

# newview

The Sheffield Hallam University newsletter  
Autumn 2011

## The future's bright for Park Hill design students



# welcome

Welcome to the autumn 2011 edition of *newview*, the last edition of the Sheffield Hallam magazine in its current form.

Following feedback from across the University we will be re-launching a brand new magazine in the new year, so keep an eye out for it.

This edition is packed with lots of interesting news and updates and we have also included some great feature articles this time. Although the summer weather hasn't been up to much this year, it has still been a busy time at the University, with some really interesting things going on...

Some of our interior design students have been able to make their mark on the historic Park Hill complex by designing a student show flat. Homes on the complex will soon be available in the iconic development. You can read all about it in this edition.

It has also been a fascinating few months in our research centres. It is twenty years since the infamous World Student Games took place in Sheffield, and our colleagues at the Sport Industry Research Centre have looked into the legacy of hosting the Games, coming up with an interesting theory that despite the cost, the event has had a really positive economic impact on the city.

Colleagues at the Centre for Regional and Economic Social Research have looked at worklessness in Wales, publishing a sobering report that shows thousands of people could be thrown off benefits under new Government plans. Their work received national media coverage and was a real talking point. Researchers from the Centre were commissioned to look into the economic impact of horseracing in the Yorkshire region, concluding that it has a hugely positive impact.

It was a busy time for city festivals and exhibitions, and you can read more about Creative Spark and the Sheffield Food Festival in these pages.

We also welcomed the Chief Executive of the London organising Committee of the Olympic Games (LOCOG), Paul Deighton, who met with students who have a unique opportunity to do work experience at the Olympics.

There's much more news inside, and we hope you enjoy this final swansong edition of *newview*.

The *newview* team



## In this issue...

Here are some highlights in this edition of *newview*

Read about the recipients of this year's Honorary Degrees, among whom are a number of leading figures in the arts, sport, charity and business. **Pages 4 and 5**

Sheffield Hallam lecturer and author Jane Rogers is in the running for the coveted Man Booker writing prize. **Page 7**

The successful legacy of Sheffield's World Student Games 20 years on. **Pages 10 and 11**

The art of rustling up a meal from the woodlands and hedgerows on our city doorstep. **Page 14**

The work of finalists in Sheffield's Forgotten Spaces competition goes on display in the city. **Page 18**

Olympic chief praises Sheffield Hallam's contribution to London 2012. **Page 24**

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# Indian food link-up will take some topping



An Indian foods specialist has enlisted support from Sheffield Hallam's food and design experts to put a range of new products on the supermarket shelves.

Dewsbury-based Curry Cuisine has called in University experts from the Centre for Food Innovation and experts from Design Futures to help develop a range of fruity dessert sauces, made using combinations of spices often used in Indian cooking.

Paresh Tejura, who runs Curry Cuisine, initially applied for a £2,500 innovation voucher from Kirklees District Council to provide some financial help for his new products.

Using his innovation voucher, Paresh approached Sheffield Hallam, where the Centre for Food Innovation were able to provide technical and nutritional know-how on the products to help develop them for the retail market.

Experts from the University's in-house consultancy Design Futures then created the packaging for the products, which are already being sold locally and at events such as the Great Yorkshire Show in Harrogate.

And now a major retailer is set to stock three flavours of the Scrummee dessert sauces in its stores from next year - Strawberry and Mint, Mango, Cardamon and Ginger and Kiwi and Lime. Other flavours include Plum and Star Anise, Cherry Chocolate and Chilli and Rhubarb, Lemongrass and Ginger, and can be used as toppings for a range of desserts.

Paresh said: "People might not associate Indian food with dessert sauces. However, this new range uses spices such as cardamon, lemongrass and mint, which are commonly used in Indian cooking.

"These sauces are classic cooking combinations but are used in a new and exciting way. We believe we have developed a product with real oomph and we wouldn't have been able to develop these products as effectively without the University's food and design expertise. With their help we have been able to add and invigorate a forgotten category on the shelves."

Senior sensory technician Emma Johnson, from the Centre for Food Innovation at Sheffield Hallam, said: "We were able to develop Paresh's exciting new products using our state-of-the-art food testing and sensory laboratories. We have used these facilities to work with a variety of clients and were delighted to help springboard Scrummee to the supermarket shelves."

Emma has also been able to develop a new salad dressing using waste from Mr Tejura's popular beetroot chutney, and plans to commercialise this are ongoing.

To find out more about Curry Cuisine, visit [www.currycuisine.co.uk](http://www.currycuisine.co.uk)

The Centre for Food Innovation offers expert advice to clients in areas including

- the use of novel and natural ingredients, such as using seaweed instead of salt, which can provide numerous health benefits
- product development and innovation
- food production
- sensory evaluation
- nutrition, health and wellbeing
- packaging design and innovation
- consumer psychology and behaviour



Clockwise from top left: the Scrummee sauces, Paresh with his product, experts from the University



# Honorary degrees region's leading figures



**Howard Webb**, the World Cup and Champions League final football referee will be getting big match nerves of a different kind in November when he collects an honorary degree for his services to sport.

The Premier League referee who lives in Rotherham has strong links with the University and received altitude training and mental coaching from its psychologists and physiotherapists before setting off for the World Cup last year.

He said: "I am delighted to receive this honorary degree which cements my relationship with Sheffield Hallam and its academic staff."

"Their expertise proved invaluable in my journey to the World Cup final and I look forward to working with them during the forthcoming football league season."



**Lesley Garrett CBE**, the UK's most popular opera star who has won critical acclaim and industry awards in a musical career spanning several decades, will collect her degree for services to the arts.

Ms Garrett has performed across the world, starring in countless productions with leading opera societies. She will be returning to Sheffield Hallam to collect her degree, having performed there earlier this year at an event to raise money for the Lost Chord charity.

Of the honour, Ms Garrett said: "I am thrilled to be honoured by Sheffield Hallam University in this way. It's always a pleasure to return to South Yorkshire and I look forward to the chance to celebrate with the other graduates on the day."

Ms Garrett, who was born in South Yorkshire, was awarded a CBE in the 2002 New Year's Honours List for services to music.



**Kal Atwal**, managing director of comparethemarket.com, is also set to enjoy her own moment in the spotlight.

Kal, who studied international business and Spanish at Sheffield Hallam, will receive the honour in recognition of her services to business.

Since Kal became managing director of comparethemarket.com in 2007, the business has become one of the UK's leading price comparison websites. She has remained committed to Sheffield Hallam, returning at the end of last year to spend a day with business students before taking part in an evening event with the regional business community.

"I'm honoured to receive this accolade from Sheffield Hallam University, where I spent many happy years as a student."

"Graduates are incredibly important to the UK's economy so it will be great to meet the new generation coming through. Hopefully I'll see some of them working at comparethemarket.com in the future too!"



