



**Champion  
mountain  
biker owes  
success to  
University  
sport  
scientists**



**Sheffield  
Hallam University**

SHARPENS YOUR THINKING

# welcome

## Welcome to the autumn 2009 edition of *newview*.

World downhill mountain biking champion Steve Peat is on our cover for this edition. His achievement has been a long time coming and everyone at the University is thrilled with his accolade. We carry an interview with Steve, who is an Honorary Doctor at the University, on page 7.

In this edition of *newview* we not only bring you news of what the University has achieved but also explain what has happened to more departments which have been recently restructured.

Jacqui Ashmore, Assistant Director of Student Learning Services (SLS) and Head of Pre-enrolment Services, tells of the changes in her area (page 6) and Director of Marketing, Ivor Lawrence, tells how his department has been improved (page 3).

The interview with politics lecturer Alan McGauley was promoted in the last edition of *newview* because of the work he does in the media. In this edition he explains why more academics should follow his example of working with the media (page 5).

Former lecturer Marina Lewycka talks to us about her latest novel, *We Are All Made of Glue*, (page 9) and we carry a list of some of the 'Nights Out' events happening at Sheffield Hallam (centre pages).

We hope that you enjoy this edition of *newview* and we have really enjoyed receiving the article submissions for this magazine. If you would like to submit an article for consideration, please contact a member of the editorial board, listed below, by the deadline of Friday 6 November.

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Here are some of the highlights in your autumn *newview*

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Alan McGauley says more University academics should create a media profile - page 5

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Professor Dharme Dharmadasa explains why his idea for a solar village helps people without electricity - page 11

Want some ideas for a night out – our centre pages have lots for you to do

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The city's restaurants and cafes have something to shout about with the new eat Sheffield awards – page 23

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## Coming in the next edition of *newview*...

- Meet the new Governors
- The latest Honorary Doctors in depth
- Graduation 2009
- Godfrey Sykes' frieze is unveiled



# Marketing for Sheffield Hallam's success

**His department has undergone a dramatic shake-up with new roles created, some redrawn and all of his staff now located on one floor of the Oneleven building. The University's Director of Marketing Ivor Lawrence explains more.**



Marketing is a term that higher education institutions have taken a long time to accept. Ivor Lawrence agrees with the assessment.

He says: "It has taken the University sector a long time to understand the role of marketing - and we are better than most. There is still a tendency among some to believe that marketing is just about brochures and logos."

Ivor points out that with the introduction of tuition fees the sector began to wake up to the fact they were in a market in which they were charging for their services.

He adds: "And students whether they liked it or not - and they probably won't admit it - began acting like customers. Students want to know what they get in return for their investment, both in terms of university experience and career opportunities at the end of it."

Ivor touches on another word which was almost unused among universities until recently. And that word is 'branding'.

Ivor says: "Ultimately what students and parents are asking is: what is your University's brand? And by that they mean things like what are you offering me as a student, how is it different from other universities, what's the city like, what reputation does the city have? They want to know about the whole package.

"That's what they talk about - but that's how a consumer talks too. That is why we have to be aware of how we brand ourselves in the market. A brand is about

the promises we make to people and whether we fulfill those promises."

He adds: "Marketing has a number of different interpretations. Different people have different perceptions about what marketing is all about. Some people see it as being about campaigns, brochures and promotional events.

"There is still a tendency among some to believe that marketing is just about brochures and logos."

"Whereas I see marketing as being much more strategic. It's about products, markets and customers. Essentially it's about having the right product in the right place at the right time."

He adds: "I want the professional skill of marketing to be recognised as a profession within the institution and that it's not just about producing fancy brochures. It's about a strategic understanding of the customers, our products and helping the University make the choices that it does."

To enable that to happen, Ivor has recently completed a restructure of his department.

He says: "We have already seen from the new structure that it is working well. People are recognising the benefit of having teams focused on specific markets."

There are now three main teams: Jennie Horner runs the international team; Terri

Gibson runs the business to business team and Karen Wyer runs student marketing.

To support them is a creative services team - which is like having an internal agency - covering the web, copywriting and databases which is led by David Menezes.

There's also a market intelligence team under Rick Brand which carries out surveys with prospective students and market analysis for the development of courses. Ivor explains: "Essentially, they can tell us where the markets are, where the opportunities are and what the customers are all about.

"For all this to work, we deliver the Sheffield Hallam brand through some innovative marketing activities. We do a lot of online activity, campaigns, social networking, we've completely revamped the website and we are more interactive. We have become innovative in the way we reach our customer base."

Ivor joined Sheffield Hallam in June 2004 and brought with him a wealth of experience. Previous to his current role he worked in an advertising agency for seven years and before that was in international marketing with BP for nine years.

He says: "The restructure meant we had to be more effective at what we do and that was the watchword. We have these resources and the trick is to get the best, most effective use out of them.

"Within our existing budget we have come up with a completely new structure with highly skilled people covering new roles to achieve more goals."

# Sheffield Business School branches out

Dutch Ambassador Pim Waldeck recently visited Sheffield Business School.

The Ambassador was in the city for a day shadowing Heeley MP Meg Munn to find out more about what an MP does whilst in their constituencies.

The visit also gave a chance for the Ambassador to discuss with the Business School its work with Business School Netherlands in developing an International Doctorate of Business Administration.

Meg said: "Sheffield Hallam continues to build relations worldwide. I thought it would be a great opportunity to develop links already made with the Netherlands whilst the Dutch Ambassador was visiting Sheffield.

"I know that the Ambassador was impressed with the University and I hope this opportunity helps strengthen its relationship with its Dutch partners."



Meg Munn MP with John Palmer, Sheffield Hallam's director of communications, Ambassador Pim Waldeck, and Professor John McAuley of Sheffield Business School.

## Cuba provides inspiration

A Sheffield Hallam lecturer, who is also a poet, is exhibiting her work as part of the city's prestigious 'Off The Shelf Festival'.

Carolyn Waudby, who is a lecturer in the communications and media department, travelled around Cuba with a friend and wrote a series of poems about the island and of her experiences.

The results are on show in the Atrium and Mezzanine Gallery throughout October with photographs. Carolyn was due to launch the event at the Fusion cafe on 14 October with a reading of her poetry.

The exhibition and accompanying book were designed by L.6 Graphic Design Students Marie Gallon, Steve McCarthy and Kun Qian.

For more information, visit [www.travelswithapen.blogspot.com](http://www.travelswithapen.blogspot.com)

## Children get taste of university life

Dozens of schoolchildren have been learning about life at university as part of a scheme to get more young people into higher education.

Around 30 children from Beck Primary School in Brightside visited Sheffield Hallam to get a taste of university life. The visit was part of a scheme the University runs in conjunction with AimHigher.

Lindsey White, project manager from Sheffield Hallam, said: "The 'Professor Fluffy' project is an initiative to promote higher education and help children from areas like Brightside, which traditionally have low numbers of pupils going on to further and higher education, understand how higher education works."

The children were shown around the City Campus by student ambassadors and took part in a range of learning activities, including a gene analysis session.

Lindsey added: "Visits like this help to demystify the university experience for youngsters who maybe haven't got relatives who have been to university. The children all learned first-hand from students what life at university is like, as well as benefiting from some really fun, hands-on activities that give them a flavour of higher education."

## Students put professional skills to use for local charity

Final year students Mathew Redfearn, Ben Rosa and Ali Holway used the skills developed through the course of their Film and Media Production degrees to make a promotional film for local charity Cavendish Cancer Care, to be used as a PR and fundraising tool.

Johnny Cole, fundraising manager for the charity, was full of praise for the quality of the students' work and for the professionalism and maturity they displayed throughout the process.

He said: "The DVD produced by Mathew, Ben and Ali truly reflects the work we do in a professional and moving manner and will be used by the charity for many years to come. We cannot thank them enough."

Matthew said: "After evaluating their needs we agreed to make a promotional video to raise both awareness and donations, on which Cavendish Cancer Care is almost totally dependent."

Ben added: "Before starting to film we spent a lot of time at the Cavendish Centre, attending professional seminars, talking to service users and observing therapies and classes to get a real feel for the charity's work."

Ali said: "We have all enjoyed this project and have taken a lot from the module. More importantly we have made some true friends at the Cavendish Centre."

The students from ACES, were undertaking a Humanities Work Based Learning module run by the faculty of Development and Society, which is continuing to expand its work-based learning programme which helps students develop the practical skills needed to secure interesting and challenging work in an increasingly competitive job market.

To watch the Cavendish Cancer Care film visit [www.cavcare.org.uk/1/index.php?page=about-us](http://www.cavcare.org.uk/1/index.php?page=about-us)

# In the media spotlight

**Alan McGauley is one of Sheffield Hallam's better known academics because of the work he does in the media. Here he explains why more academics should follow his example.**

With his regular slots on various radio news bulletins and live interviews on the BBC's *Look North*, Alan McGauley is one of the University's best known academics.

His reputation goes beyond our region however with interviews on Radio Five Live, Radio Four's Today and PM programmes as well as Radio 1, among many others.

Alan says: "Over the years I have become very comfortable about doing interviews for newspapers, radio and television.

"I have learned the kind of approaches that are needed to get your own work publicised - and it's not very difficult.

"But I've also seen how this is a great way for the University to get to its market. For instance, I think it's as important to do Hallam FM and Real Radio as it is to do Radio Sheffield or Radio 4, because our students and their families listen to those stations. It would be patronising not to go on those stations because you don't personally listen to them."

He points out: "It's not a great deal of my time as an academic to do five minutes on the phone or go down to a studio to get the message across. It's amazing to think how, over the 15 years I have written 46 pieces of consultancy in my particular field of drug and poverty research, I've probably had more people listen to one broadcast on Hallam FM than have read all my research put together.

"For instance, I was on *Look North* in July talking about the gangs in Sheffield and around 1.5million people would have heard me discuss my research live on air.

"This kind of exposure leads to more contacts being made and potentially leading to more work and students for the University."

Alan is a senior lecturer in politics at the University and over the years has become accustomed to using the media - when he



worked for Sheffield Council as a planner looking at areas of poverty and also as president of the regional Nalگو union branch.

But, he says, the skills needed for an academic to promote themselves and their work are already there.

**"This kind of exposure leads to more contacts being made and potentially leading to more work and students for the University."**

Alan said: "I would encourage more academics to get involved in doing media work, especially since they are working with an audience all of the time.

"I have lectures for 2-300 students and small lectures in the final year of 60 students so you are 'performing' on a regular basis. I don't see the difference between lecturing and doing three minutes talking in a live link - if anything a live TV broadcast is somewhat easier!

"Similarly you are communicating your ideas, communicating the values of the University and making sure people understand that we are not dry academics but that we understand what is happening in the real world. You use that skill and put your views across."

Alan added: "We should, as academics, also try where possible contribute to the key debates that are going on in our society. As a public organisation, we have a duty to engage with the media."

And for those who say they need media training before embarking on a media strategy, Alan has some advice.

He said: "I have effectively been 'media trained' on the job. I could show anyone the basics.

"But, basically you turn up on time, make sure they have your mobile phone number, prepare a script but don't read from it - and you dress appropriately if you are appearing on TV. It's also important to be succinct and to get the key points across.

"Recently, I did piece on Afghanistan and took along a couple of colleagues to meet the journalists and they stood in on the interview.

"It was just a 30 second clip they needed and at the end of the interview both of my colleagues said: "Is that all?"

"Some people just don't feel comfortable to do it and that's fine. Others may be shy or think it's not worth their time - but it's interesting and rewarding in its own way being seen as an expert in your own field. Try it and see!"



