced Pharmacology graduate**



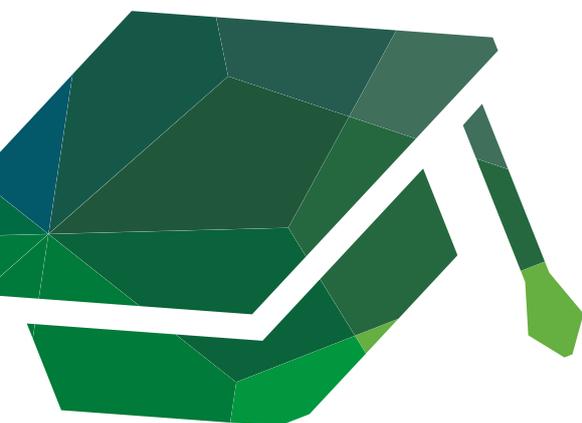
From left to right: Humphrey Rang with Diploma graduates Rachel Forfar, Joelle Goulding, Ralph Knoll and Wilfred Poppinga.



Participants at the PKPD workshop.



PKPD workshop tutorial between course speaker Rob Willis and delegate Dhruv Patel.



“Overall I found the Diploma to be really useful and informative to progress my knowledge of Pharmacology as a whole. I now feel I have a better understanding of all parts rather than just the molecular pharmacology that I was familiar with. The workshops are a great way to disseminate a wide range of topics from experts in their fields and most of these were very well delivered from people who were enthusiastic about their subjects, which makes it great to learn from them. Most importantly I found the workshops a great way to meet other students in diverse jobs and to network with them and the course leaders”

Rachel Forfar, 2015 Diploma in Advanced Pharmacology graduate



**NURTURING OUR  
COMMUNITY**

# MEMBERSHIP

The Society is a global community at the heart of pharmacology, with over 3,500 members from over 60 countries. The continued support from these members ensures that the Society can continue to lead the way in the research and application of pharmacology around the world.

## Our growing Fellowship

Fellows of the British Pharmacological Society are members who have demonstrated distinction and peer recognition in pharmacology. Our Fellows have made substantial contributions to the discipline of pharmacology and to the Society, through their work, publications and/or attendance at and contribution to Society meetings. We welcomed the following new Fellows in 2015: Professor David Back; Professor Philip Bath; Dr Keith Brain; Professor Bernard Cheung; Dr Gavin Kilpatrick; Professor Neil Millar; Professor Andrew Owen; and Dr John Thompson.

Honorary Fellowship is the highest honour bestowed by the British Pharmacological Society. It is awarded to senior members (or exceptionally to non-members) distinguished for their sustained leadership role in science. Also elected to the Honorary Fellowship in 2015 were: Ms Kate Baillie; Professor Salvatore Enna; Dr Richard Hargreaves; Dr Andrew Herxheimer; Professor Donald Jenkinson; Professor Hilary Little; Professor Michael Orme; Professor John Westwick; Professor Tim Williams; and Professor Sir Kent Woods.

“I was very honoured to receive an Honorary Fellowship of the Society. I retired from active clinical pharmacology work in the UK in 2001 and since then, my main activity has been to support and promote the European Association for Clinical Pharmacology and Therapeutics (EACPT) which I helped to found in 1993 and which I chaired between 2003 and 2007. I shall treasure my Honorary Fellowship and it will remind me of so many happy occasions helping to bring the Society and EACPT into closer collaboration.”

Michael Orme, Honorary Fellow & Consultant in Clinical Pharmacology and Health Care Education



Tim Williams (right) receives his Fellowship certificate at the 2015 Annual Dinner & Prize Giving.

“I was very pleased to receive the letter notifying me that I had been recommended for an Honorary Fellowship. I further learned that John Westwick was also to be awarded an Honorary Fellowship at the Annual Dinner. In our forays into immunology, we were probably early pioneers in using antibodies to suppress components of inflammatory responses in vivo in order to identify underlying mechanisms, but we were blissfully naïve about the therapeutic potential of this approach and could never have imagined the great coming together of pharmacology and immunology in the exciting revolution of therapeutic antibodies. I very much appreciate my association with the Society over many years and am indebted to the Society for the award of the Honorary Fellowship.”