**Alex Pettifer MBE** is the chair of St Luke's Hospice, the charity that works to provide palliative care to those suffering with terminal and life-threatening illnesses. He is also the chair of the Sheffield Industrial Museums Trust.

A former Director of Estates and Facilities at Sheffield Hallam, Mr Pettifer played a major part in redefining the University within the city.

He played a key role as chair of the redevelopment of Sheffield City Hall and in the creation of Ice Sheffield. He will be honoured for his services to the University and outstanding contribution to public life in the city.

Mr Pettifer said: "To be honoured in this way by my former employer is a special moment for me. Sheffield is a fantastic city and I am proud to have played a part in its development over the years."

# for some of the figures

**Mo Laycock OBE** received an OBE earlier this year for her tireless education work. She retired last year after 15 years as head at Firth Park Community Arts College, overseeing its transformation from a poor performer, to being recognised by OFSTED as 'outstanding' in many areas. Mo has a fine arts background and believes passionately in the power of the arts to enhance students' motivation.

She said: "I have always been a strong supporter of Sheffield Hallam, so I am thrilled and very touched to be recognised in this way."

**Michael Morpurgo**, who has written more than 100 books including *War Horse*, *Why the Whales Came* and *The Voices of Children*, will receive an honorary doctorate for his services to children's literature.

Born in 1943, Michael attended schools in London, Sussex and Canterbury. He went on to London University to study English and French, followed by a career in teaching and a job in a primary school in Kent. It was there that he discovered that he wanted to write.

Over the years, he has written children's literature in historical fiction, animal stories, fantasies, picture books, easy readers, and retellings of legend and myth.

**Michael Elliott**, a leading arts figure and former cultural advisor to government ministers who began his career in Sheffield, is to be recognised for his contribution to the arts and culture. He is currently Chief Executive of the Royal Scottish National Orchestra and was Director of Culture at the Department for Culture, Media and Sport until earlier this year.

It will be a welcome return to Sheffield Hallam for Michael who, in the 1970s, was President and subsequently general manager of Hallam Union. He later became head of the principal's office and then head of publicity and information services.

Speaking ahead of the ceremony, he said: "I am particularly delighted to be honoured in this way by my alma mater, which has become renowned for the excellence in its teaching and research."

**Professor Celia Hoyles OBE**, a leading educator and former Government chief adviser for mathematics will be honoured for her role as a champion of maths education in the UK.

She is currently Professor of Mathematics Education at the University of London and also director of the National Centre for Excellence in the Teaching of Mathematics.

**Frank Eul**, a key figure in Sheffield's development over the last 10-15 years in his role as chair of Creative Sheffield, will be honoured for his services to business in the city. He is a former member of the Sheffield Hallam Board of Governors and has played a significant role in the urban renewal of the city.

**Ian Sarson**, Group Managing Director of Compass Group, which provides business services across the globe, has worked with Sheffield Business School as a visiting Fellow for several years, and has been nominated for his services to business.

**Julietta Patnick CBE**, Director of the NHS Cancer Screening Programmes, will receive an honorary doctorate for services to health in the city. The honour comes after a 32-year career in the NHS where she has overseen the implementation and continuation of comprehensive standards for screening of breast, cervical and colorectal cancer. She was awarded a CBE in 2005 for her services to the NHS.

"It is an absolute honour to be recognised by the city where I have lived for more than 30 years - and to receive that recognition in front of students from the health and wellbeing faculty."

**The nominees will each receive their honorary degrees at graduation ceremonies taking place throughout November. Other nominations have been made that are awaiting confirmation.**



**Julietta Patnick CBE**



**Michael Elliott**



**Mo Laycock OBE**

# Inspirational local lecturer takes national award

Claire Craig, a senior lecturer in occupational therapy and researcher, has beaten UK-wide competition to become a National Teaching Fellow in this year's awards.

Claire, who will receive a £10,000 prize, was nominated by senior colleagues at the University for her outstanding contribution to the learning experience. She was one of 55 winning lecturers and learning staff from hundreds of nominations made by Higher Education Institutions across the country.

The National Teaching Fellowship Scheme is run by the Higher Education Academy (HEA), and seeks to recognise and reward excellent learning and teaching.

Claire has developed a range of creative and innovative ways to engage students with learning, seeking to act as a role model to students so that they recognise the importance of research within their practice.

"I try to inspire students to reach their full potential, and am always keen to demonstrate to them that learning is far more than just being lectured at, by using a range of scenarios and environments to enrich the learning experience," Claire explains.

"It's always great to be recognised in your area of work and I am absolutely thrilled to be selected for a Fellowship. Each student I work alongside is unique and my aim is to find ways of tapping into their experience in order to draw out their strengths and meet their learning needs."

Claire will pick up her cheque and the award at a ceremony in London in October. The cash prize must be used for professional development in teaching and learning.

Pro-Vice Chancellor Professor Philip Martin was equally delighted by Claire's success and said: "The inspirational nature of Claire's professional practice that has been so successful with students has also had a profoundly stimulating and energising effect on her peers. She is a teacher of extraordinary talent, drive and



Claire Craig, who is now a National Teaching Fellow

enthusiasm, and is hugely deserving of this prestigious award in recognition of her achievements."

The National Teaching Fellowship Scheme is part of an overall programme to inspire and celebrate teacher excellence.

"Each student I work alongside is unique and my aim is to find ways of tapping into their experience in order to draw out their strengths and meet their learning needs."



## Social work partnership improves education in Europe

Social work education in Eastern Europe is being given a major boost by a unique partnership project between Sheffield Hallam and institutions in Ukraine, Lithuania, Slovenia and Georgia.

Organised by the Centre for Health and Social Care Research and funded by the European Union Tempus programme, the Advancing the Three Cycle System in Social Work Education (ACES) project is worth over €1million and runs for three years.

It includes the development of PhD programmes, regional social work education, a masters degree in social care, the creation of a journal of social policy and social work, and the development of an international social work module.

Peter Nelson, principal lecturer in social work, said: "The overall aims of the projects are to embed social work education, to integrate practice and research in a more effective way and to share and disseminate best practice in social work practice, education and research."



# Lecturer's novel in running for Man Booker prize

By Tess Humphrys

**“It’s a bit of a Cinderella story,” says Jane Rogers, professor of creative writing, “it all feels very exciting.”**

Jane is talking about her latest achievement in an already-illustrious writing career. Her eighth novel, *The Testament of Jessie Lamb*, has been longlisted for the Man Booker Prize, one of the country’s most prestigious literature prizes. Hers is one of just 13 titles chosen by a panel of expert judges from a total of 138 books.

But the accomplishment very nearly didn’t happen. The book, which portrays a near-future world in which pregnant women are dying of an incurable disease, was almost never published after being turned down by a number of mainstream publishers, until an independent firm gave it a chance.

“Sandstone Press took a gamble with this book when other larger publishers wouldn’t,” says Jane. “The whole longlist is a real vindication for indie publishers.”

