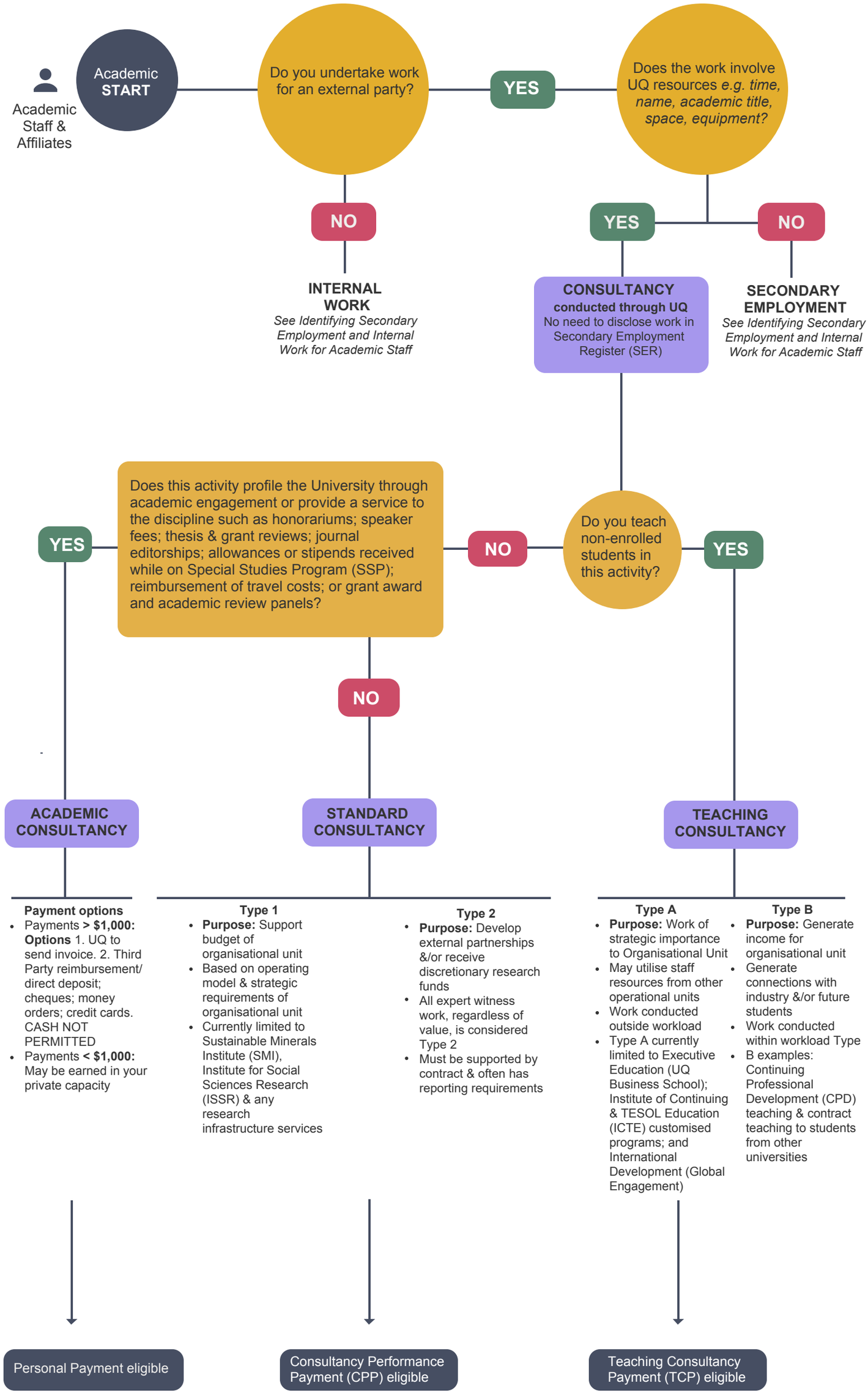Identifying Consultancy for Academic Staff