Timothy Williams, Honorary Fellow & Imperial College London

# CHAMPIONING WOMEN IN PHARMACOLOGY

In November 2015, the Women in Pharmacology (WiP) Advisory Group hosted a leadership training seminar in Cardiff for women with five or more years' work experience who have interest in or aspire to be in leadership roles.

The seminar was co-badged alongside WISE (a campaign to promote women in science, technology and engineering) and was led by Janet Wilkinson. Janet helped the group explore 'What makes a leader different?' and helped participants develop language of leadership to suit their style and preference. The workshop took the form of delegates being involved in discussion, brainstorming and participating in practical exercises to identify their own personal motivations, ending in the cultivation of a strategy and plan for their personal career development.

Following on from this success, the WiP Advisory Group championed a symposium session 'Career Stories: lessons from life and the workplace' as a precursor to the AstraZeneca prize lecture, at the Society's annual conference, *Pharmacology 2015*. Chaired by Laura Ajram (King's College London) the session took the audience on a career journey through the lives of three different women scientists and their successes within the pharmacological community. Dr Alyson Fox (Wellcome Trust, UK) and Professor Edith Sim (University of Oxford, UK) gave two very different but related insightful talks about the steps they took to excel in their career in science, giving a personal encounter of the challenges they faced and highlighting the rewards they received. The session was followed by the AstraZeneca Woman in Pharmacology Prize Lecture winner, Professor Jackie Hunter (Biotechnology and Biological Sciences Research Council, UK). Professor Hunter shared her knowledge and experience of her work-life balance. Overall, the audience were left with a taste of aspiration to overcome barriers, follow the passion and a reminder that they should look forward to enjoying the rewards of hard work.



*Laura Ajram chaired the session at Pharmacology 2015 organized by the WIP Advisory Group.*



*Jackie Hunter, presenting the 2015 AstraZeneca Women in Pharmacology lecture at Pharmacology 2015.*

# AMBASSADORS

In 2015, the Policy & Public Engagement Committee began a two-year pilot of British Pharmacological Society Ambassadors. The role of the Ambassador is two-fold: first, to take opportunities to promote pharmacology and the Society to members, fellow scientists, students and the public; but also to inform the Society about any local issues and cutting edge scientific developments at their institutions that would be of significance for the Society's operations and/or the wider pharmacology community.

The Society sought expressions of interest from members working across universities, the NHS and industry, who would be able to support us by volunteering in this initial pilot of the scheme. The following ambassadors were appointed in 2015:

- Dr Aisah Aubdool, Queen Mary University of London
- Dr Samir Ayoub, University of East London
- Dr Paul Chazot, University of Durham
- Dr Yvonne Dempsie, Glasgow Caledonian University
- Dr Amos Fatokun, University of Bradford
- Professor Alasdair Gibb, University College London
- Dr Daniel Hawcutt, University of Liverpool
- Dr Breandán Kennedy, UCD Conway Institute
- Dr Anne Leaver, University of Edinburgh
- Dr Anja Mueller, University of East Anglia
- Dr Richard Roberts, University of Nottingham
- Dr Shori Thakur, University of Hertfordshire
- Dr Steven Tucker, University of Aberdeen

Since their recruitment, these Ambassadors have begun organising activities to promote pharmacology and the Society to members, fellow scientists, students and the public – and most of these initiatives will be delivered in 2016 and beyond. A review of the impact of the pilot will be delivered to Council in 2017.

“During my time as an ambassador, I have really enjoyed unlocking the secret pharmacologist inside students and the wider public. It is a genuine opportunity to promote the society, the discipline and all the potential they hold. My work has involved supporting development of a new student-staff society in Aberdeen and collaborations across Scotland. Hopefully, it is helping to establish an inclusive and supportive pharmacology community with the British Pharmacological Society at its centre.”