“Three of the novels on it are from independents, who are supporting serious writers and taking risks while the bigger houses are playing it safe.”

It’s not just the obvious critical attention that inclusion in Man Booker’s longlist generates. Sandstone Press sold their entire stock of Jane’s book within a week of the longlist being announced, while retailer Waterstone’s has increased its stock of the novel.

“Being included in a list like this means people pay more attention to your book, which generates publicity and ultimately gains you more readers,” says Jane, who was previously selected for the longlist in 1991 for her novel *Mr Wroe’s Virgins*.

*The Testament of Jessie Lamb* follows teenager Jessie and her determination to make her life count for something in a world irreparably altered by an act of biological terrorism. It has already drawn comparisons to Margaret Atwood’s *A Handmaid’s Tale*, while Jane names



Kazuo Ishiguro’s *Never Let Me Go* as an inspiration.

“I wanted to explore that moment when the power shifts and a teenager becomes independent from her parents,” says Jane.

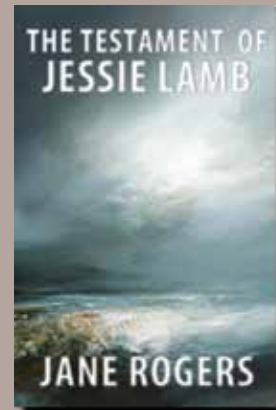
“As Jessie’s world collapses, her idealism and courage drive her towards the ultimate act of heroism. But her parents, who still see her as a foolishly impressionable child, are determined to try and protect her from herself.”

The book is written from Jessie’s perspective and Jane based her voice on diarist Anne Frank’s.

“Anne Frank’s is a literate, natural voice that despite the bleak situation is so full of energy. I wanted Jessie’s voice to be similar to this, reflective of the fact that she is an ordinary girl living in extraordinary times,” Jane says.

So what next for Jane’s own extraordinary times? In September, Man Booker will announce a shortlist of six authors, with the winner announced in October. Meanwhile the novel has already been optioned for television.

And while she’s hopeful of being shortlisted Jane says she is just happy with the interest the book is receiving.



Jane Rogers, above, and the cover of her new novel, left

Jane’s inclusion in the longlist is her latest achievement in an already-illustrious career.

She has published seven other novels, writes short stories, TV and radio drama, and has adapted work for radio and television.

Her writing awards include the Somerset Maugham Award, the Writers’ Guild Best Fiction Book award, a BAFTA nomination for best drama serial and an Arts Council Award. She is a Fellow of the Royal Society of Literature.

At Sheffield Hallam she has taught writing to a wide range of students, and is professor of writing on the MA course in creative writing.

# Students have designs on Park Hill

By Ally Mogg



It divides opinion across the city like no other subject, and now a group of Sheffield Hallam students have made their mark on the historic landmark by designing the interior of a new student show-apartment at the Park Hill complex.

The students, now entering their final year on an interior design degree, won a competition run by Park Hill's award-winning property developers Urban Splash, who approached Sheffield Institute of Arts at the University with the idea earlier this year.

The winning team of Layla Barakat, Helen Wood and Shaniqua Johnson have now turned their designs into reality, having procured and installed all the furnishings themselves to create a cool and spacious apartment, inspired by the iconic styles and fashions from the 1960s, which the group have called Re-Made in Sheffield.

The group presented their ideas to Urban Splash in the form of a commercial pitch, competing against their peers. Nicola Wallis, Director of Sales at Urban Splash said "We were very impressed by the high standard of designs and presentations from all the groups and it was quite difficult for us to pick a winner."

After winning they then spent a day working through their designs with Manchester based creative studio NoChintz who worked with them to install the furniture and dress their show apartment.

"We are really happy that we have been able to make our mark on such an iconic development," explains Layla. "We tried to capture the spirit of Park Hill when it was built and hopefully that excitement will return as it reopens."

It's now 50 years since Park Hill was built and at the time it was hailed as the future of social housing. Designed by architects Ivor Smith and Jack Lynn, they based the concept on the popular Brutalist architecture favoured by social housing developers of the time such as Le Corbusier. Yet by the 1970s, the 'streets in the sky' had become synonymous with crime and decay, and Park Hill never really recovered.

The flats loom over Sheffield's train station, hovering above the city so that they end up in your line of vision from many vantage points across the city centre. A Grade 2 listed building, it was never an option for Sheffield City Council to demolish the complex, so through a procurement process Urban Splash were selected to transform the area into a modern development in keeping with the rest of the regeneration taking place across the city.

The flats themselves are really well designed, and the original layouts from 50 years ago remain the same, as Urban Splash have not been able to make any significant structural changes to the flats due to Park Hill's Listed status. Whilst that has presented its own challenges, it also means that when you walk around the development, you can appreciate Smith and Lynn's original design - good living spaces exist in relatively small spaces, and the views across the city really are breathtaking.





“We are really happy that we have been able to make our mark on such an iconic development”

Clockwise from left: the view from the flats, the winning design team pose outside the complex, the team inside the flats and their winning designs



Layla explains: “Our designs try to make best use of the space available. We used quite vibrant colours to fit in with the redevelopment of the building’s exterior.”

The student flat is one of four show-apartments on the development that are now open for the public to view. The flats in one section of the complex will be available to move into later this year, several years after redevelopment work began.

Director of Sheffield Institute of Arts at Sheffield Hallam, Professor Chris Rust worked with colleagues and Urban Splash to make the competition happen.



He explains: “This was a fantastic opportunity for a group of our students to get involved in a major regeneration project.”

Urban Splash have said that the entire scheme will not be fully ready for some years, as there is still significant work to do to transform the entire development.

Whilst the Park Hill development still divides opinion in Sheffield and beyond, at least Layla, Helen and Shaniqua can say that they have made their mark on one of the country’s most iconic housing developments.





# The World Student Games – 20 years on

By Joe Field

**In July 1991 Sheffield hosted the 16th World Student Games, a high-profile sports event that was paid for by Sheffield City Council rather than through central government funding or private sponsorship. It was seen as a bold move at the time and remains a controversial subject to this day.**



Now, 20 years since the Games took place and the Council's £147 million investment in world-class sports facilities is still being analysed and debated. Chris Moriarty and Rob Wilson, from Sheffield Hallam's Sport Industry Research Centre (SIRC), have examined the results of the investment and believe that the 11 day games were worth the investment, and acted as a catalyst for the city's regeneration.

Chris Moriarty says: "As one of the earliest pioneers in harnessing sport as part of a multi-faceted regeneration strategy, Sheffield makes an interesting case study to consider long term financial and non-financial returns on the investment made.

"The decision that the city took in hosting the World Student Games is paying off in terms of legacy, and the authorities connected with London 2012 should certainly be looking at Sheffield's successes."

One of the sources of controversy is the re-scheduling of loan repayments, meaning the total sum Sheffield will have paid is reported to be close to £650 million. So far £296 million has been repaid and the debt will continue to be repaid at the rate of up to £30 million per year until 2024.