# Changes improve students' pre-enrolment journey

Jacqui Ashmore, Assistant Director of Student Learning Services (SLS) and Head of Pre-enrolment Services, outlines the changes that have led to improvements in her portfolio of services.

On the fourth floor of the Surrey Building, among the warren of offices are dozens of people beavering away telling students in Britain and abroad what a great place Sheffield Hallam is to study at.

Pre-enrolment Services is the new name for Pre-enrolment and Relationship Management which oversees UK student recruitment and the majority of worldwide enquiries and admissions to Sheffield Hallam.

Jacqui says it's a year-round programme of activity and sheer dedication to ensure that potential students know who we are and what we have to offer.

She says: "We don't like to be shy about telling everyone how great this university is and luckily this is often repeated unprompted to us by our partner institutions and our students. Our staff engage with schools and colleges using student ambassadors extensively to tell potential students what they can expect from studying here.

"The success of this work is clear, since the formation of the Associate School and



Jacqui Ashmore, Assistant Director of Student Learning Services

College Partnerships (ASCP) in 2005/6 and our associated co-ordination of this activity, we've seen a 60 per cent increase in enrolments from partner institutions."

Jacqui explains: "Pre-enrolment engagement with the University, from filling in a form to attending an open day, all collectively build to form an impression about us. We want these experiences and the potential student's impression of us to be positive.

"Replying to enquiries promptly and professionally is just one thing we can do to make a great impression. We are deluged with email enquiries, making it a full-time job for a small team."

A recent development Jacqui believes will help enhance the pre-enrolment student experience is the Ask Hallam service - an intuitive Frequently Asked Questions service.

Jacqui explains: "It is particularly useful for international students who may be trying to contact us from very different time zones."

Jacqui is also mindful of the challenges facing the university in coming years including paperless application processing. "This is one component of a range of activities we believe will help us ensure more effective relationship management with our future students."

And the service is constantly benchmarking against other universities.

Jacqui added: "I'm pleased to say that in comparison we can rightfully consider ourselves at the leading edge in putting the student experience first. That's also what our students and their parents tell us and what our recruitment position tells us. However, complacency is forbidden!"

## Sheffield Hallam's Undergraduate Applicant Portal



Sheffield Hallam is committed to delivering a more personalised pre-entry service and to developing a strong relationship with its applicants; encouraging them from the very start of their student journey to feel part of the University's community.

The Applicant Portal was borne out of the University's desire to forge a bond, at an early stage, with applicants.

The Portal gives applicants access to all the information they need as an applicant as well as showing them what makes our University offer unique.

Applicants can use the portal to answer questions such as: What makes Sheffield Hallam different? What's it like to study and live in Sheffield? What's the social life like? How can I meet people who will also be studying on my course?

A small number of students find the transition from school/college to university

to be a difficult process. The portal can make that process much easier.

Launched in May 2008 supporting applicants applying through UCAS for first year entry on one or more of 60 undergraduate courses.

Phase 2 was launched in February 2009 supporting applicants for one or more of 129 courses and a detailed evaluation is due shortly. The discussion forums in particular are proving to be very popular.

Phase 3 goes live in November 2009 and will be available to around 18,000 applicants and in excess of 250 courses.

Phase 4 will complete the project next year.

*For more information, contact Michelle Boughton, project manager e-mail [applicantportal@shu.ac.uk](mailto:applicantportal@shu.ac.uk)*

# Doctor of downhill racing studies for success

by Joe Field

**Sheffield-born mountain-biker Steve Peat is now officially the most successful downhill mountain-biker in history having recently won the UCI Mountain Bike Championships.**

Steve, who also has an honorary doctorate from the University, attributes his success to his work with academics at Sheffield Hallam.

He has now won more races than any other downhill mountain biker, having taken more than 50 podium places in his career, and won the Lisbon downhill race an unprecedented eight times.

He attributes his success to a much-improved bike and a comprehensive training programme with Sheffield Hallam's Podium Performance team. He has been working with sport scientists and psychologists here since receiving an honorary doctorate from the University last November.

Steve said: "It's been really helpful for me to partner with Sheffield Hallam this season. It's given me a new training regime and some structure in my life, not just in my training.

"The programme they've put together for me has really helped me get a lot stronger and I feel I've benefited hugely from more core stability, balance and strength.

"We try and structure the training to my specific discipline. I've also had some help on the psychological side, which is something I've never thought of before in racing. I've gained massively from having better goals and organisation as a result.

"Training now is hugely different to a decade ago. My training is much more specific to what I do on the bike these days. I used to just go out and ride and maybe hit the gym every so often, but nowadays there is much more structure and a goal at the end of it all."

Dave Hembrough, sport science officer in Podium Performance, said: "Although Steve is a world beater in his sport his needs were fairly straightforward. In most situations in we look to prioritise the area that will make the biggest impact in the shortest time. We address these areas and then develop the longer term strategy that focuses on the smaller components.

"In Steve's case the psychology support helped him gain a better mental approach to training and competing, while the strength and conditioning programme has helped him develop his lower body strength and power. Steve saw the benefit of the programme immediately and responded really well."

Steve has his sights set firmly on the future and is championing mountain biking as a possible Olympic sport.

He said: "I think it's got everything you want from an Olympic sport: it's fast, skilful and it's a real spectacle to watch. In my opinion it's way better to watch than some of the Olympic sports that are out there at the moment."

To find out more about Podium Performance, visit <http://research.shu.ac.uk/podium>



'It's been really helpful for me to partner with Sheffield Hallam this season. It's given me a new training regime and some structure in my life, not just in my training.'

# University and hospital project wins regional award

## Impressive research work has led to a top prize being awarded to three leading Sheffield institutions.

The Tom Smith Cup is a regional award presented annually for the best scientific piece of research carried out and presented by an Orthopaedic Fellow at the Northern General Hospital.

And this year a joint project between the Northern General and Sheffield Hallam won the Cup for work on antibiotic elution from cement spacers.

The multidisciplinary team approach used the clinical skills of the Lower Limb Arthroplasty and Microbiology units at the Northern General and the scientific

expertise of Sheffield Hallam's Materials and Engineering Research Institute - led by Professors Bob Akid and Dr Hywel Jones.

Working alongside them, from the University's Biomedical Research Centre, was Dr Tom Smith and Joan Hague.

Professor Akid told *newview*: "Both University institutes are very proud of the project, not only for its content and results but also for the fact it is the result of an effective collaboration. The fact that it won the prize is a great bonus and is recognition of the different skill sets brought together from both clinical and scientific staff."

Research found that when a patient develops infection in a joint replacement, the best form of treatment is to surgically remove the infected implant and all of the infected tissue with it.



Rob Banjeree (left) a practising orthopaedic surgeon and Steve Dodds, a final year Sheffield Hallam student in forensic engineering, with the Tom Smith Cup

## Raising the roof on Wimbledon centre court debate

Sheffield Hallam's Steve Haake, from the department of sports engineering and a consultant to the International Tennis Federation, has become embroiled in the debate over the new £80million roof at Wimbledon.

He featured in news reports after Andy Murray struggled to beat Swiss player Stanislas Wawrinka beneath the closed roof on centre court. Murray claimed that the humid atmosphere affected his speed of service.

Professor Haake said: "Andy had a point. When you play outside, there is usually a breeze of some sort, no matter how hot it is. That is a version of what the weather men call the wind chill factor, helping sweat to evaporate. You don't get that in a carefully

controlled environment where the air is not moving and the sweat has nowhere to go."

Professor Haake calculated that the cooler air on court probably slowed Murray's serve by at least 1mph, possibly more, giving Wawrinka an extra 5/100ths of a second to react.

And Professor Haake pointed out that Murray's finely honed instincts meant that he probably detected even minute changes in racket and ball performance.

He added: "We have conducted blind tests on top tennis players and they can tell immediately even the smallest changes to rackets and strings."

## 'Three-bags-full' idea commended at awards

Part-time film lecturer at Sheffield Hallam Malcolm Camp recently came close to winning a prestigious environmental award.

Malcolm was runner-up in the individual category of the Care4Air awards. He was nominated after starting a service which takes recyclable material from businesses and households to council centres on bicycles. He set up the service after noticing how difficult it is to get to Sheffield's recycling spots by car.

Malcolm charges £3.50 for three-bags-full of recyclable material. The bicycle trailers, measuring 50 by 75 centimetres, can carry 16 bags per trip.

Malcolm told *newview*: "I was really chuffed to be nominated. I am currently building the client base in Porter Valley and have localised hubs near to other plastic, tin and glass recycling points. I am also working on my web presence, hoping to increase it by blogging and linking in order to raise awareness of the scheme."

Mark Daly, a spokesman for Care4Air, South Yorkshire's air quality campaign, said: "Mr Camp is a worthy nominee as his re-cyclist venture is making a great contribution towards local air quality. He deserves recognition for his good work."

More information is available at [www.recyclists.co.uk](http://www.recyclists.co.uk)



# Former Sheffield Hallam lecturer unveils new book

***We Are All Made of Glue* had its first public airing at a Sheffield Hallam event in July at the Millenium Galleries.**



Marina Lewycka was a popular media studies lecturer on Sheffield Hallam's English course and in recent years has enjoyed an impressive literary career. She remains in close contact with former colleagues.

*We Are All Made of Glue* is Marina's third novel following on from the success of *A Short History of Tractors in Ukrainian*, a book that won hearts and prizes with its riotous account of an old man's seduction by a ruthless Ukrainian blonde.

Marina followed that up with *Two Caravans*, her second novel, centred on a group of migrant agricultural workers in the UK which was also well received.

Still living in Sheffield, Marina is a likeable writer; funny, intelligent and refreshingly generous in her assessments of people and their motivations. She made her name at the respectable age of 58 with her first book.

Marina told *newview*: "Black comedy is very Eastern European. You celebrate whatever there is to celebrate, because you never know whether there's going to be anything to celebrate tomorrow."

"I used to take myself a bit seriously because I had this idea that writers had to be earnest. When I allowed myself to be funny it all took off."

There a sense of outsiderdom which dominates Marina's work. She explains that her parents married and had her sister in Ukraine. When the Nazis invaded, the couple were sent to separate forced-labour camps. At the end of the war they were reunited by the Red Cross and in 1946 Marina was born in a labour camp near Kiel in Germany.

She says: "I simply don't know anything about that time. My parents never spoke about what they'd been through and I sensed it was better not to ask."

Marina was a toddler when the family arrived in England. Her father drove tractors, her mother was a cleaner.

She read English and philosophy at Keele University, then began a PhD in London, where she lived in an East End commune.

She met her husband Dave when he passed through the commune. The couple returned to Yorkshire, where Marina worked as a teacher, then a lecturer at Sheffield Hallam.

Though Marina is a compulsive writer, success didn't come easily.

She wrote two novels, the second of which was 'really quite good', but still received 36 rejection letters. Marina says: "I was so demoralised I thought, 'I won't do this anymore.'"

She decided to give it a final shot when the University sent her on a creative-writing course as part of its staff development scheme.

Marina wrote *Tractors*. One of the examiners was a literary agent, who took her on. Within months she found herself on the bestseller lists, short-listed for the Orange Prize, long-listed for the Man Booker and translated into 29 languages (but not Ukrainian, her countrymen being offended at their depiction as coarse money-grabbers).

Marina's official website is at: [www.marinalewycka.com](http://www.marinalewycka.com)

*We Are All Made of Glue* is a light-hearted pacey comedy which nevertheless encompasses a range of "issues", from the treatment of the elderly, to the property boom, born-again religion and the Israeli-Palestinian conflict.