Steve Tucker, University of Aberdeen

# SUPPORTING YOUNG PHARMACOLOGISTS

In addition to a wide range of activities to represent undergraduate, postgraduate and early career scientists, the Young Pharmacologists Advisory Group participated in Voice of the Future 2015.



*Young Pharmacologists Advisory Group members at Pharmacology 2015*

Voice of the Future is in effect a very special kind of Question Time where the younger representatives of a wide range of science and engineering organisations, including the British Pharmacological Society, have the chance to ask questions of the leading figures dealing with science in Parliament and Government.

The Young Pharmacologists Advisory Group opened a call for suggested questions from the younger members of the Society, and Vedia Can and Thomas Mercer from the Group represented the Society at the event which was a successful and insightful experience.

**“It is important young people understand the interdependence of science and politics. Voice of the Future is an excellent opportunity for young people to gain an insight into the role which government and legislation has on the scientific community. As a young scientist it is a privilege to attend such a well-organised and structured event; providing context to how legislation is passed and justification for the decisions made at the highest level.”**

Thomas Mercer, undergraduate member and Young Pharmacologists Advisory Group member

# SUPPORTING PHARMACOLOGY IN INDUSTRY

The Society's Industry Sub-Committee exists for a number of reasons including identifying unmet needs among members and potential members working in an industrial setting in order to propose new activities and services as appropriate. With this in mind, the Sub-Committee was intentionally expanded from 11 to 16 members in 2015 to benefit from the perspectives of pharmacologists in a greater number of pharmaceutical and biotech firms, contract research organisations and spin-out companies.

The Industry Sub-Committee also aims to raise the profile of pharmacology and the Society with external audiences. One of the main ways this objective was met in 2015 was by supporting high-profile awards:

- **Graduate of the Year:** Cogent's Industry Skills Awards celebrate the development of skills across the science industries, and the Society was pleased to be able to showcase the importance of skills at a graduate level by sponsoring this award. On behalf of the Society, Ann Hayes, Chair of the Industry Sub-Committee, presented the award to the winner, and finalist certificates to three runners up, on 7 May 2015.
- **Drug Discovery of the Year:** The Sub-Committee has judged this prestigious award annually since 2012 to show how crucial pharmacology remains in the development of new medicines, and to reward the achievements of the teams of scientists who discover new drugs. In 2015, the Sub-Committee selected the team of researchers at Gilead Sciences responsible for

the development of sofosbuvir, in recognition of the drug making a significant impact on an unmet medical need and offering a significant improvement over existing treatment options for hepatitis C infection. The award was announced on 16 December as part of the flagship meeting Pharmacology 2015 and the news was picked up by industry media such as PharmaFocus.

“For people with hepatitis C, sofosbuvir is highly effective and easy to take, so it is likely to form the backbone of hepatitis C treatment for many years. In combination with a variety of other drugs, it could cure almost everyone which, after years of waiting, makes the prospect of eliminating hepatitis C feasible.”

Charles Gore, chief executive of the Hepatitis C Trust



Cogent Graduate of the Year: Simon Reeve (host) with the three finalists - Edward Cannons, GSK; Ines Perfect, Novartis; James Addicott, Novartis and Ann Hayes (Chair of the Industry Sub-Committee).



Cogent Graduate of the Year: Simon Reeve (host) with winner Rachel Lund from GSK and Ann Hayes.

In response to the challenges and opportunities presented by changes to drug discovery and the interface between industry and academia, at the end of the year a two-day workshop on Researcher Mobility in Drug Discovery was hosted by the Royal Society of Chemistry, and co-organised by the British Pharmacological Society and the Biochemical Society with additional sponsorship from the Royal Society and AstraZeneca.

With over 50 attendees from across the life sciences who collaborate across industry/academia interfaces and across discipline boundaries, discussions helped to ensure that current and future generations of drug discovery scientists are appropriately equipped to thrive in the rapidly moving pharmaceutical R&D sector.