Whilst this is clearly some price to pay, Rob Wilson explains that there are other, more hard to measure benefits: "The figures speak for themselves but only illustrate half the picture. What about the returns? The benefits of investing in sporting infrastructure are wide and varied - some are financial and, with some knowhow, can be quantified. Others relate to more difficult to measure concepts - local pride, social cohesion, health and wellbeing and so on."

One way they have been able measure the return on investment is through the economic impact studies of other sports events hosted in the city. These measure the amount of additional expenditure generated within the city by visitors such as participants, spectators and organisers. Spending by Sheffield residents is excluded as it is assumed their spending would occur within Sheffield regardless of an event being staged.

"Sheffield hosts a large number of major sport events and has developed skills in bidding for, hosting and delivering sports events," says Chris. "Recent studies suggest that in the last two years, major sport events contributed between £7 million and £10 million to Sheffield's economy.

"Between 2008 and 2010 Sheffield hosted 103 events, attracting 113,000 visitors to

## The development of major facilities created a critical mass in sport in Sheffield, which has seen further inward investment

the city and providing 110,000 commercial bed nights in the city's hotels. In total, between 1991 and 2010, it has been estimated that the major sports events programme co-ordinated by the Council's Major Events Unit and its partners in Sheffield has generated a total of £113 million in additional expenditure within the city's economy."

According to Chris and Rob, events do not have to have a high media profile for them to have a significant benefit on the economy. In 1996 Ponds Forge hosted the World Masters Swimming Championship, generating £3.9 million additional expenditure in the city.

Rob said: "This was not achieved by a large number of spectators visiting the city for a relatively short time, but by attracting nearly 4,500 participants from all over the world. The participants stayed for around a week on average and were generally accompanied by friends and family. There were also 2,000 spectators and officials.

So far the city's major sports events have contributed £113 million towards the £296 million repaid to date. But economic impact studies of major sports events do not give us the complete picture. Many non-sporting events use facilities built for the World Student Games that would not necessarily be hosted in Sheffield if it wasn't for the facilities the city now has. Only around one third of Sheffield Arena's events are sport related. The economic impact of other events is yet to



Clockwise from left: the opening ceremony, the Canadian team, a scene from the games



be measured, but they certainly make a significant contribution.

Chris said: "The investment in major facilities created a critical mass in sport in Sheffield, which has seen further inward investment in sport in the shape of the English Institute of Sport and Ice Sheffield, funded by the National Lottery, Sport England and UK Sport.

"Ponds Forge and Hillsborough Leisure Centre are some of the busiest sports centres in the country, with close to two million visits a year, making a significant contribution to the health of the people of Sheffield and tackling the problem of physical inactivity."



Rob Wilson and Chris Moriarty from Sheffield Hallam's Sport Industry Research Centre



# Creative Spark launches Sheffield's first fashion graduates

By Joe Field

**In June, the City Campus transformed into Sheffield's largest, most diverse exhibition centre, featuring the work of the University's creative students.**

As always, the Creative Spark end-of-year degree show included work from an incredible range of subjects, including engineering, metalwork and jewellery, film and media production, fine art and, for the first year, creative art practice. This year's opening night featured a spectacular fashion show by the city's first ever cohort of fashion degree graduates.

The show, featuring entirely original work by final year fashion design students, included Kate Harrod's award winning wedding dress, inspired by the demise of the Russian royal family. The stunning black and red leather creation, for which Kate took 'Best Student Designer' at this year's Bridal Buyers Awards, was on display throughout the Creative Spark exhibition.

Director of Sheffield Institute of Arts at the University, Professor Chris Rust, said: "As an exhibition, Creative Spark gives everyone the chance to experience some of Sheffield's best new creative talent, from the city's long-established institute for creative education, here at Sheffield Hallam.

"The exhibition this year embraced an even wider range of subjects and even more venues. We were very proud to welcome students from fashion design and creative art practice into the diverse melting pot that is Creative Spark.

"From fine art to engineering, in five venues in the heart of the city's Cultural Industries Quarter, Creative Spark has become a very special fortnight in the city's calendar of events."



Pictured are: Kate Harrod's wedding dress, a model on the catwalk and Richard Hewitt's SpinCycle





## In a spin

One of the success stories of this year's exhibition was Richard Hewitt's SpinCycle idea - a tricycle-powered washing machine that could be used to help communities in developing countries.

Product design student Richard, 21, designed the belt-driven washing machine tricycle after he visited an orphanage in Burundi, central Africa.



His SpinCycle design is fitted to the back of a tricycle, where it is loaded with dirty clothes, detergent and water, before being pedalled for around ten minutes. It is then drained, and rinse water is added to the unit before another ten minute session completes the cycle. It can also be used to spin-dry the clothes once they are clean.

Richard said: "One of the tasks I did at the orphanage was to wash around 30 loads of children's clothes by hand. This was extremely time-consuming and I thought 'There must be an easier way than this', and it set off a train of thought that led me to this idea.

"They use bikes a lot there so I came up with the idea that it could become a micro-enterprise for people. As well as saving a lot of time, energy and water, people might also be able to make a little bit of money."

The unique design gained international media coverage, and led to approaches from local businesses interested in producing a working prototype. Following advice from the University's press office, Richard contacted the Enterprise Centre to discuss possible next steps for his business idea.

Richard said: "The Enterprise Centre invited me to one of their initial business training days, before giving me a proper consultation to help me apply a business strategy to the product.

They also arranged a meeting with Gripple, the Sheffield-based design consultancy, who have now given Richard access to their expertise and workshop equipment without any cost.

You can keep up with Richard's progress on his project blog: [www.incub.co.uk/blog](http://www.incub.co.uk/blog)



Shelley Roche-Jacques with her winning poem

## Student Poetry competition

International award-winning poet, Debjani Chatterjee, MBE, announced the winners of this year's Student Poetry Competition, uni.verse, at a special ceremony at Sheffield Hallam in June.

Debjani, who holds an honorary doctorate from the University, presented the prizes to the winning students and also read some of her own poetry.

This year's judges included Debjani as well as Ruby Robinson (last year's winner), Chris Jones (a creative writing lecturer and an award-winning poet), Nell Farrell (a local award-winning poet) and Paul Helm (head of Quality Enhancement and Shared Success (QESS). The panel was chaired by Edward Oyston, who was instrumental in establishing the competition.

The winner was Shelley Roche-Jacques for her poem 'Bram Stoker's Boyhood'. Second prize went to Rosemary Badcoe for her poem 'Soundings', and third prize to Bill Cooper for 'Betsy'.


Clive Macdonald, Director of Student and Learning Services at the University, said: "We are very proud of our students and this competition showcases examples of the outstanding skill and imagination of writers at this University."