The thesis that unites these disparate themes (hence the "glue" metaphor) is that what holds us together is more important than what drives us apart.

The action takes place mainly in north London - "somewhere between Stoke Newington and Highbury" but extends to Yorkshire, Belarus and the Middle East.

Georgie Sinclair, a middle-aged contributor to the trade magazine *Adhesives* in the *Modern World*, is having a mid-life crisis after splitting up with her husband.

She strikes up an unexpected friendship with her neighbour, Naomi Shapiro, an elderly Jewish woman.

She is drawn both to the old lady's dramatic life story and to the mansion where she lives with a retinue of smelly cats, the fetid, crumbling Canaan House. Georgie gradually realises that she is not the only one to have noticed the property: the estate agents Mark Diabello, his partner Nick Wolfe and Mrs Goodney the social worker, are all plotting to get their hands on it, even if it means having to ship Mrs Shapiro off to a nursing home.

While Georgie struggles to save Mrs Shapiro's house, she discovers the secrets of the old lady's past, and realises that Mrs Shapiro has plans for her too.

Marina's writing includes *Two Caravans* (Fig Tree Press, 2007), *A Short History of Tractors in Ukrainian* (Viking Penguin, 2005), *The Importance of Having Warm Feet* (a short story broadcast on BBC Radio 4 Second Generation Short Story series, December 2004).

*A Short History of Tractors in Ukrainian* has won the following prizes: Winner, Bollinger Everyman Wodehouse Prize (2005); Finalist, Orange Prize for Fiction (2005); Winner, Saga Award for Wit (2005). Marina was also shortlisted for the 2007 British Book Awards Author of the Year.



## Suzanne gets a seat on the board

Sheffield Hallam principal lecturer Suzanne Leckie has been appointed to the Peak District National Park Authority.

Suzanne (pictured), who teaches environmental education and landscape management, was appointed by the Secretary of State.

She told *newview*: "I joined the Board for two reasons really; on one hand I wished to 'do my bit' for conserving a place I value so much at a personal level and which I want other people to be able to experience and enjoy.

"I just love the fact that in a national park you can still seek out wild places and experience a glorious sense of freedom, and yet finish off the day having a cup of tea in a village that's been a settlement for a thousand years.

"On the other hand I knew it would also be good for my professional development and that I'd learn a lot about the current realities of National Park and protected area management, which I'll be able to use in my research and teaching on the environmental, planning and sustainable communities courses within Urban and Regional Studies."

Suzanne began her career working for the Peak District National Park as an environmental educator, trainer and education service manager. For 10 years, she created nature areas in school grounds, delivered training courses on how to design exciting and inspiring educational events and forged partnership projects with organisations such as the YHA and water companies.

## University passes green exam with flying colours

Sheffield Hallam has been awarded 'First Class' green status by the People & Planet campaign for its environmental performance. People & Planet is a student group which campaigns for human rights and green issues.

It awarded the University eighth place overall in its annual 'Green League' table. More than 120 UK universities entered the Green League 2009, with only four universities not taking part.

The Green League awards are based on a range of factors, including organisations' carbon emissions, water consumption, Fairtrade status and green policies.

The University's director of estates, Alex Pettifer, said: "Sustainability is a key priority for Sheffield Hallam and we're very proud of what we've achieved here. Our dedicated teams of staff ensure that we're doing the best we can to protect the environment at the same time as providing a first class education to our students.

"We are also committed to quality research in this area and our research centres work with businesses to help them develop more environmentally-friendly approaches."



## University helps the nation's apprentices

The head of Engineering and Maths at Sheffield Hallam, Dr Martin Howarth attended the sixth annual National Apprenticeship Awards.

He was invited to the prestigious event by Rolls-Royce which celebrates the achievements of the nation's apprentices. The awards recognise employers who are successfully employing apprentices to improve business performance, and the key role apprentices play in today's world.

Dr Howarth said: "Our attendance at the event demonstrates our strong ethos and commitment to working with employers to provide an effective, proactive workforce for the future. We view apprenticeships and their development as an integral component to the British economy.

## Contract success for Hallam Centre for Community Justice

The Hallam Centre for Community Justice (HCCJ) has recently been awarded £380,000 by the Ministry of Justice to undertake an evaluation of the Intensive Alternatives to Custody (IAC) Pilot Projects in Dyfed-Powys, Humberside, West Yorkshire, Merseyside and South Wales.

The project team is led by Professor Paul Senior from HCCJ and includes researchers from Sheffield Hallam, Manchester Metropolitan University, Glyndwr University and Ecotec Research and Consulting.

Professor Senior said: "This is absolutely fantastic news for the Hallam Centre for Community Justice. The Ministry of Justice was delighted with the tender we submitted.

"We have a very strong research team and this work builds upon the work we are currently undertaking evaluating the IAC Pilot in Derbyshire. This is the second large award of funding we have received from the Ministry of Justice in a matter of weeks and is an obvious sign that the innovative research methodologies and high quality outputs HCCJ produce is in tune with what funders require."

The HCCJ also led successful bid for funding of £228,000 from the Home Office/Ministry of Justice to undertake an evaluation of the Integrated Offender Management (IOM) scheme, to include a process evaluation, break even analysis and impact evaluation feasibility study of IOM approaches.

"Many employers recognise the importance of training programmes for apprentices during the current economic climate and their significance is even greater if employers are to respond quickly and competitively to an economic recovery."

Sheffield Hallam has worked closely with Derby College and Rolls-Royce on the development of the Integrated Engineering Foundation Degree, to provide training progression for the firm's apprentices.

Dr Howarth's department is also expanding the Integrated Engineering Foundation Degree to local colleges to support regional and national employers.





# Experts hear how solar energy can renew a country

**A conference in Colombo has heard how solar energy can support the economic development of Sri Lanka, by providing electricity to villages not served by the national grid.**

The solar village project, designed by experts at Sheffield Hallam, has established a pilot project which is now in the process of being replicated, providing free running water to isolated rural communities.

The project is advised by one of the world's leading experts in solar energy research, Professor Dharme Dharmadasa (pictured), from Sheffield Hallam. Using solar powered water pumps in Sri Lankan villages, the communities save diesel costs that would be spent on running normal pumps, as well as providing clean water. These saved funds are managed by a village committee in order to develop local schools, libraries and help children in their educational needs.

Professor Dharmadasa says that the principle can be modified according to local requirements and replicated in developing countries around the world.

He said: "Introducing solar panels to villages can change radically the way people live, how they spend their money and help the community prosper improving the environment.

"For that to happen, the workshop will focus on how working with the Government and other agencies can create a consensus to implement the proposals to make them a reality."

The solar village project, piloted in collaboration with Dr Krishan Deheragoda, chairman of the Sri Lanka Sustainable Energy Authority, combines activities for social development and reduction of poverty, using clean energy technologies. The two professors are now in the process of rolling out the project to other areas, both within Sri Lanka and in other developing countries. This project is now specifically used to rapidly re-settle conflict-affected people in the North and the East of Sri Lanka.

Professor Dharmadasa said: "This is a very exciting project and we are on the verge of seeing how new technology really can change the lives of people in poor areas. By using solar panels we have powered water pumps to benefit all of the villagers and save them money by not having to buy diesel fuel for their pumps."

## Sheffield Hallam scoops 'Outstanding Estates Team'

Sheffield Hallam has won the Outstanding Estates Team Award at the Times Higher Education Leadership and Management Awards 2009.

The University was one of six shortlisted universities in the award and its outstanding work was recognised by the judges.

This is the first time the awards have been staged and they celebrate the sector's management and financial acumen by recognising and rewarding those running universities.

Alex Pettifer, the University's director of Estates and Facilities, said: "I am so proud of what the team has achieved. We set out with a clear strategy to consolidate our estate and we have stayed true to this.

"The key to our success has been the professionalism and commitment of a whole range of people. From relocations to project managers, from maintenance to tradesmen, everybody played a vital role. Our work continues and the team never tire of giving their best. They truly deserve this award."

Ann Mroz, editor of Times Higher Education, said of the winning entry: "Careful planning was at the core of Sheffield Hallam's successful efforts to bring its campuses closer together, and the judges were hugely impressed with the achievements of its in-house team, which has invested over £100 million in its estate in recent years."

The award application outlined Sheffield Hallam's objective to consolidate itself on two campuses and traces the journey, which involved a series of complex moves and changes executed with minimum fuss and disruption. These moves culminated in the expansion of the City campus including the brand new Furnival Building which contains many sustainable features.







# Students snap up Moor vacant units

by Victoria Butterworth

**Creative students from Sheffield Hallam have transformed vacant units into public galleries on one of the city's most popular shopping streets.**

Photography students revamped a disused bandstand on The Moor to create a public gallery space which displayed a 'snapshot' of local people.

The bandstand was launched as a temporary portrait studio where a crew of student photographers offered a professional portrait service to passers-by.

A copy of each photograph was also displayed in their gallery 'Portrait of the People', accumulating over the period of

the exhibition to create a collective portrait of people visiting and working at The Moor during the summer.

The students also exhibited work from their course.

Michele Lazenby, lecturer in photography, said: "Whilst plans to transform The Moor are on hold, our photography students and the University's other creative disciplines have been working hard to increase footfall through this shopping area and enhance its aesthetics.

"Sheffield Hallam's unique partnership with The Moor is not only benefiting the public but is helping our photography students reach new audiences, promote their work

and develop their professional skills. It's a win-win situation!"

Sandra Barley, centre liaison manager of The Moor Sheffield, says: "I love working with the students to bring the empty units to life, the feedback from passers-by has been wonderful and it's great to see the units transformed into a really interesting space."

Claire Lockwood, course leader for Graphic Design at Sheffield Hallam, says: "The final year work really shows the professional quality of the students that are leaving the University. It is a great opportunity for the public to see what is happening at Sheffield Hallam."



## Short but tweet: University is all of a-Twitter

Comedian Stephen Fry, actor Kevin Spacey and journalist Charlie Brooker count among Twitter's more high-profile users. But academics at Sheffield Hallam are using the social networking site to communicate with their students.

Lecturers and students have been 'tweeting' – sending short status updates, as part of a study to help shape the University's learning spaces. And there are plans to carry out further studies using Twitter.

Liz Aspden, senior lecturer in curriculum innovation, said: "The feedback from the study - about the variety of spaces students use, the activities they do, the things that help or hinder them - was really useful and it's opened up other possibilities.

"From September we're planning to encourage new and returning students to use it to tell us what they think about the learning spaces available to them. That kind of immediate, concise feedback can be invaluable and it's good for the students to know we're actively listening to them.

"Twitter is really starting to mature, and is more familiar to people now than when we carried out the original study. There's a lot of potential. Tools and applications like Twitpic and hashtag topics can help us tailor its use within an academic environment."

## Faculty academic appointed to top teacher exchange group

Sean Cavan, Head of Continuing Professional Development in the Faculty of Development and Society has been appointed to the prestigious US/UK Fulbright Teacher Exchange Committee, organised by the British Council and the US Department of State.

Sean's appointment will increase the University's opportunities to influence and take advantage of opportunities for educational links with US schools and universities as part of our internationalisation agenda.

For more information about the Fulbright Teacher Exchange Committee, visit [www.fulbrightteacherexchange.org](http://www.fulbrightteacherexchange.org)

## Education honour for Sheffield Hallam Professor



Professor Tim Simkins (pictured), from the Faculty of Development and Society, has been recognised by the British Educational Leadership, Management and Administration Society (BELMAS) by being presented with a Distinguished Service Award, 'in recognition of his notable contribution both to BELMAS and to the profession of educational leadership, management and administration'.