“It was a fantastic event. Really brilliant. I met a lot of like-minded people and felt a genuine sense of support and good-will from the organising committee...this could be a turning point in my career that I will look back upon in years to come... I feel a greater sense of purpose and now have the tools and the support to drive my career forward.”

Attendee, Researcher Mobility workshop

“The event provided a unique opportunity for researchers across a range of disciplines to engage with one another, develop new networks and extend their knowledge of drug discovery. It is a prime example of how the Learned Societies can work in partnership to support skills and networks across the drug discovery community.”

David Fox, organiser, Researcher Mobility workshop

# RECOGNISING ACHIEVEMENTS IN PHARMACOLOGY

Many congratulations to all of our 2015 winners:

## Prizes

**AstraZeneca Prize for Women in Pharmacology**  
Professor Jackie Hunter, Biotechnology and Biological Sciences Research Council

**BJCP Young Investigator Prize**  
Phumla Sinxadi, University of Cape Town

**Drug Discovery of the Year**  
The team at Gilead responsible for sofosbuvir

**Education Prize**  
Clare Guilding, Newcastle University

**JR Vane Medal**  
Professor Jane Mitchell, Imperial College London

**Lilly Prize**  
Professor Kevin Park, University of Liverpool

**Novartis Prize**  
Dr Meritxell Canals, Monash Institute of Pharmaceutical Sciences

**Rang Prize (Clinical Pharmacology)**  
Dr John Mucklow

**Rang Prize (Non-Clinical Pharmacology)**  
Dr Manasi Nandi, King's College London

**Sir James Black Award for Contributions to Drug Discovery**  
Professor V. Craig Jordan, University of Texas MD Anderson Cancer Center

**Wellcome Gold Medal**  
Professor David Colquhoun, University College London

## Lectureships

**ASCEPT UK Visitor**  
Dr Peter Molenaar, Queensland University of Technology

**Australasian Visitor**  
Dr Ana Alfirevic, University of Liverpool

**Bill Bowman Travelling Lectureship**  
Dr Daniel Antoine, University of Liverpool

**Gary Price Memorial Lecturer**  
Dr A. Radu Aricescu, University of Oxford

## Study Awards

**British Pharmacological Society and ASCEPT Outstanding Young Investigator Award**  
Dr Daniel Antoine, University of Liverpool

**AJ Clark Studentship**  
Laura Humphrys, University of Nottingham

**Schachter Award**  
Mashal Hussain, Queen Mary University of London

**Vacation Studentships**  
Thomas Black, University College London  
Alastair Chambers, King's College London  
Katherine Kemp, University of Strathclyde  
Chloe Peach, University of Nottingham  
Kayleigh Slater, University College Dublin  
Pengxiang Zhao, University College London

## Grants

**Teaching Grants**  
Dr Samir Ayoub, University of East London  
Dr Claudia Pisanu, University of Cagliari

**Outreach Grants**  
Dr Samir Ayoub, University of East London  
Dr Ellie Dommett, King's College London  
Shane McCracken, Gallomanor Communications  
Rachel Hartley Young, Cambridge Hands-On Science

"As a final year PhD student pursuing a post-doc in the US, attending the Arteriosclerosis, Thrombosis and Vascular Biology 2015 provided me with the valuable opportunity to discuss my research with top scientists in the cardiovascular research community, to network with scientists in my field and to visit a laboratory at a world-class university. Travel would not have been possible without generous funding from the British Pharmacological Society."

Melanie Jannaway, University of Southampton

**“I was fortunate enough to be awarded a bursary to support my attendance at the Experimental Biology 2015 conference held in Boston, USA.**

Attending the conference offered the opportunity to establish new professional connections: including an informal introduction to members of a world-leading group at Harvard University/Massachusetts General Hospital (led by Professor Warren Zapol). To my delight, I was offered a position in Professor Zapol’s lab, starting in 2016. I am therefore immensely grateful to the Society, particularly the bursary fund, which has supported my participation in a key pharmacological conference and generated a number of opportunities: to expand my scientific understanding, present my research to the wider community, network with like-minded scientists worldwide and end up with a post-doctoral job offer!”