Poems will be displayed on the walls of the Adsetts and Collegiate learning centres. Blackwell's and SLS jointly provided the prizes of Blackwell's Book vouchers of £100, £60 and £40 respectively.

Shelley was delighted with her win. "I'm excited to have won because I know there must have been stiff competition. Sheffield Hallam has a great reputation for excellence in Creative Writing and it's good that there's an in-house competition which recognises and celebrates that," she said.

# Norman's foraging is food for thought

By Laurie Harvey



Horseradish can also be frequently found growing wild.

**Greggs? Forget it! When it comes to rustling up a quick-fire lunch there's only one place lecturer Norman Dinsdale needs to go – and it's closer than you think.**

Norman, a hospitality management lecturer at Sheffield Hallam, is partial to a spot of al fresco foraging – and can often be seen in the car parks and towpaths of Yorkshire collecting the ingredients for a tasty salad.

Now Norman's love of foraging has catapulted him to the attention of ITV Calendar News, who profiled the academic in the build-up to this year's Sheffield Food Festival. He rustled up food from the Brown Street car park just outside the University's Stoddart Building and served it up in a salad for the *Calendar* crew just an hour later.

But the fact that food is under our noses is not news to Norman. He's known for some years that healthy and tasty free snacks are just lying in wait.

He says: "Even in the city centre if you keep your eyes open you can find enough to make a small meal or at least a decent accompaniment or herb flavouring."

"There is the ubiquitous Cow Parsley or Wild Chervil, Ground Elder, Wild Thyme and Marjoram. And a little later in the year, just a few miles beyond in the suburbs, people can find an abundance of apples, wild cherries, crab apples, rosehips, pears and sloes."

But Norman, who before becoming a lecturer had a long career in the restaurant industry, did issue a warning to would-be foragers – check you have the property owner's permission first.

He said: "Read up on the laws regarding foraging. You always need the landowner's permission and it is illegal to pull or dig up wild plants by their roots."

"Never fully strip a plant, take only what you need and make sure you fully identify the plant or fruit you are picking, and, if in doubt, leave it out."

Norman told guests at his foraging workshop as part of the Sheffield Food Festival how he began to discover what he calls "hedgerow bounty" at an early age.

"For many years, in my life as a professional chef, I had to forget about foraging but continued to do so privately," Norman explains.

"When I opened my own first restaurant in the early eighties, I was able to use foraged foods again, the sort of foods that modern chefs are currently raving about – samphire, sea buckthorn berries, cockles and clams, Chanterelle and morel mushrooms."

**"Even in the city centre if you keep your eyes open you can find enough to make a small meal or at least a decent accompaniment or herb flavouring."**



# News in brief

## Architecture award

Amy Martin, an architecture student, has won a bronze medal at the 2011 Royal Institute of British Architects (RIBA) Yorkshire Students Awards.

She won the award for her designs for an extension to Sheffield's Kelham Island Museum, to house its collection of industrial artefacts.

The awards celebrate and reward the talent and excellence of Yorkshire's architecture students and were announced at an event at the University's Furnival Building.

## Bioscience investment

The University has invested £200,000 in a state-of-the-art laboratory to give undergraduate bioscience students hands-on experience of cell culture – making it one of the few universities in the country to do so.

The new lab is equipped with industry and hospital standard equipment, and unlike many other universities, both undergraduate and postgraduate students at Sheffield Hallam will be taught practical skills in cell culture.

Dr Susan Laird, head of the department of biosciences said: "It will enhance the student learning experience and provide them with skills needed for employment."

## Pupil becomes the master

Malaysian student Stephen Kang Song Tan, who came to Sheffield Hallam in 2006 to complete a summer semester top-up degree programme, is five years later teaching the very same course.

Song studied a top-up programme to turn his Advanced Diploma in Technology into a degree, then stayed on to undertake a PhD, before beginning to teach the top-up programme that he started back in 2006. He said: "I have learned a great deal in the last five years and the opportunity I had has opened up new areas of work I never would have considered before."

## Design 4 Health

Health professionals, inventors and academics attended Sheffield Hallam's Design 4 Health conference, which looked at how design can rise to the challenges of an ageing population.

The conference showcased how health professionals are embracing new design techniques to address stigmas of ageing and disability.

Among the delegates was Andrew Slorance, who designed his own Carbon Black wheelchair. Other exhibits were Hanky Pancreas, a fashionable way to disguise a diabetic's insulin pump, and 'distraction blankets', which allow ill people to avoid boredom by printing fun games on their bed-sheets.

The University has a strong reputation for bridging the divide between health and design with projects such as Lab4Living, Engaging and the Future Bathroom Project.

Dr Alaster Yoxall, one of the event organisers, said: "We aim to develop environments and propose creative strategies for future living in which people of all ages and abilities are enabled and empowered to live with dignity, independence and fulfilment."



And he now continues to forage near to his home on the Lincolnshire/Nottinghamshire border, where, in the surrounding countryside you can find a whole host of items. But it seems that even in our cities there are tasty morsels to be found... you just have to know where to look.

"Read up on the laws regarding foraging. You always need the landowner's permission and it is illegal to pull or dig up wild plants by their roots."

## Norman talks about his foraging journey....



"I was born and brought up on a dairy farm, and from an early age I was snacking on the hedgerow bounty – Hawthorn leaves and berries (sometimes called Bread & Cheese), dog rose flowers, beech nuts, blackberries and bilberries from the moors.

"My Dad would have a few gallons of elderflower fizz, cowslip wine and nettle beer knocked up. If he was feeling flush he'd buy a few bottles of Dandelion and Burdock, the real stuff.

"When my parents opened a small B&B on the coast I developed a real interest in food and cooking. I'd come home from the shore with buckets of crabs, cockles, winkles, seaweeds and samphire.

"I now live on the Lincolnshire/Nottinghamshire border and the banks of the Trent are a veritable shopping basket. In the surrounding open spaces and woodland you can find meadowsweet, ramsons (wild garlic or bear garlic), watercress, wild spinach, common Sorrel, Jack-by-the-Hedge (garlic mustard) and the ever abundant horseradish, and dozens of fungi.

"If you don't mind wading a bit you can even harvest the variants of Bulrush. From these you can take a few young shoots to use as a substitute for asparagus. The stem can be eaten raw in salads or stir-fried like water chestnut, and you can eat the roasted seeds. I even use the pollen to flavour and colour flour."



## On the silver screen

Film and creative media students have been rubbing shoulders with BAFTA and have been given the chance to showcase their work at the National Film Theatre, as part of the fourth Annual British Kinematograph, Sound and Television Society student show.

Students also met Sir Sydney Samuelson, a former British Film Commissioner who worked with David Lean on his classic films, during the visit to London's South Bank.

Sir Sydney, 85, who holds a BAFTA fellowship and honorary doctorate from Sheffield Hallam, gave a talk to the students.