Award criteria include teaching, research and publication, and service to the profession and the Society. Tim is currently Honorary Secretary of BELMAS and was elected Chair from 1997 to 1999.



Richard Anthony



Christina Chitwood



Sean Macnamara

## Future ‘Creative Sparks’ have designs on university

Future ‘Creative Sparks’ from colleges and schools in the region had an insight into student life at Sheffield Hallam when they visited the University’s final year degree show, Creative Spark.

The teenagers, from six schools across Yorkshire, Derbyshire and Sunderland, made special visits to see an exhibition of creative work from final year students including: metalwork and jewellery, fine art, architecture, film and media production, product design, furniture design, interior design, graphics design, engineering, photography, multimedia design and performing arts.

And more than 50 students from Rotherham College of Arts and Technology (RCAT) hoping to study creative disciplines at university, were given a talk from leading designer and Sheffield Hallam lecturer Gordon Young in the Furnival Building.

Zoe Warlow, 17, from Rotherham is studying a National Diploma in Art and Design at RCAT. She said: “It’s been really good. We’ve learnt a lot. It has made me want to study art and design further and go into interior design.”

Gordon said: “The school visits are great because students get to see the fantastic stuff that we do. And it’s great for Sheffield Hallam’s students because they get exposure in the public domain.”

# Award-winning ‘Creative Sparks’ showcase their talent

By Victoria Butterworth

Museums and art gallery guru Janet Barnes unveiled Sheffield Hallam’s final year creative showcase at the University’s Furnival Building.

The chief executive of the York Museums Trust joined staff, students and VIP guests to celebrate the work of the University’s ‘Creative Sparks’ at their degree show.

Janet spoke on the distinguished history of art in Sheffield and the city’s historic traditions of silversmithing, cutlery, precious metalwork and steel production, and commended Sheffield Hallam saying that the exhibition’s professionalism “shouts out”.

Janet said: “It is a diverse exhibition with different materials and areas of activity and an awareness of the importance of visual sensibility. In terms of support and personal development the students will take this to use for the rest of their lives.

“I am pleased that the people of Sheffield can come and see the fantastic work that has been produced.”

The exhibition also saw special awards presented to metalwork and jewellery students Jennifer Walther, Andrew Dunham and Roslyn Millar.

Jennifer, 23, from Kent received the Sheffield Assay Office Graduation Prize for Excellence in Design - presented to her with a 10 year Assay Office registration and a cheque for £1,000 by Sheffield Assay Master, and Honorary Doctor of Sheffield Hallam, Ashley Carson.

Jennifer was given the award for her striking fortune telling rings, which allow two people to tell each others’ fortunes and encourage physical interaction between the wearer and the ring.

Ashley Carson said: “One of the things that stood out about Jennifer’s work was that it is playful, interactive and there is a very high level of skill involved in making the pieces. A lot of engineering was needed to make the rings work and I was really impressed by that side of the skill.

“The Assay office is really pleased to be involved with the metalwork and jewellery course at Sheffield Hallam. We really want to support people who will hopefully go into the industry, and this is an excellent university to put that support in place.”

Prizes of a free 10 year Sheffield Assay Office registration each were awarded to shortlisted final year metalwork and jewellery students 43 year-old Andrew Dunham and 22 year-old Roslyn Millar.



Zoe Warlow (right)

# Nights out – special events at Sheffield Hallam

**The University has launched a new season of exciting nights out and special events with a programme of acclaimed speakers, some as a result of partnerships with other festivals and campaigns - there's something for everyone.**

Once again the University is hosting Sheffield's annual Off the Shelf Festival, one of the largest writing and reading festivals in the North of England. It is also hosting events with sporting themes in support of Sheffield's Lighting the Flame campaign, which aims to bring the benefits of the 2012 Olympics to Yorkshire. Meanwhile, Sheffield Hallam will also be helping to celebrate what's good about the city by backing the Re:Defining the City campaign. This includes unveiling and exhibiting a rarely seen 19th-century frieze created by Sheffield-trained designer Godfrey Sykes and hosting a range of events themed around art.

## Professorial Lecture

### **Professor Walid Al-Wali – 'Who needs microbiologists?'**

**Wednesday 28 October, 6 for 6.30pm,  
Robert Winston Building, F518,  
Collegiate Crescent Campus**

Infections such as MRSA have been in the news constantly over recent years. How can microbiologists tackle and prevent infections these Health Care Associated Infections (HCAIs), which are caught in hospital or other health care settings? This lecture will focus on how microbiologists can prevent and control HCAIs, both on a national and international scale. Professor Walid Al-Wali, in his role as a medical manager/leader, will share his personal experiences in tackling infection control and the reduction of HCAIs.

*To book this event, please visit <http://events.shu.ac.uk> and view the Forthcoming Events section; alternatively call 0114 225 4957.*

## The Paul Nunn lecture

### **'Let's Have It' – Tim Emmett and Leo Houlding**

**Tuesday 20 October, 7pm, Pennine  
Theatre, City Campus - Exhibits in the  
Heartspace from 5.30pm**

When Tim Emmett and Leo Houlding met in North Wales in 1994, they have repeated some of the hardest climbs and put up numerous first ascents. Always looking to push the boundaries, they took up BASE-jumping (jumping from a fixed height with parachute unopened on take-off) and then led the way in para-alpinism. This lecture looks into the lives of two of British climbing's most colourful characters.

*Tickets (including prize draw) £8/£5 (cons), available from Reta Vyse, phone 0114 225 2050 or e-mail [r.vyse@shu.ac.uk](mailto:r.vyse@shu.ac.uk)*

## Re:Defining the City

Events with Museums Sheffield continue with two events developed from the exhibition *A Picture of Us?* – a range of art work selected by famous people from the collections of Tate and Museums Sheffield.

### **Danuta Reah in Conversation**

**Thursday 8 October, Furnival Building,  
Room 9130, City Campus, Starting at  
6.30pm**

Crime Writer Danuta Reah talks to Alison Ross about her choice of work for *A Picture of Us?*

### **Join the Great British Art Debate**

**Tuesday 20 October, Furnival Building,  
Room 9130, City Campus, Starting at  
6.30pm**

To what extent do public art collections represent Britain in the 21st Century? Join an invited panel of curators, artists and commentators including Chris Stephens Head of Displays at Tate Britain and Maria Balshaw Director of the Whitworth Art Gallery to explore this question.

*To book the two events above, please visit <http://events.shu.ac.uk> and view the Forthcoming Events section; alternatively call 0114 225 4957.*

### **Exhibition of the Godfrey Sykes Frieze at Sheffield Hallam**

**November 2009–March 2010. Monday–  
Friday 9am–9pm, Saturday–Sunday 9am–  
5pm, Furnival Building, City Campus**

Godfrey Sykes was commissioned to design a 60-foot long frieze for the Sheffield Mechanics Institute. The frieze consists of several painted panels portraying images of Sheffield artisans.

For over 100 years this frieze has been hidden from the public. Now Sheffield Hallam, in partnership with Museums Sheffield, will be exhibiting the frieze in its Furnival Building atrium.

### **Godfrey Sykes in South Kensington**

**Thursday 3 December, 6.30 for 7pm,  
Pennine Theatre, City Campus**

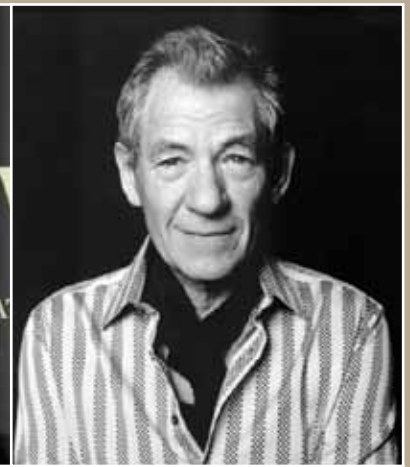
Christopher Marsden, archivist at the Victoria & Albert Museum, will examine Godfrey Sykes's designs and his surviving decorative work at the V&A. He will look at the sources, in Sheffield and elsewhere, for his work, and assess how significant Sykes was in the development of the so-called 'South Kensington style' of architecture.

*To book this event, please visit <http://events.shu.ac.uk> and view the Forthcoming Events section; alternatively call 0114 225 4957.*

## Off the Shelf - Festival of Writing and Reading, 10-31 October

Off the Shelf, now in its 18th year, is one of the largest and most popular festivals in the North of England attracting some of the best known names in literature and media. The festival offers more than 150 events including readings, workshops, walks, talks, competitions and poetry performances, as well as an exciting programme of events for young people and children. Sheffield Hallam is delighted to support the festival once again by hosting the following three events. Tickets will be on sale from Sheffield Theatres or by calling 0114 249 6000.





Clockwise from left: The Hairy Bikers, Germaine Greer, Sir Ian McKellen, Jo Brand, Michael Mansfield, Peter Thornton

## An evening with Michael Mansfield QC

Friday 9 October, 7pm, Pennine Theatre, City Campus

Michael Mansfield QC is Britain's most high-profile defence lawyer and a champion of civil liberties. In *Memoirs of a Radical Lawyer* he dissects many of his cases revealing his motivations, approach to forensic science, cross examination techniques as well as the political dimensions and emotional reactions. A rare chance to hear the biggest household name at the Criminal Bar.

## An evening with The Hairy Bikers

Tuesday 13 October, 7pm, Pennine Theatre, City Campus

Rev up and meet the very hairy and extremely popular cooking duo. Si and Dave are back on their bikes in the early Autumn sampling the best of British fare from across the isles with a new BBC programme *The Hairy Bikers' Food Tour of Britain*. Come along and discover their recipe for success.

*Tickets for the above two events are available from Sheffield Theatres box office on 0114 249 6000 at a cost of £9/£7 (cons). The cost of the ticket includes tea and coffee on arrival followed by wine and nibbles.*

## My Life in the Family Business – an evening with Peter Thornton

Tuesday 27 October, 7pm, Stoddart 7140, Arundel Gate, City Campus

Thorntons began selling chocolates in 1911 at 159 Norfolk Street, Sheffield and it has gone on to become one of Britain's premier

brands. In his book, Peter tells his story of a family that was frequently at war – the conflicts, the love affairs, successes and failures, the struggles to survive and grow through the Depression, General Strike and two World Wars.

*Tickets are available from Sheffield Theatres box office on 0114 249 6000 at a cost of £5/£4 (cons). The cost of the ticket includes tea and coffee on arrival followed by wine and nibbles.*

## Sheffield Theatres' 'Housewarming' events at The Crucible

### An Evening with Jo Brand

Wednesday 2 December, 7.45pm

Jo Brand talks about her life as one of Britain's best loved comedians, and what prompted her to enter the world of stand up comedy after 10 years as a psychiatric nurse.

### An Evening with Germaine Greer

Monday 7 December, 7.45pm

Germaine Greer is an acclaimed academic, outspoken broadcaster, feminist icon and controversial commentator on the role of women. Expect this encounter to be candid, pithy, enlightening and highly entertaining.

### A Knight at the Crucible with Sir Ian McKellen

Monday 14 December, 7.45pm

Sir Ian McKellen was in the first ever performance on the Crucible stage and now he returns to celebrate the opening of the new Crucible. Expect chat and some

acting, in what is sure to be an unmissable night with one of the country's finest actors.