Robert Allen, William Harvey Research Institute

## Student Prizes

### British Pharmacological Society Poster Prizes

Henry Askew-Page, St George’s, University of London  
Gerda Gasiunaite, University of Bristol  
Moanna Mariz Villaluz, University of the West of Scotland  
Philip Tang, University of Hong Kong

### BSc Pharmacology Prizes

Halima Akhoundzadeh, King’s College London  
Luke Bryden, University of Manchester  
Amy Buckley, University College Dublin  
Fiona Calvert, University of Bath  
Bethany Davies, Cardiff University  
Domhnall-Ian Macdonald, University of Oxford  
Afua Mbabazi, St George’s, University of London  
Sally Mohamed, University of Wolverhampton  
Sahil Patel, University of Bristol  
Jake Pennington, University of Hertfordshire  
Helen Powell, Newcastle University  
Kaloyan Takov, University of Edinburgh

### Clinical Poster Prizes

Igho Onakpoya, University of Oxford  
Chengyuan Zhang, Imperial College London

### Clinical Undergraduate Prizes

Mousa Abdulahad, Newcastle University  
Angela Boal, University of Glasgow  
Emily Burns, University of Birmingham  
Kevin Chi Chuen Choy, University of Edinburgh  
Jeremy He Cong’En, Barts and the London School of Medicine & Dentistry  
Naomi Cockrill, University of Oxford  
Oliver Dare, Peninsula College of Medicine and Dentistry  
Grace Duffy, Hull York Medical School  
Ann Garton, University of Nottingham  
Benjamin Fenner, Cardiff University  
Joel Francis, University of East Anglia  
James Higham, University of Bristol  
Aine Heaney, University College Dublin  
Vaidehi Konteti, Imperial College London  
Genna Logue, Cardiff University  
Matthew Martinucci, St George’s, University of London  
Roisin McCormack, University of Aberdeen  
Robert McEvoy, University College Cork  
Patrick Morrissey, University College Cork  
Richard Newman, University of Edinburgh  
Louise Peters, Imperial College London  
Andrew Ross, University of Liverpool  
Umme Salema Siddique, Barts and the London School of Medicine & Dentistry

Shazia Samanani, Royal College of Surgeons in Ireland  
Parisah Seyed-Safi, University College London  
Ryan Walsh, Queen’s University Belfast  
Jade Woolley, University of Southampton  
Mun Yi Yoon, University of Southampton  
Miriam Zegeye, King’s College London

### Clinical Undergraduate Prize winning posters

1st Prize – Mun Yi Yoon, University of Southampton  
2nd Prize – Umme Salema Siddique, Barts and the London School of Medicine & Dentistry  
3rd Prize – Angela Boal, University of Glasgow & Ryan Walsh, Queen’s University Belfast

### GlaxoSmithKline Award for Young Investigators

Peiran Yang, University of Cambridge

### GlaxoSmithKline Prize for Oral Communications

Richard Turner, University of Liverpool

### Pfizer Poster Prize

Lucy Yang, University of Cambridge

### Student Contribution to Pharmacology

Molly Alberts, University Of Portsmouth  
Yazeed Buhidma, Newcastle University  
Holly Jane Godfray, University of East London  
Durr-E-Makoon, King’s College London  
Beth McKendrick, University of Bath  
Aidan Seeley, University of Aberdeen

### Young Pharmacologists Undergraduate Prizes

Saif Haddad, University of Liverpool  
Kathryn Jones, University of Bath  
Aiysha Latiff, St George’s, University London  
David Tandio, King’s College London

## With thanks

We would not be able to offer the variety of prizes and awards without support from our sponsors:

ASCEPT, AstraZeneca, GlaxoSmithKline, Novartis, Pfizer and Wiley-Blackwell

# COMMUNITY COMMUNICATIONS

## Pharmacology Matters

During 2015, we published three issues of *Pharmacology Matters*. We published articles that shared individual scientists' perspectives on a wide range of issues: from tackling Ebola to microscopy, and the various activities of our membership – from Advisory Group updates to members' hobbies.