Senior lecturer in video post production John Hayes told *newview*: "The event was a fantastic opportunity for students to screen work in such a prestigious venue, to receive words of wisdom and inspiration from Sir Sydney, and to mark their transition to the world of professional film making."

# News in brief

## Industry awards commend online course comparison tool

The University's creative services team is celebrating after being highly commended for a new online prospectus creation tool, at an industry awards ceremony.

Coursefinder, a unique way for prospective students to create a specially tailored prospectus online, was highly commended by judges the Heist Awards 2011, in the 'Best use of a digital platform for student recruitment' category.

Coursefinder means people can select and compare several courses online to make sure they pick the right one for them. A personal prospectus can then be printed out, which contains information about the relevant courses only, so it saves paper too.

Terri Gibson, Head of Creative Services said: "To be highly commended by the judges for Coursefinder is terrific, it's a valuable tool to engage with all our audiences."

The team have also recently created a new animated web section about the University, which provides a range of useful information

about the University's City and Collegiate campuses, to help new students to navigate their way across the city.

Coursefinder is available at [www.shu.ac.uk/prospectus](http://www.shu.ac.uk/prospectus) and the new University section of the website is at [www.shu.ac.uk/university](http://www.shu.ac.uk/university).

## Awards triumph for Bethan

Bethan Lewis, a second year student studying building surveying, has been awarded the Women in Property National Student Award 2011 for Yorkshire and North East region, sponsored by Turley Associates.

Bethan was presented with a cheque for £300 at the awards ceremony and will undertake a week's work experience placement at global property firm Jones Lang LaSalle. She will also go on to compete at the prestigious 'Best of the Best' Women in Property National Awards in London in the autumn.

Bethan said: "Winning this regional award will help me on my future career path and I am looking forward to representing the region at the national awards."

## From print to law

Staff development is important to the University and one member of staff who has taken full advantage is John Marsden, who after several years working in Print Services, will soon take up a lecturing position in the law department.

And after five years lecturing part-time around his work in the Print Unit, John will start seminar lecturing full time, and say an emotional goodbye to his Print Services colleagues in October.

"Thanks to the Headstart scheme here at Sheffield Hallam I was able to continue my law studies and had the opportunity to take up lecturing," John said.

## The Legacy project – celebrating black history

The University's Faculty of Development and Society in collaboration with Sheffield Children and Young People's Services, local community organisations and the Showroom Cinema, presents a nine day event from 14-22 October offering a visual exploration of black culture, through artwork, literature, film, music, history, dance and drama.

The event offers a wide range of interactive creative workshops and seminars. To get involved, or for more information contact Maxine Greaves, Equality and Community Engagement Manager via email at [m.j.greaves@shu.ac.uk](mailto:m.j.greaves@shu.ac.uk)

## Fines pay for lifesaving units

Sheffield Hallam has donated eight defibrillator units for use by paramedics and ambassadors around the city centre.

There are several sites across the city which house the lifesaving units. Sheffield Hallam is part of the Automatic External Defibrillator network which provides a list to NHS ambulance staff and city ambassadors so they can quickly locate the units in an emergency to help restart a patient's heart.

The University bought four units and donated a further four with money collected from fines for the misuse of the fire alarm system at Woodville Hall.



# Horseracing survey puts academics furlongs in front

By Laurie Harvey

Academics at Sheffield Hallam have proved they are in front of the chasing pack when it comes to sporting research – with a new report that shows horseracing contributes almost £230m to the Yorkshire economy every year.

Economists from the University's Centre for Regional Economic and Social Research (CRESR), one of the UK's leading centres specialising in social and economic regeneration, have been plotting the value of horse racing to the region and have now released their findings.

Commissioned by the nine racecourses under the 'Go Racing in Yorkshire' umbrella, researchers Paul Lawless and Ian Wilson from CRESR looked in depth at the activities of the racecourses, trainers, breeders, owners, jockeys and on-course bookmakers.

They also took into account off-course spending by racegoers and those attending racecourses for events such as conferences and exhibitions.

And they concluded that the full annual economic impact of horseracing in Yorkshire was around £228 million in 2009 alone.

Professor Lawless says: "In addition, the core racing industry provides some 2,300 full-time equivalent jobs in the county and, using Yorkshire Forward's Regional Economic Model, it can be estimated that racing supports another 830 full-time equivalent jobs in the county."

Of the £228 million, around £30 million was attributed to off-course spend by racegoers, including hotel stays, food and drink. This was largely linked to meetings at York and Doncaster, while the study found

that nearly one million people attended race meetings across Yorkshire in 2009.

Nine courses are linked to Go Racing in Yorkshire – Catterick and Doncaster both race on the flat and over jumps; Beverley, Pontefract, Redcar, Ripon, Thirsk and York stage flat racing only, while Wetherby hosts jumps racing only.



Simon Channon, Chairman of Go Racing in Yorkshire, said: "This report confirms that racing matters to Yorkshire. We're delighted we can show our existing sponsors the true value of the sport which they are backing, and it will be enormously helpful that Yorkshire racing can demonstrate such a positive impact on the economy when we seek to broaden our support base in years to come."

## Key findings of the report include:

- Some £155m of the £228m overall total comes from individual racecourse revenues, off-course expenditure and secondary expenditure.
- Collectively the nine courses stage 175 racedays per year, around 12 per cent of the national fixture list.
- Attendances in 2009 stood at getting on for one fifth of the national figure, emphasising the popularity of racing in the county.

Individual racecourse revenues, off-course expenditure and secondary expenditure: 2009 (Source: CRESR)

RACECOURSE	TOTAL VALUE (£m)	Percentage of YORKSHIRE (per cent)
York	58.2	38
Doncaster	40.4	26
Beverley	9.9	6
Wetherby	9.3	6
Pontefract	8.6	6
Ripon	8.0	5
Thirsk	7.5	5
Redcar	6.7	4
Catterick Bridge	6.3	4
TOTALS	£155m	100



# Forgotten Spaces – the shortlist

By Tess Humphrys

**Ideas for a giant golden frame that floats down Sheffield's canals, a scheme to light up dangerously dark walkways and a vertical city farm are all on the shortlist for the Forgotten Spaces 2011: Sheffield architectural ideas competition, being run by Sheffield Hallam and the Royal Institute of British Architects (RIBA) Yorkshire.**

The shortlist of 19, chosen from 60 entries, includes a range of innovative, far reaching and practical ideas showing how to put overlooked or forgotten sites to use in the Sheffield city region.

The winning entries will soon be announced at a ceremony at the Crucible Theatre where the shortlisted entries have been on show at an exhibition. Winners will be awarded cash prizes of up to £5,000. The event is timed to coincide with the Stirling Prize, the highest accolade for architecture, which will take place at the Magna science centre in Rotherham.

"I was really pleased by the range of ideas we received for the Sheffield competition," says David Bickle, chair of the judging panel and director of London-based architectural practice Hawkins Brown.