*Tickets for these events are available from Sheffield Theatres Box Office on 0114 249 6000.*

## The Magic, Mystery and Mythology of Christmas 2009

Saturday 28 November, 7pm, Pennine Theatre, City Campus

An evening of fun and entertainment with Dr C Patrick Harding on the 'Magic of Christmas' plus guest lectures on 'The Natural and Unnatural History of Mistletoe' and the Druids' view of Christmas-time.

*Tickets cost £5 and include mulled wine and mince pies. For more information please contact Christine Handley c/o Hallam Environmental Consultants Ltd, Venture House, Sheffield S1 2NT, phone 0114 272 4227, e-mail info@hallamec.plus.com*

Saturday 5 December, 10am–4pm, Furnival Building, City Campus

The great Annual Book Fair and a day of lectures on 'The Wild Side of Christmas' with Dr Ian D Rotherham, Professor Melvyn Jones, Dr Jenny Blain, Liz Sharples and others. There will be local carollers, traditional sword dancers, festive fare and much more.

*Tickets cost £6.50 and include refreshments and an information pack. For more information please contact Christine Handley c/o Hallam Environmental Consultants Ltd, Venture House, Sheffield S1 2NT Tel: 0114 272 4227, e-mail info@hallamec.plus.com*

# Rural e-Services project boosts Third World farmers

An innovative project by Sheffield Hallam will give farmers in the Third World better access to help and advice to boost their crop yields.

A three-month trial has already been hailed a success and now those behind the novel Rural e-Services project are looking for more funding to continue the testing on a larger scale.

The service sees farmers use a mobile phone running a specially written program to ask an expert about a crop problem and its solution. The entire process has been simplified and made easy to understand and work.

Dr Andy Dearden, a Reader at Sheffield Hallam who managed the project, said: "We designed the software for use on a mobile phone so that the farmer could take pictures of the problem and also describe what he sees on an audio track.

"That information is then sent to an expert with local knowledge who looks at it and discusses how to resolve the problem.

"Basically, the farmer is able to get the advice they need. The knowledge is already present in the district and they aren't contacting an anonymous expert from a far-away agricultural research centre. Typically it's more about the strengthening of the connections between people and institutions already on the ground.

"The reaction from farmers was great and the service proved to be a real benefit to them. Now we need to test it on a larger scale and build a business model for it to be rolled out to more users."

Experts at Sheffield Hallam worked with a farming co-operative in India for the project and now they are looking at how the service could be paid for.

Dr Dearden added: "Rural e-Services is about rural services being able to share their local knowledge effectively. An expert sat many miles away may not have the local knowledge, or the trust of the community, that is necessary for the project to work.

"In our set-up the farmers know the expert and the expert has information about the individual farmer's crops, soil and conditions.

"The beauty of the Rural e-Services project is that it's not only for use in farming. We are also looking at applications for other sectors such as health, education and finance."



The Rural e-Services project in action



## Sporting legend remembered at charity tournament

Staff from across the University came together over the summer for a football tournament raising money for the Bobby Moore Fund, which supports research into bowel cancer.



Health and Wellbeing's Katy Nunn, Maxine Gregory, Donna Woodhouse, Helen Crank and Helen Shepherd, Georgina Newton of Marketing and Finance's Debbie Warr were among 14 members of a local women's football team who took part in a mini tournament to raise cash for the fund, which was set up in memory of England's World Cup winning captain.

The event was held at Collegiate Crescent, with Sport Hallam generously providing the use of the campus's astroturf pitch for free as well as donating a raffle prize.

Sport Hallam's sport development manager, Frazer Johnson, also kindly gave up his Saturday morning to referee all the games - even though it meant standing in the pouring rain for almost three hours!

A number of local organisations donated raffle prizes to support the fundraising efforts, including Sheffield Wednesday FC, Museums Sheffield, Stanley Tools and Champs Sports Bar. Overall the day raised more than £200 for the charity.

The women are all members of Nunny's Funky Boots, which plays in the Ladies Leagues Sheffield Superleague.







Sheffield City Council leader Paul Scriven, Sheffield Hallam's director of communications and public affairs John Palmer and CreativeSheffield marketing director Brendan Moffett launch the campaign at Sharrow School

# Campaign aims to put city life in spotlight

**A campaign to promote Sheffield to its residents, to Yorkshire and to the rest of the UK has been launched.**

And Sheffield Hallam is playing a leading role.

Re:Defining the City will market Sheffield as an ideal place to live, learn and work by bringing together events, festivals and exhibitions and also celebrate major regeneration milestones and the changing face of the city's architecture.

John Palmer, director of communications at Sheffield Hallam, said: "Re:Defining the City is a fantastic campaign and one which many people, businesses and organisations can get behind to support.

"The ultimate aim is for it to benefit everyone who lives and works in, and indeed loves, the city of Sheffield.

"The impact will not be felt overnight but in the long term its success, I'm sure, will be immeasurable."

Coun Paul Scriven said: "We should not be shy about shouting about Sheffield.

"It's a great place and by everyone joining forces to promote what's going on under this Re:Defining the City banner, we can all play a role in putting the city in the spotlight.

"Sheffield is an attractive city with a heady mix of the old and new – there is something for everyone."

Sheffield Council, along with city development company CreativeSheffield and Sheffield Hallam, will be promoting a calendar of events under the Re:Defining the City initiative over the next 12 months.

Other organisations taking part in the scheme include retailer John Lewis, development agency Yorkshire Forward, the Royal Institute of British Architects (RIBA), Integreat Yorkshire, the Sheffield Chamber of Commerce, Museums Sheffield, Sheffield Theatres Trust and Sheffield Children's Festival.

**Re:defining the City has a number of events coming up in the next few months. Below are some of them.**

## **Off the Shelf Literature Festival**

Sheffield's annual celebration of writing and reading. October 2009

## **Sheffield Green Roof Tour**

Sheffield has more "green roofs" than any other city, that is buildings with roof gardens. Tours organised for autumn 2009

## **Godfrey Sykes Frieze**

He is a rediscovered son of Sheffield and an impressive frieze he created is being exhibited in the Furnival Building. October 2009 to March 2010

## **Quizword City**

A giant "Quizword" grid will be projected on to a city centre building, with a new clue being provided each day. February 2010

## **Sheffield Specials**

RIBA Yorkshire runs architecture debates/symposiums and will focus one of their events on this area. November 2009

## **Documentary Festival**

Delegates from the world enjoy TV arts, arts and culture. November 2009

## **Ruskin Exhibition**

Enjoy the city's extensive collection of Ruskin's work. Winter 2009

## **An Evening with Diana Gabaldon**

Godfrey Sykes' great, great granddaughter is a renowned American author whose reputation in the UK is fast catching up to her American standing. January 2010

## **Godfrey Sykes Celebration Lecture at the V&A, London**

A lecture on a contemporary theme, perhaps the role of design and architecture in shaping our lives today. February 2010



# Police force joins fight against organised gun crime

North Yorkshire is the latest police force to join a ground-breaking Sheffield Hallam-led project to identify and track organised criminals and terrorists and the weapons they use across Europe.

Called Odyssey, the project will allow agencies to instantly share and cross-reference crime and terrorism evidence by flagging up ballistics data that matches similar crimes around Europe.

It means that a single gun used in multiple crimes can be tracked across the continent. The platform will enhance mutual co-operation, security and sustainability across the EU and is supported by EUROPOL.

Professor Simeon Yates (pictured), co-ordinator of the Odyssey project at Sheffield Hallam, said: "Security agencies have been using ballistics data for many years, but until now cross-referencing that



data has been a long process. This system automatically alerts relevant agents in other countries when there is a match on gun and bullet 'signatures'.

"Criminals use guns as currency and Odyssey allows agencies to build profiles of crime networks by tracking the unique 'signature' that guns and bullets produce when they are fired."

Chief Constable of North Yorkshire Police Grahame Maxwell said: "We are delighted to be a partner in this key European

security research project. Tackling serious and organised crime cannot be done in isolation, and by working with European partners and pooling our knowledge and expertise, we are sure we will make a positive contribution to helping increase the security of not just the citizens of North Yorkshire but from across all of the EU."

Odyssey and has been developed by a consortium of police forces, Government organisations, IT companies and various research centres. The project will develop new European Union standards in policing and combating organised crime and terrorism.

As well as Sheffield Hallam, Odyssey partners include Atos Origin, Forensic Pathways Ltd, EUROPOL, XLAB, Politecnico di Milano, the National Ballistics Intelligence Service, the Royal Military Academy, Ireland's An Garda Siochana, SAS and the Italian Servizio Polizia Scientifica.

## Literary conference praised by international delegates

An international conference on Identity and Form in 20th and 21st Century Literature was held at Sheffield Hallam over the summer.

The conference, which was organised by Drs Ana María Sánchez-Arce and Rebecca Mallett from the Faculty of Development and Society, attracted delegates from around the world, as well as from many universities within the UK.

Professor Chris Hopkins, Head of the Humanities Research Centre (HRC), which supported the conference, said: "The comments I've received from delegates have been really positive. Participants found the conference very enjoyable and intellectually engaging, as well as being very impressed with Sheffield as a city."

Delegates praised the event, with many commenting that it was the best conference they had ever attended and looking forward

to the possibility of the HRC hosting further similar conferences in the future.

Dr Mallett, who works in Applied Studies in Education, Childcare and Counselling (ASECC) said: "The conference was a great success, and was particularly useful in promoting and exploring the new and exciting fields of Literary and Cultural Disability Studies."

Dr Sánchez-Arce, from the University's English group agreed, adding: "As well providing a wonderful platform to consider and debate key issues in modern literature, the conference gave us the chance to promote the HRC, Sheffield Hallam and the city of Sheffield."

## 'Moonwalk' raises cash for cancer charities

Two plucky University fundraisers collected nearly £700 by completing a sponsored walk - in their bras.

Sara Pates and her friend Sarah Durkin, who both work at Sheffield Hallam, undertook the Playtex Moonwalk over a full marathon distance of 26.2 miles.

Sara said: "It took eight hours and 15 minutes. We joined 15,000 other women for the event which started at midnight in London.

"It was really hard work and, if I am honest, I must confess that if we hadn't raised so

much in sponsorship we might have been inclined to give up after 18 miles!

"We are really pleased that we stuck with it because the reaction from everyone has been great."

The duo wore decorated bras covered in thousands of pink and black marabou feathers.

Sarah added: "We'd just like to say thank you so much to everyone who sponsored us. We were foot sore and exhausted and the walk was tougher than we both expected.

"There were times where the only thing that kept us going was knowing how



many people had sponsored us and how important it was to finish."

Money raised was donated to breast cancer charities; a topic particularly close to both Sara and Sarah.

# Patels challenge Smiths for most common surname

The Indian name of Patel has become one of the most common surnames in Britain.

It's traditionally been associated with the Asian corner shopkeeper. But now Patels are found in all walks of life – and on the annual Rich List, whose compiler reckons you're seven times more likely to be a millionaire if you are called Patel than if your name is Smith.

These and other facts about this 200,000-strong British community were aired in a BBC Radio 4 programme Meet the Patels, presented and produced by Clare Jenkins, of Sheffield Hallam's Journalism team.

Clare, who teaches print and radio journalism, is also a broadcaster and partner in the independent radio production company, Pennine Productions.

Clare says: "It's a fascinating community. Patels have their own community centres – they even have their own community directories, as big as telephone directories, giving names, addresses, the village in India that they're originally from – and the names and ages of any eligible sons and daughters. Because Patels have a tradition of marrying other Patels."

For the programme, she attended a 'matrimonial singles' event in Wembley, North London, where 80 young Patels, mostly professionals, mingled over non-alcoholic cocktails to see if they could find their life partner.