*"Pharmacology Matters continues to go from strength to strength. As Editor-in-Chief, my overall aim is to drive Pharmacology Matters forward to include more articles that cover every aspect of pharmacology in the world today, in a topical and timely fashion. Furthermore, we want to be able to reach every member of the Society and use Pharmacology Matters as a platform on which pharmacological discussions and debates can take place, and members can learn not only what is going on in the Society (e.g. in our features concerning previous and upcoming meetings), but also more about each other e.g. through our regular feature "what our members do outside of pharmacology" (this always provides interesting and often very surprising reading!)."*

Over the past year the editorial committee has undergone some changes, with people leaving and new committee members being recruited. Despite these transitions, the team at the Society's head office and the *Pharmacology Matters* Editorial team have made these changes seamlessly, which demonstrates the commitment and enthusiasm to make *Pharmacology Matters* a success.

The future is certainly bright. In the next year, we aim to capitalize on the success of this year, and use it as a springboard to grow our readership, and get more of the Society's members (at every level) involved."

Felicity Gavins, Editor-in-Chief, *Pharmacology Matters*

## Newsletters

The Society recognises the importance of helping our members stay up-to-date with developments in pharmacology. The Society sends out the following email updates to our membership on a monthly or twice monthly basis:

- E-newsletter
- Clinical news
- Young Pharmacologist news
- Editors' picks

The appearance for these news updates was redesigned to coincide with the Society's new look logo, and also to reflect best practice in email design, to ensure the content was clear and easy to navigate.



# SPONSORS & DONORS

The British Pharmacological Society is most grateful to the following organisations for donations to support our various activities, including prizes and training courses:

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## Trustees 2015

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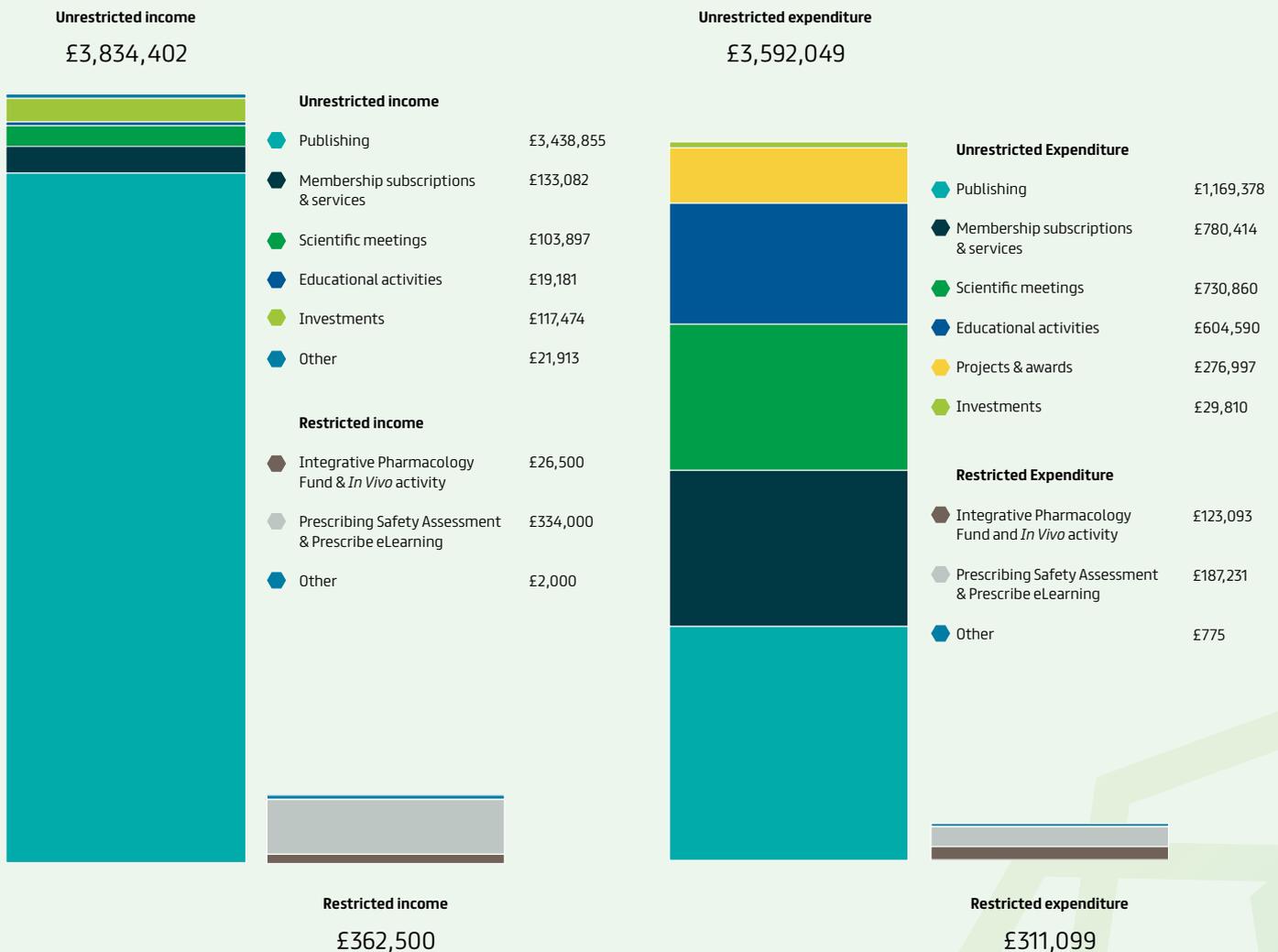
**Dr Smita Price**  
Elected Trustee