"There is so much creativity and innovation coming out of Sheffield and it was a real privilege to judge some really novel, striking and, at times, completely bonkers ideas for forgotten spaces in the region."

And now local secondary school children are being asked to get involved in Forgotten Spaces 2011: Sheffield by proposing and

designing new ideas to revitalise overlooked spaces in their local communities.

Schools may nominate their own space or submit designs for eight sites nominated by Sheffield's Community Assemblies. The winning idea, and two runners up, can win up to £1,000 in resources to go towards improvements to their school or college.

"This is an opportunity for a local school or college to take a forgotten site and creatively design and explore suitable solutions," explains Sarah Jenkins, schools and colleges liaison manager at the University.

"This competition provides young people with the opportunity to gain an insight into the skills needed to re-design spaces and gives students interested in design a chance to work on a 'real life' project which could benefit their own environment."

Don't miss the next edition of Sheffield Hallam's magazine which will feature full details of the winning entries.



**Forgotten Spaces 2011: Sheffield** is an ideas competition, run by the RIBA Yorkshire and Sheffield Hallam University, to encourage architects, designers and artists to come up with innovative ideas that find new uses for the region's forgotten spaces.

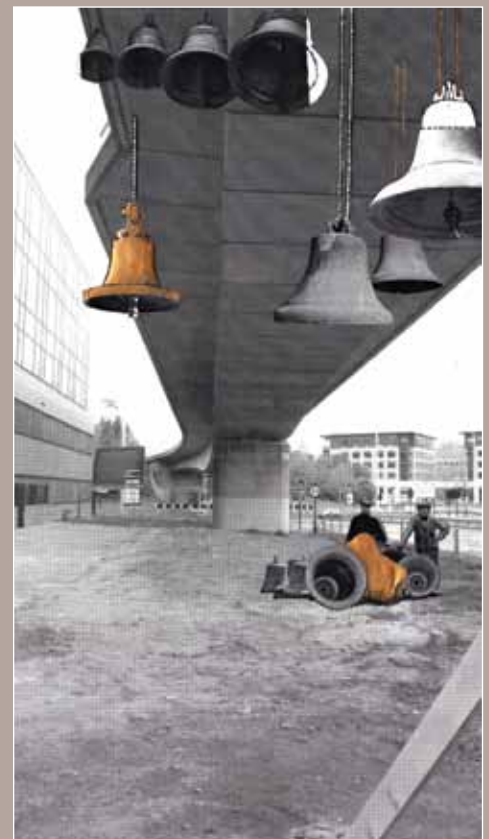
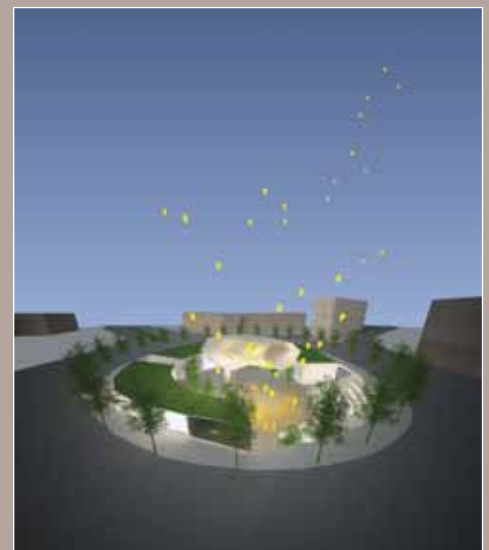
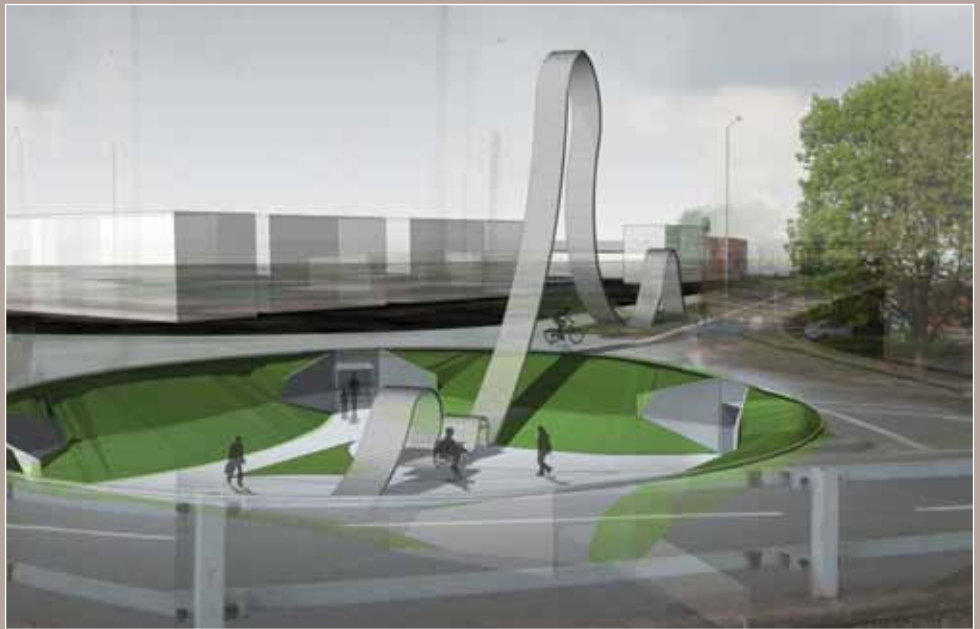
The project is sponsored by

- British Land (owners of Meadowhall)
- Creative Sheffield
- Sheffield Chamber of Commerce and Industry
- Buro Happold developers and engineers

The project was launched following the success of the first Forgotten Spaces competition in London last year. Sheffield was chosen for this year's competition as a tribute to the outstanding redevelopment work that has been undertaken in the city centre and the competition has proved a hit with both professionals and the public.

John Palmer, director of corporate communications at the University, said: "The general public's enthusiasm for the whole project has been incredible and we're delighted to be unveiling an amazing array of events carrying on the theme until the end of the year."

Among the coming highlights later this year are an event at RIBA London with one of the world's most-revered young architectural designers Thomas Heatherwick - who gained universal fame for the 'seed head' British pavilion at the Shanghai Expo last year - and an evening in Sheffield with Alison Nimmo, director of design and regeneration at the London Olympic Delivery Authority.



"There is so much creativity and innovation coming out of Sheffield and it was a real privilege to judge some really novel, striking and, at times, completely bonkers ideas for forgotten spaces in the region."



# More to be done to avoid schizophrenia, says expert

**Leading neuroscientist and former president of the British Association for Psychopharmacology, Professor Gavin Reynolds, visited Sheffield Hallam to deliver his professorial lecture on the future of drug treatment in schizophrenia.**

Speaking to staff, students and members of the public in the Peak Theatre, Professor Reynolds said: "Schizophrenia could be avoided in the future, but it is highly unlikely there will ever be a cure. We may be able to influence many factors that increase the risk of schizophrenia, and by intervening early on in this way, help prevent the disease emerging during adolescence."