**Fellow Journalism lecturer Philo Holland has landed his second Sony award for the Stephen Nolan show on BBC Radio 5 Live. Philo edits the weekend show, which won the bronze Sony in the Listener Participation category.**

According to the judges: "Stephen Nolan is a radio institution all by himself... Often dealing with highly emotive topics and content that would cause lesser broadcasters to over-compensate or over-control, Stephen has the ability to guide people effortlessly whilst never forgetting that his main job is to listen. What happens as a result is often harrowing, sometimes uncomfortable, but always completely involving and effecting. The first five minutes of this entry alone was worth a Sony Prize. Stunning."



Chat Soon Qian with Paul Scriven and Mencius Wong Tuck Cheong

## Council leader's farewell to international summer students

By Victoria Butterworth

A celebration meal, speeches from the leader of Sheffield City Council and the University's Pro-Vice Chancellor Graham Button all marked the end of the summer semester for 400 Malaysian and Sri Lankan students.

The leader, Councillor Paul Scriven, addressed the students saying: "Sheffield is a city that prides itself on its warm welcome and that extends quite easily to students wanting to experience high quality education at Sheffield Hallam."

"It was great to be able to meet so many of the hundreds of students from the Far East who have been given a snapshot of what student life is like in our wonderful city. More and more students from Malaysia and Sri Lanka are looking to Sheffield as a leading centre of excellence for their education and preparing them for heady heights in their future careers, whilst becoming ambassadors for Sheffield in their home countries."

The students came from Tunku Abdul Rahman College (TARC) in Malaysia and the Sri Lanka Institute of Information Technology (SLIIT) and they spent 14 weeks at Sheffield Hallam in order to top up their previous study and achieve a recognised UK degree.

They can also apply for a Hallam Special Achievement Scholarship worth £300. Mencius Wong Tuck Cheong from TARC and Chat Soon Qian were delighted to be awarded.

Mencius said: "It was my pleasure to join the Summer Semester Programme as it is a good experience to learn and feel the culture in the UK. The people here are nice and have positive attitude. I was absolutely happy when I found out that I had been selected as one of the Sheffield Hallam scholarship holders for this summer programme."

As well as spending the summer studying in Sheffield, the students have also been involved in many extra-curricular activities, including volunteering with Hallam Volunteering, visiting local families as part of the Local Friends project and exploring the surrounding area on trips organised by the Students Union.

David Kyle, Summer Semester Programme co-ordinator at Sheffield Hallam, said: "The University recognises the vitality that the students from Malaysia and Sri Lanka bring to the City Campus over the summer. We have welcomed students TARC for the past 11 years and their record of success is quite outstanding. We are delighted to have widened the programme so that we now also welcome students from Sri Lanka."

"The farewell reception is an opportunity to thank and congratulate the students who have spent the summer in Sheffield, despite the weather, and hope they take home fond memories of both the University and the city of Sheffield."



# Research round up

**Research is one of the most important parts of the work undertaken at Sheffield Hallam. Below are just some of our recent research awards.**

## Research Councils

### Engineering for Life Research Network

Professor Chris Care of the Materials and Engineering Research Institute, Professor Paul Chamberlain and Professor Simeon Yates of the Cultural, Communication and Computing Research Institute, Professor Steve Haake of the Centre for Sport and Exercise Science, and Professor Nicola Woodroffe of the Biomedical Research Centre have recently been awarded joint funding of £735,000 from the Engineering and Physical Research Council (EPSRC) as part of a project called 'Bridging the Gap'.

The three year project will aim to create multidisciplinary teams across Sheffield Hallam's research centres, with a focus on developing pioneering ways to enhance people's lives. The initiative will seek to enhance the dialogue between the University's research community, creating greater mutual understanding and increased capacity for problem solving and innovation.

Of particular interest to the network will be the three key areas of rehabilitation and assisted living, sport, physical activity and medicine, and sustainability. Sheffield Hallam's submission for funding was one of 48 applications, of which only four have been awarded support, with Sheffield Hallam's ranked first overall.

### Diversity policies at Wakefield Prison

Working in conjunction with Dr Victoria Lavis at the University of Bradford, Dr Malcolm Cowburn of the Hallam Centre for Community Justice has been appointed to undertake research into the diversity policies in place at HMP Wakefield.

Environments that are both secure and respectful to diversity are considered fundamental to prison management in the UK, and have an active contribution to the quality of life for inmates. This research will look at how the minority groups at Wakefield experience the diversity policies and procedures currently in place, and identify where they might be improved.

With funding of just under £80,000 from the Economic and Social Research Council, the project will also seek to establish if current theoretical understanding on diversity is applicable to the experiences of minority prisoners in the UK.

### Charities and independent organisations

Part of a total of £2.2 million in funding from Cancer Research UK is being used to sponsor a PhD studentship and improve instrumentation at Sheffield Hallam, as the Biomedical Research Centre continue its research into the enhancement of cancer imaging and the integration of imaging activities.

The award comes on the back of the launch of a major strategic initiative by Cancer Research in partnership with the Engineering and Physical Sciences Research Council. Professor Malcolm Clench will head up Sheffield Hallam's involvement, lending his expertise in the imaging matrix assisted laser desorption ionisation mass spectrometry imaging (MALDI-MSI). The overall project is being led by Professor Gill Tozier from the University of Sheffield and involves five separate research groups.

The project will seek to build 3D maps of the chemical biology of solid tumours that would be made available for use in the development of computer models of drug delivery and distribution.

A pilot study to explore patient experiences of fatigue in palliative care based on the Edmonton Fatigue Framework

Funding from the North Trent Supportive and Primary Care Oncology Research Group (SPORG) has recently been awarded to Dr Marilyn Kirshbaum of Sheffield Hallam's Centre for Health and Social Care Research, to support her pilot study into the experiences of fatigue among patients attending the therapies and rehabilitation service at St Luke's Hospice in Sheffield.

The project will evaluate fatigue in patients using an ethnoscience methodology, by refining conceptual definitions of tiredness, fatigue and exhaustion base on the Edmonton Fatigue Framework. It is hoped the study will lead to an evaluation of current methods and refined procedures,

with findings being applied to a full scale research proposal.

## Government and non-departmental public bodies

### Education Partnerships in Africa (EPA) - employability in East Africa

Working with public, private and Third Sector tourism stakeholders, Dr Dorothea Meyer is leading this project to increase the entrepreneurship capacity and employability of undergraduate and postgraduate students at four East African universities, thanks to funding worth £60,000 from the British Council.

Dr Meyer, of Sheffield Hallam's Centre for International Tourism (CITOUR), will work in partnership with the Makerere University (Uganda), University of Dar Es Salaam (Tanzania), Moi University (Kenya) and the School of Finance and Banking (Rwanda), along with associate support from the Netherlands Development Organisation (SNV), the African Wildlife Foundation, and Wageningen University (Netherlands).

In order to meet its aims, the project will employ a four-pronged approach, including the organisation of two industry workshops in East Africa to increase communication and collaboration between stakeholders and higher education institutions, plus the facilitation of a meeting during the World Travel Market (WTM) in London in November. Dr Meyer will also help develop work based learning opportunities for students and staff at the four institutes, along with relevant and tailor-made continuing professional development materials.

# Inspirational 'secret millionaire' launches Sheffield Business School

**One of Channel 4's Secret Millionaires revealed his own secrets of success at a special breakfast event to mark the launch of Sheffield Business School.**

Jonathan Hick, who featured in an episode of the popular TV documentary programme, told an invited audience that it was important for entrepreneurs to surround themselves with people who have the skills and abilities to complement their own.

It's this recognition, he said, which helped him to success.

Mr Hick talked about his experiences as an entrepreneur and his passion for new ideas and how using other people's skills helped inspire his business Directorbank, which gives companies access to available Executive and Non-Executive Directors.

He also showed a keen interest in some of the University's student entrepreneurs, and offered some of them follow up meetings to discuss their ideas. He was impressed by the people in SBS and said that they were moving in a really exciting new direction.

Pro-Vice Chancellor Professor Chris Booth said the re-launch of the Faculty of Organisation and Management as the Sheffield Business School in July was aimed at breaking the mould of conventional business school thinking.

Chris said: "We want to turn the traditional model of a business school on its head. We want it to be consultancy-based as well as being relationship-based. And though these are difficult times for business and challenging times for universities, we will engage with business and show how we can improve the bottom line."

Chris, pictured with Johnathan Hick, added that having someone like Jonathan to give such an inspirational talk had helped to underline what the Business School was all about.



## Degree in sustainability is example to the nation

**By Victoria Butterworth**

At a national conference held at Sheffield Hallam, Sir Bob Kerslake, chief executive of the Homes and Communities Agency (HCA), called for more practical courses with 'on the job training' to equip emerging housing and regeneration professionals with a broader range of skills.

Addressing 120 practitioners, local employers and higher education institutions, Sir Bob cited Sheffield Hallam's Foundation Degree in Sustainable Communities as an excellent example of a joint approach to learning.

He said: "Emphasising the crucial connection between practitioners and the wider higher education sector is key. The foundation degree offers a

way of practically connecting what higher education can bring with what employers need. The Foundation Degree in Sustainable Communities at Sheffield Hallam encourages new ideas and new approaches and is the foundation of strong working relationships."

The University launched the UK's first ever Foundation Degree in Sustainable Communities in January 2008. The part-time degree course uses a mixed mode of delivery, including block release, e-learning and work-based projects, to enable students to benefit from learning in a real-world context. It will be available in every English region by 2011.

Anna Hawkins, a lecturer in Sustainable Communities at Sheffield Hallam, said: "We have a wide range of practitioners on the foundation degree who are expected to manage all aspects of sustainable communities and acquire knowledge and expertise in areas such as green space, housing, community engagement and climate change with little or no formal training.

"This degree provides opportunities for people from diverse backgrounds to increase their knowledge and skills and enables students to recognise diverse approaches to achieving sustainable communities."



# Science educator appointed as church curate

A Sheffield Hallam academic who spends his working life promoting the teaching of science has become a deacon at Doncaster's famous White Church.

Dr Richard Walton, who works in the centre for science education, has been ordained deacon to serve as a self-supporting Curate in the parish of St Peter in Warmsworth, known locally as "The White Church".

His ordination was conducted by the new Bishop of Sheffield Dr Steven Croft.

Dr Walton has studied for his new ministry as a student on the Yorkshire Ministry Course and his new role includes assisting priests in exercising ministry across the parish. Most deacons, after serving a year, are then ordained priest.

He is well-known across South Yorkshire for his many contributions to Rony Robinson's show on BBC Radio Sheffield and for his talks on science in schools.

Dr Walton said: "I am looking forward to the challenges posed by providing pastoral care in a parish setting alongside the secular demands of working in the field of science education."



## University celebrates shortlisting for prestigious awards

Sheffield Hallam's Communications and Marketing teams have been shortlisted in five categories of a prestigious public relations industry awards.

The University's Corporate Communications team has been shortlisted for Outstanding In-House PR Team in the regional Chartered Institute of Public Relations (CIPR) PRide awards for Yorkshire and Humberside.

In addition, the Corporate Communications and Marketing teams have been shortlisted for their joint work on a quality souvenir brochure produced to accompany a special silverware exhibition staged last year at the St Paul's Mercure Hotel in the city centre.

And the organisation and management of a special one-off gig by the 80s pop band Heaven 17 on the roof of the University's Owen Building last summer, has been recognised by being shortlisted in the Best Event category at the PRide Awards.