**Professor Michael Seed**  
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**Dr David Wood**  
Elected Trustee

# FINANCIALS

## Income & expenditure for 2015



You can download a PDF of the Society's financial statements for the year ended 31 December 2015 from the website, available in the 'My Society' area <https://www.bps.ac.uk/about/what-we-do/annual-review-accounts>. From there select 'Useful documents & forms'. The financial statements include the Financial Review, Statement of Financial Activities and Balance Sheet, together with the Notes to the Accounts. They show the overall financial performance of the Society and provide an analysis of the incoming resources and how they were applied in the performance of the Society's objectives.

## Total funds of the Society

The total funds of the Society have increased by £245,760 (2014: £107,483). The resulting balance of total funds at 31 December 2015 amounted to £6,726,553 (2014: £6,480,793) of which £6,134,125 (2014: £5,987,266) is the unrestricted funds of the Society.

### Income

- Income for the year totalled £4,196,902 (2014: £3,478,009), which is an increase of 20.7%.
- Importantly, charitable activity income from journal publishing, which was the Society's main income source, increased by 23.0% to £3,438,855 (2014: £2,795,227), mainly as a result of income received from the journal publishers on completion of a new agreement.
- Member numbers increased by 6.2% to 3,883 (2014: 3,653). The growth was predominantly attributable to Associate Student numbers, reflecting the Society's longer-term approach to strengthening and growing the discipline of pharmacology. Consistent with the approach, Associate Student members pay no subscription.
- Scientific meetings income reduced by £33,800 to £103,897 (2014: £137,697). Although Pharmacology 2015 was a success, it did not achieve the level of income of the 2014 meeting, and the income from other meetings in the 2015 portfolio also did not reach 2014's level.
- Voluntary income was mostly for educational activities and was almost entirely restricted funding; it increased by £97,240 to £358,495 (2014: £261,255).
- Investment income was £6,580 lower at £117,474 (2014: £124,054), reflecting the lower amount invested throughout the year.