The PR campaign to celebrate the move of students and staff from the now-closed Psalter Lane campus to a brand new complex on City Campus, has been shortlisted in the Not-For-Profit category. The campaign, called FUS1ON, was a six-month series of events including a Royal Visit and an exhibition of students' and lecturers' silverwork, to publicly showcase the skills and diversity of the University's artistic disciplines coming together on City Campus for the first time.

And a new section on the University's website bringing the city of Sheffield to life for potential students, will compete in the Best Website or Microsite category. Visit [www.shu.ac.uk/sheffield](http://www.shu.ac.uk/sheffield) to see more.

The CIPR PRide awards received almost 1,500 entries this year. It is the only awards scheme which showcases the best public relations work being carried out across the country.

Sheffield Hallam's director of Corporate Communications, John Palmer, said: "Being shortlisted for these awards is a great recognition for the quality of the whole team especially since we are being recognised by our peers in marketing and promotion.

"We are delighted that our hard work to promote the University is being acknowledged."

Ann Mealar, CIPR Acting Director General, said: "Having gone through rigorous judging to reach the shortlist is a great achievement and I offer my congratulations to all those who have reached this stage of the competition."

## Disabled students speak for themselves

Disabled students at Sheffield Hallam have been voicing their opinions at the University's first ever disabled student engagement conference.

Dr Manuel Madriaga is researching disabled student engagement and helped organise the conference.

He said: "This event was about getting disabled voices heard at Sheffield Hallam, and we really achieved that. The motto of the Disabled People's Movement is 'Nothing about us, without us', and the conference really echoed that.

"As well as hearing from key organisations that represent disabled students, Sheffield Hallam students got to voice their opinions on accessibility and inclusion at the University."

Speakers included representatives from the Disabled Student Forum at Sheffield Hallam, the National Association of Disability Practitioners and SKILL: National Bureau for Students with Disabilities.

The feedback from the conference will be used to look at innovative ways of engaging with disabled students at Sheffield Hallam.

Dr Madriaga said: "It's essential that universities listen to their disabled students, so that we can offer better support and improve the overall student experience for everyone."

# Sheffield food awards announced

by Joe Field

## Sheffield's restaurants and cafes have something to shout about with the launch of the new *eat Sheffield* website and annual awards.

Originally launched in 2006 under the moniker Sheffield Area Restaurant Forum, the organisation has undergone a serious revamp under the supervision of new *eat Sheffield* manager Niki Baker.

Niki said: “*eat Sheffield* is dedicated to promoting dining out in the city. The annual awards recognise and reward some of our best and favourite establishments. They are open to the public vote, which means the awards are an accurate reflection of Sheffield's very best eateries.

“People can vote through the website, which is also a comprehensive resource for anyone wanting to explore dining out in Sheffield. It also gives restaurateurs the chance to shout about their menus, promotions and events, and we work closely with them to make sure we have the most accurate and up to date information.”

Based at Sheffield Hallam and funded by Yorkshire South Tourism, *eat Sheffield* also creates better links between the region's restaurants and the city's students.

Niki said: “We've got some great hospitality students here at Sheffield Hallam and we want to give them the opportunity to work with the city's best eateries on placements. And it's beneficial for the restaurants to have access to such enthusiastic students.

“There's a lot of expertise at the University, and part of what we want to do is give local eateries access to that expertise. We organise quarterly meetings where Sheffield's restaurateurs can come together with our academics to discuss issues and share ideas.”

Prof Stephen Ball, who has championed the restaurateurs' forum since its inception, is proud of the partnership. He said: “As far as I'm aware this is a unique situation in the UK: most organisations of this kind involve councils or tourist boards rather than a university. I see this as an ideal way for us to work together, for the good of students, restaurants and the city as a whole.”

Find out more by visiting [www.eatSheffield.com](http://www.eatSheffield.com)



Niki Baker is encouraging people to vote for their favourite eateries

## New study to alleviate fuel poverty

**New research will make 'going green' more socially inclusive and help tackle fuel poverty by examining how households can use renewable energy technology to cut their fuel consumption.**

The two-year research project will be conducted by Sheffield Hallam's Dr Fin O'Flaherty and Dr James Pinder of consultancy firm Positive Sum Ltd. It is funded by the Eaga Partnership Charitable Trust (eCT).

The research team has recently completed an evaluation of the Summerfield Eco Neighbourhood project in Birmingham, where more than 300 homes had been retrofitted with solar thermal hot water systems. The new study will include an evaluation of ten low income homes in Rotherham that have been retrofitted with renewable energy sources.

Dr O'Flaherty said: “Understanding how low-income households can benefit from clean energy is essential if we're to meet the Government's target of cutting the UK's CO2 emissions by 80

per cent. It's really about asking how we can make going green socially inclusive.

“Binding targets to cut CO2 emissions will encourage all of us to adopt more low carbon lifestyles. Key to this is rethinking how we use energy in our homes, but there is a risk that vulnerable households get left behind as the rest of us make the switch.

“This research will investigate how technologies like solar thermal hot water and heat pumps can make energy more sustainable and affordable for consumers.”

Dr Naomi Brown, trust manager for the eCT, said: “At a time when the number of fuel poor households is rising and has now reached 4 million in England, it is essential that we gain better understanding of how renewable technologies can help alleviate fuel poverty.

“This research will provide a better understanding of which forms of renewables represent the best value for money for alleviating fuel poverty, and we are very pleased to provide funding.”



# Sheffield's two tribes back the bid

Both of Sheffield's football managers have backed the city's bid to host World Cup games in 2018, irrespective of which stadium the FA choose to host games.

Sheffield Hallam is closely involved in the project to bring World Cup football to the city.

Fielding questions from a live audience at Sheffield Hallam, Sheffield Wednesday's Brian Laws and Sheffield United's Kevin Blackwell both expressed their support for the city's World Cup bid.

Brian Laws said: "It's vital that games come to Sheffield so that we can all benefit from it. Whichever team gets to host it, it'll be great for the city and that's the important thing."

Kevin Blackwell echoed the sentiment. He said: "Football needs Yorkshire, and that's why the games should come here. This is where the passion is."

The pair were speaking at BBC Radio Sheffield's launch episode of local football programme, Football Heaven, where the region's football managers faced their fiercest critics ahead of the new season.

The two Sheffield managers appeared alongside Rotherham United's Mark Robins, Chesterfield FC's John Sheridan, Doncaster Rovers' Sean O'Driscoll and Barnsley FC's Simon Davey in front of



Blackwell (left) and Laws, unite to 'back the bid'

a 300-strong audience made up of local football fans at Sheffield Hallam.

Presenter Seth Bennett said: "It was a super event once again and a great way to launch Football Heaven. It was a packed crowd and they put some great questions to the men who will be hoping for success this season."

## Language Olympics gets children on right track

A Language Olympics where schoolchildren compete in sporting competitions using a second language is priming young people for the business world.

The Language Olympics is one of the initiatives that Sheffield Hallam is using to encourage young people to develop their language skills. The idea is that early language skills will help young people for life in the business world as they go into adulthood.

The University is working with a number of schools around South Yorkshire to get children interested in languages early on, as part of the nationwide Routes into Languages programme.

Matthew Hunt, from the Sheffield Business School, said: "Languages are an essential part of the modern business world, and the more business students we have learning languages the stronger our economy will be in the future.

"The earlier we get children interested in languages, the more likely they are to study them later on in life and subsequently use them. The things we're doing, like summer schools, language taster sessions, and introducing them to international student ambassadors, should give them the passion for language the global business sector needs."

Activities include cultural awareness days, which give children the opportunity to meet international students, and a language Olympics, where children compete in sports by only using a foreign language.

For more information, visit [www.routesintolanguages.ac.uk/yorkshire](http://www.routesintolanguages.ac.uk/yorkshire)

## New placement scheme will boost graduate job chances

by Victoria Butterworth

IT graduates are being offered places on a new internship scheme that will help develop their business skills and prepare them for the work place.

'The e-Skills Internship' programme will make it easier for firms to offer high-quality job placements and give graduates a valuable head start in today's increasingly competitive and challenging job market.

Designed by employers and Sheffield Hallam, among other universities, the sector skills council e-Skills UK has launched the industry-backed student placement scheme to boost graduate student employability.

Paul Lilley, business development director in the Faculty of AGES said: "Research shows that firms employing IT professionals want stronger business, communication, and interpersonal skills in new graduates. This new programme is designed to boost those skills and complement the technical abilities learned on their university courses.

"It builds on best practice in student placements, allowing students to develop a rich blend of business, interpersonal and technical skills during their period of employment.

"The skills and capabilities the students gain are not only greatly valued by employers across the IT sector but also help them perform better in their university studies."

Through the e-Skills internship, employers can offer high quality placements more easily, benefiting from a cost-effective boost to resources along with the capability and enthusiasm students can bring to a business.

Employers involved with the scheme include British Airways, GlaxoSmithKline, Google, IBM and Network Rail.

# Daniel Chi - Our Man in Malaysia

Students in Malaysia who want to study at Sheffield Hallam have probably heard about how great our courses and facilities are from Daniel Chi - our chief representative and director of the South East Asia Regional Office.

He paid a flying visit to the University recently and explained why he was so passionate about his work.

"I am always out and about telling people about our courses. We can run excellent courses with our partner universities and we can, of course, have people study in Sheffield," he said.

"And that, in a nutshell, is what we do. We directly recruit the students to Sheffield Hallam courses."

Daniel, who studied in the United States and has a Bsc in Financial Management and an MBA Financial Planning Control, has worked for Sheffield Hallam for three years and covers 10 countries though he concentrates on three - Malaysia, Vietnam and Thailand. He and his team also provide help for people wanting to study in Sheffield with things like obtaining visas.

He says that Sheffield Hallam is increasing in popularity as a first choice of course provider.



He explains: "Students progress through their courses at their university or private college and then take up one of our courses which ultimately leads to an honours degree.

"Though, it must be said that a lot has changed since we started working with our partners. For instance, competition from other British universities is much keener and students are far more demanding. We are always looking at various ways and means of developing our partnerships."

And to help him build up a network and spread the word about what the courses can achieve in their professional career,

Daniel is in the process of contacting all of the 4,009 South Asia alumni who have graduated from Sheffield Hallam.

He says: "Some of our students have gone on to fantastic opportunities. They want to stay in contact with their fellow students and tell others what Sheffield Hallam did for them."

In addition, Daniel is looking at developing partnerships with the other universities in Malaysia and is working on strategies and improvements to develop the Malaysian market.

He said: "I personally am impressed with the facilities in Sheffield and I tell people how good they are.

"In general, the quality of British education is undoubted - even when compared to the offerings of Australian universities. I think the general consensus is that the UK has tradition and quality. The issue is that studying here in the UK does cost a bit more than attending a university in Australia.

"Degrees still have a high value in Malaysia - and a British degree sets people apart."

He added: "One of the strengths of Sheffield Hallam that I tell potential students is that we are a new university, we have innovative programmes and the quality of the environment in the city of Sheffield is among the best in the UK."

## J&M student success

This is Lee Simmonds, a Sheffield Hallam BA Jewellery and Metalwork student who has won the prestigious New Designers Goldsmiths' Company Silversmithing Award, and the creation which has been so successful for him.

He picked up a £1,000 cash prize, a £500 precious metal voucher, a place on Goldsmith's 'Getting Started' graduate business course in 2010 and 10 years free registration at Assay Office London.

Lee was also given a complimentary sponsors' punch, a guided tour of Assay Office London and £200 credit towards his London Assay account.

The judges cited his 'quality workmanship and his challenging designs which incorporate new technologies coupled with traditional techniques'.

Lee hopes to win a place at the Royal College of Art to study for an MA and will use his prize money to help with his tuition fees. Long term his ambition is to set up his own studio.

Lee's work has already been recognised and accolades include Crafts and Design Council Awards. He intends to use his materials prize to purchase silver and titanium.

His achievement is even more impressive because he beat around 600 metalwork and jewellery graduates to win.





## Olympic-level skater goes for gold with local bright sparks

by Victoria Butterworth

**An American who is hopeful of making the British Olympic ice skating team has been teaching promising young future talents how to tackle the ice.**

Ice dancer Christina Chitwood (pictured), originally from America, studied performing arts at Sheffield Hallam to improve her creative score for when she competes in the Olympics with skating partner Mark Hanretty.

But after running a scheme for her final degree project teaching talented young skaters dance and drama in a local studio, Christina's classes were so influential parents have recruited her to teach on a regular basis.

Christina said: "Sheffield is fantastic for those involved in ice skating. IceSheffield is a National Centre of Excellence for figure skating, and Sheffield Hallam's support and flexibility with my need to train six days a week has been brilliant.

"My course in Performance and Professional Practice has improved my abilities as an ice dancer and I'm really excited about the results this is helping me to achieve - my skating partner and I won an international medal as well as placing 18th at the 2009 European Championships!

"The local skating community has provided me with an invaluable component to my project, giving me the data I need to show how important this aspect of figure skating is. Teaching drama to figure skaters is definitely a career path I would like to pursue in addition to my skating."

Thirteen-year-old Robynne Tweedale was only too pleased to take part.

She said: "I've been skating for over two years now and I love performing. Christina's classes are great. I have already competed in an international competition and open competitions. I would love to be like Christina one day!"

# Law students beat their competition to the bar

Sheffield Hallam has beaten over 60 university law schools to win the final of the Oxford University Press (OUP) and BPP National Mooting Competition 2008/2009 at BPP Law School, in London. The two winning mooters, Charlotte Dowson and Christopher Wilkinson, each received a certificate, a trophy, £750 and a chance to gain experience with BPP's award winning Pro Bono Centre.

In a moot, the students act as barristers and present arguments on a legal point of appeal before a judge. There are four speakers, one team of two acting as lead and junior counsel for their client, and the other two for the opposing side. There are strict rules as to timing and court etiquette and the judge can interrupt with questions at any time.

Charlotte said: "This competition has been a challenging yet fulfilling journey, further fuelling my passion for advocacy. Thank you to Sheffield Hallam for the opportunity and support. It was an excellent final against outstanding competition."

Lesley Lomax, mooting lecturer at Sheffield Hallam, who came along to support her team, said: "This was our third time in the final and a great achievement to win such a prestigious, long-running competition."



Charlotte, Judge Gratwicke and Christopher

His Honour Judge Gratwicke, of Chelmsford Crown Court, oversaw proceedings and chose the overall winner.

He said: "Every year I'm impressed by the standard of mooting in this competition, and this year is no exception. If I could have advocates of the quality I've seen here tonight appearing in front of me every day, I'd be a happy judge.

"It is clear that all the students have worked very hard on their research and presentation and also on anticipating the arguments their opponents will come up with, which is a real skill."

## Students' wacky stunts raise charity cash

A GROUP of physiotherapy students from Sheffield Hallam have raised thousands of pounds for a Sheffield charity - by staging a host of wacky stunts.

The students, led by Amy Crewdson, 25, and Christopher Buckley, 30, both from Ecclesall, raised £1,200 for Sheffield Children's Hospital Charity.

Events included cake baking, sponsored waxing, and a fancy dress fun run with the fundraising culminating in a ball at Cutlers Hall.

Christopher said: "We chose to support The Children's Hospital because it helps children in Sheffield but also benefits children from all over the country and we thought it was a really worthwhile cause.

"With help from volunteers on our course and a lot of hard work, fun, laughter and team work, we were able to smash our target of £1,000.

"We are really happy with the end result and pleased we can give something back to the community."

Fran Hunt, assistant fundraiser at The Children's Hospital Charity, who accepted a cheque from the student fundraisers on the night of the ball, said: "The students are a really lovely group who have put so much effort into their fundraising. I'm delighted all their hard work has raised such a fantastic amount."



# Revealed: this year's Honorary Doctors

The University has announced the recipients of its Honorary Doctorates for 2009 which will be presented during this year's graduation ceremonies in November.



From left: Angela Galvin, Simon Armitage, Richard Dale, David Brailsford, Chris Rea, John Taylor, James Toseland, Rosalind Wollen

## Angela Galvin

The former Chief Executive of Sheffield Theatres will receive an honorary degree for her services to drama and theatre. Since arriving at the Crucible Theatre in 1996 as Marketing Director, Angela went on to become Chief Executive. Her time there coincided with a revival in the Crucible's fortunes which saw it earning the reputation as one of the leading regional theatres in the country and she has steered the theatre's ongoing multi-million pound refurbishment programme.

## Jarvis Cocker

The Sheffield singer-songwriter and the founder and frontman of the iconic band Pulp, has also accepted his invitation to receive an honorary doctorate. After finding fame with Pulp in the 1990s, Jarvis now pursues a varied solo career collaborating with many different artists, contributing to film soundtracks and compilation albums and co-writing songs.

## Simon Armitage

The prolific and influential poet, originally from Huddersfield, writes for radio, TV and film. He has published various volumes of poetry including *Zoom*, *The Dead Sea Poems* and *The Universal Home Doctor*. He's also written successful stage plays and novels and received numerous literary awards.

## Richard Dale

Richard is Director of Creative Content and co-founder of Dangerous Films, a leading independent factual drama film production company. Since its launch in 2003, Dangerous has produced award winning films including *9/11 - The Twin Towers*. Other memorable films include *Diana - The Last Days of a Princess* and *D-Day 6.6.44*. Richard has a long career in TV production and directing, with *Tomorrow's World* and the multi-award-winning *The Human Body* in his successful portfolio.

## Susan Gilroy

Susan, from Barnsley, is a wheelchair table tennis champion. She is double Commonwealth Games champion and European Champion who has played internationally for Britain for the past 11 years. She most recently represented Great Britain in the 2008 Paralympics in Beijing and was named Sportswoman of the Year at the Federation of Disability Sports Awards earlier this year.

## David Brailsford

David Brailsford is the Performance Director for British cycling whose Olympic team dominated the cycling events in Beijing last year with 14 medals, eight of them gold. A former professional cyclist himself, David studied for a degree in sports science and

psychology and did an MBA at Sheffield Hallam's Business School. He was awarded a CBE in this year's Queen's Honours and won the BBC Sports Personality of the Year Coach Award last year.

## Chris Rea

Since buying ailing Rotherham firm AESSEALS in 1979, Managing Director Chris Rea has grown the company from five to 500 employees, floated it on the Stock Exchange and now has branches worldwide. His vision has produced today's success story which has made AESSEALS Plc the fourth largest designer and manufacturer of mechanical seals in the Western hemisphere with four Queen's Awards for services to industry.

## Karol Sikora

Professor Karol Sikora is considered one of the world's leading authorities on cancer having published more than 300 papers and written and edited 20 books on the subject. He is also the Medical Director of CancerPartnersUK, which is creating the largest UK Cancer network as a series of joint ventures with NHS Trusts.

## John Taylor

John is a former college principal who in recent years has specialised in turning round failing educational institutions by applying sound management principles. He

reshaped the future of Sheffield College by closing two colleges down and evolving a federal structure of three colleges to meet the needs of different market sectors. He was also invited to help revive the fortunes of the troubled Doncaster College. His award is for his contribution to education and the achievements of the people of South Yorkshire

## James Toseland

Doncaster-born motorcycle racer James Toseland became World Superbike Champion at just 23 and has been collecting titles since the age of 15. Now 28, James continues to excel, moving from success in World Superbike racing to the elite MotoGP level, competing at circuits around the world. James, who says Sheffield is his favourite city, also plays keyboards and sings with his band Crash.

## Rosalind Wollen

Rosalind Wollen is a director of the charity Tradeswomen South Yorkshire set up in 2006 to advance the education of women in non-traditional trades, such as plastering, joinery, construction and DIY, and offer training in the skills involved. The charity, based in Sheffield, provides a network of opportunities for tradeswomen to share best practice and support for them to enter into self-employment.



**Northern Ballet Theatre's A Christmas Carol (Tue 10 – Sat 14 November 2009)**

Ebenezer Scrooge. A squeezing, wrenching, grasping, scraping, clutching, covetous old sinner. One magical night. Three terrifying ghosts. A perfect tale for Christmas.

A Christmas treat for everyone, from Scrooge to Tiny Tim, *A Christmas Carol* combines traditional ballet and captivating theatre in a production that has delighted Northern Ballet Theatre audiences up and down the country for over a decade. Colourful sets and costumes, conjuring up a traditional Victorian Christmas, are perfectly complemented by Carl Davis' festive score, which blends classical music, played live by the Northern Ballet Theatre Orchestra, with well-known Christmas carols sung by the company.

To win two tickets to see *A Christmas Carol* at the Lyceum Theatre, answer this question:

Which famous Victorian wrote *A Christmas Carol*?

Oscar Wilde  
Charlotte Brontë  
Charles Dickens

The winner must be able to attend the performance on Tue 10 Nov 2009, 7.30pm.

Send your answer by e-mail to [newview@shu.ac.uk](mailto:newview@shu.ac.uk) or Victoria Butterworth, Floor 4, 1-11 Arundel Gate, Sheffield S1 2PN by the closing date of Friday 30 October.

# Notes from the President

We are extremely excited about the year ahead and looking forward to meeting new and returning students. Changes to Hallam Union's structure means that it is now easier than ever for students to get involved in their Union through representation and activities.

This academic year we will be launching our Student Assembly giving all students the opportunity to make their voice heard, electing our first ever student trustees and registering with the Charity Commission.

There will also be key campaigns to improve the student experience including safety and welfare, academic issues and the involvement of students in written submissions to the QAA Institutional Audit in 2010.

Students will also be playing an important part in the upcoming education funding debate and campaigning against the proposed lifting of the cap on tuition fees. We want to help ensure that higher education is accessible for all students on the basis of ability rather than just ability to pay. The NUS is visiting Sheffield in November and together with Sheffield University students, we will be lobbying ahead of the fees review expected in 2010.

Over the summer Hallam Union welcomed over 700 students from Tunk Abdul Rahman College and the Sri Lanka Institute of Information Technology. A programme of social events included trips to the seaside, Alton Towers and a range of outdoor activities - a beach themed welcome party sold out! The students also had the opportunity to become student reps and get involved with volunteering projects. We had the highest ever number signing up for our Hallam Challenges, volunteering in the local community.

The summer was also a key time for preparing Freshers' Week. Officers will be out and about during the week talking to students about what they can expect from their time at Hallam and how their Union can help them get the very best out of their University experience.

Dani Beckett,  
Students' Union President



Meet the new team (from left): Dan Pine, Equal Opportunities Officer; Sam Brown, Academic Affairs Officer; Dani Beckett, Students' Union President; Tom Waltho, Finance and Services Officer; Samantha Gill, Sports Officer.

There are also six part-time officers: Kate Healey, Volunteering; Tom Wilson, Media Officer; Martin Percival, Education Officer; Farhan Ahmed, Black and International Students Officer; Matthew Bond, Welfare Officer and Ben Heaton, Societies Officer.

This information can be made available in other formats. Please contact us for details.