### Expenditure

- Expenditure on charitable activities totalled £3,873,338 (2014: £3,535,425) which is a 9.6% increase of £337,913.
- Journal publishing costs increased by £23,027 to £1,169,378 (2014: £1,146,351); the direct costs have been carefully controlled.
- Expenditure on educational activities increased by £147,476 to £914,915 (2014: £767,439), predominantly due to a commitment to evaluate the application of the Integrative Pharmacology Fund, and the cost of the AJ Clark Studentship returning to its usual level following the withdrawal of an awardee from their course in 2014.
- Projects and awards expenditure increased by £108,208 to £277,772 (2014: £169,564) as a result of the first year of a new agreement to fund the production of the Guide to PHARMACOLOGY database ([www.guidetopharmacology.org](http://www.guidetopharmacology.org)).
- Capital expenditure totalled £78,238 (2014: £165,176) of which £75,772 (2014: £138,756) was the development cost of the new database and associated website functionality to support the Society's services, effectiveness and efficiency. The new website was successfully launched in September 2015.
- In addition there were gains on investments totalling £2,766 (2014: £71,498) and a recognised loss of £50,760 (2014: £Nil) in respect of projected deficit contributions due to the pension scheme in which the Society participates.

2016



# LOOKING AHEAD: OUR 2016 OBJECTIVES



## Development and modernisation of the Society's equality and diversity policy to incorporate best practice into all the Society does

- Conduct a systematic review of Equality & Diversity in the Society's meetings, in order to better support the Society's aims in providing equal opportunities.



## Work towards achieving greater financial resilience

- Propose to Council areas for business development and strategies for implementation in support of the Society's revenue diversification goals, to include:
- Review and recommend an operational plan for the Society's designated funds by June 2016 Council.
- Implement the Society's new investment policy.



## Greater matching of the Society's activities to the needs of its Membership

- Continue to retain and grow our membership in a balanced way, to encourage new and established pharmacologists to join and take an active role in the Society.
- Drive and support the Society's Affinity Groups.
- Deliver the outcomes of the Prizes & Awards Review to ensure these are fit for purpose.
- Develop a deeper understanding of the UK pharmacology Higher Education community, and deliver Society activities to support it.



## Development of an integrated publications strategy

- Within the framework of a new publishing contract, deliver increased quality, revenue, and long term planning to the Society's journals, along with improvements to service for editors, authors, and readers.
- Build a robust link between the Society's meetings, education and its journals through reviews, themed issues and other joint initiatives.



## Explaining the importance of pharmacology in the modern world by extending the Society's education and outreach initiatives

- Conduct a full review into the contribution of *pharmacology* in the UK – the Focus on Pharmacology project.
- Increase the Society's visibility and impact through at least two targeted policy campaigns during 2016.
- Establish a range of programmes to encourage and support members who represent the Society externally.



## Maintaining the Society's central position in the promotion of clinical pharmacology, the promotion of safe and effective prescribing, and in the discovery and development of medicines in the UK

- Create or develop an understanding of the value of Clinical Pharmacology & Therapeutics to the NHS among targeted groups, and through harnessing the expertise of project ambassadors.
- Interact with other Clinical Pharmacology Societies and groups, in order to underpin the UK's position as an international centre of excellence in the field.
- Engage with international partner organisations in order to demonstrate the value of safe and effective prescribing worldwide.



## Reflect the increasingly multi-disciplinary nature of modern biomedical science by further developing collaborative activities with other Societies

- Develop an international engagement strategy, in order to guide future collaborations with other Societies around the world.
- Underline the broader impact of pharmacology by developing the Society's public engagement and outreach programmes in tandem with partner organisations.



## ABOUT THE BRITISH PHARMACOLOGICAL SOCIETY

Formed in 1931 the British Pharmacological Society is a charity with a mission to promote and advance the whole spectrum of pharmacology, including laboratory, clinical, and toxicological aspects. The Society now leads the way in the research and application of pharmacology around the world.

With over 3,500 members from more than 60 countries worldwide, the Society represents a diverse community working across academia, government agencies, industry and the health service.

### British Pharmacological Society

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