Professor Gavin Reynolds, an honorary professor of the University, drew on his own research to look at how to improve drug treatment for the disease. His studies show a strong link between the effects of anti-psychotic drugs and genetics on patients' Body Mass Index (BMI).

He said: "Current antipsychotic drugs are effective at treating the more overt symptoms of schizophrenia, such as hallucinations and delusions, but they provide little help for a patient who is withdrawn and depressed.

"These drugs can also affect metabolism, leading to weight gain, metabolic syndrome, diabetes and cardiovascular disease. Additionally, patients who are sedated will not exercise, and tend to have a bad diet."

Along with the impact this has on patients' wellbeing, Professor Reynolds pointed out that the additional health issues add pressure to healthcare services and the economy.

He said: "Schizophrenia and other severe mental illnesses have a huge social and economic impact yet attract disproportionately little funding for research into their causes and treatments.

"Nevertheless, our understanding of what may be awry in the brain in schizophrenia has progressed hugely in the past two decades. Identifying what nerve cells are affected is beginning to lead us to new treatment approaches, while genetic studies are indicating how to better target current drugs to minimise the often problematic side effects."

Professor Reynolds' research says:

- Traditional drug treatment has focused on blocking the transmission of dopamine in the brain
- People are more likely to develop schizophrenia if their relatives have the illness
- Cannabis use during early teens increases the risk by around 4-5 times
- Obstetric complication during childbirth increases the risk slightly

"Schizophrenia and other severe mental illnesses have a huge social and economic impact yet attract disproportionately little funding for research into their causes and treatments."





# Enduring legacy on campus for city's famous furniture family

The University is to rename one of its flagship City Campus buildings after Sheffield's most famous furniture designers and philanthropists, the Cantor family.

The award-winning building, currently known as the Furnival Building, houses the University's arts, computing, engineering and sciences faculty, and will be named the Cantor Building, in recognition of a significant donation from the H & L Cantor Trust.

The Cantor family name is synonymous with high quality design, and it was the late Harold Cantor's wish to create a legacy which provided enduring benefits to Sheffield and its communities, by investing in its creativity and innovation.

The family's generous donation is a crucial contribution to the University, and will be invested directly in student activities and services. The building itself recently housed exhibits from the University's acclaimed Creative Spark exhibition, and includes two galleries which are open to the public.

The Cantor family began trading in 1920 and their famous furniture division opened its first store in Sheffield in 1927. From there the company expanded, opening stores across the UK and at its height, the firm operated over 100 stores.

Lily Cantor will officially rename the building at a ceremony in early October. Her daughter Dianne Jeffrey CBE DL, is married to former Chair of the University's Board of Governors, Nick Jeffrey, who said: "The Cantor family and Sheffield Hallam have a strong bond around creativity and innovation in design. So it is with great pleasure that we will see the building renamed in honour of the Cantors' significant contribution to the city.

"It is a fitting legacy to the memory of Harold Cantor, who believed so passionately in design, and wanted to make a gesture to the University as part of Sheffield's ongoing development and its renaissance as a centre for the creative industries."

The Furnival Street building, completed in 2008 was commended as Best Building using Sustainable Technologies at the 2010 Sheffield Design Awards, run by Sheffield Civic Trust and the Royal Institute of British Architects (RIBA) Yorkshire.



# Alex's artistic 'awakening' leads to exhibition success

Self-confessed science fiction geek Alex Storer's rediscovery of his passion and talent for art has led to his work being chosen for exhibition.



The graphic designer, who works in the Creative Services department of Marketing at Sheffield Hallam, says he was delighted to have one of his digital paintings included in the *Brave New Worlds - Utopias/ Dystopias* exhibition in Richmond, Surrey.

Alex said: "The painting is called *Awakening* (pictured above) and was inspired by a pivotal scene in HG Wells' novel *When the Sleeper Awakes*. The story's main protagonist falls into a sleep-like trance for 200 years at the end of the 19th Century, and eventually awakens in a completely transformed world. The character's first glimpse of the turbulent future is what I wanted to illustrate in the painting."

Alex's roots are in fine art and he jumped at the chance to try for the exhibition which is at the Riverside Gallery in Richmond-upon-Thames until 5 November. He is among just 25 artists chosen from over 500 submissions across the UK to showcase their personal interpretations of utopias and dystopias.

Alex added: "It was a real pleasure and a great surprise to discover that I had been chosen for inclusion."

To see more of Alex's work, visit [www.thelightdream.net](http://www.thelightdream.net)



# Hard hitting Hallam research a major talking point in Westminster

By Laurie Harvey

**Research carried out by a pair of Sheffield Hallam academics that claims that welfare reform will create a black hole of worklessness in Wales has become a major talking point – both in Westminster and on the pages of national newspapers.**

The research by Professor Steve Fothergill and Professor Tina Beatty from Sheffield Hallam's Centre for Regional Economic and Social Research (CRESR) says that some 60,000 people in Wales will be thrown off incapacity benefits as a result of the coalition government's welfare reforms.

Some of these people will end up on unemployment benefits instead but the report estimates that when the reforms come to full fruition as many as 30,000 will be pushed out of the benefits system altogether.

The report, *Tackling Worklessness in Wales*, was launched at an event in the South Wales town of Merthyr Tydfil in early July, and was picked up by many of the leading broadsheets.

MPs including Peter Hain, MP for Neath, have discussed the report, and the former Cabinet member says: "This is a very worrying report highlighting the problems of getting people back into work. Last month's figures showed there were eleven people chasing every vacancy in Neath – that is the reality facing the unemployed. Getting people off benefits is one thing but if there are no jobs for them to go into then they are facing a very unsure financial future."

The report, which precedes a larger report about worklessness and welfare reform across the UK which is due for release later this year, was also discussed widely in newspapers and blogs.

Heather Stewart from the Observer said that it proved there was a flaw in the coalition's plans for welfare reform.

She says: "Christina Beatty and Steve Fothergill published an excellent but profoundly depressing piece of research revealing the scale of the challenge in just one area, the Welsh valleys.

"More than 25 per cent of the working population in Merthyr Tydfil and Blaenau Gwent are claiming out-of-work benefits, either incapacity benefit or jobseeker's allowance. In another three areas, including the former steelmaking centre of Port Talbot, it's more than 20 per cent."

John Harris, writing in *The Guardian*, adds: "It is a sobering read, and not just for people interested in Welsh affairs: for Merthyr, Ebbw Vale and Port Talbot, you can just as easily read Bolton, Hastings, Paisley or Preston. That point applies particularly to what Professor Fothergill has said about Duncan Smith's benefits revolution: 'The government's welfare reforms are based on the assumption that there are plenty of jobs for people to go to. In most of Wales this seems wide of the mark.'"





Merthyr Tydfil in South Wales

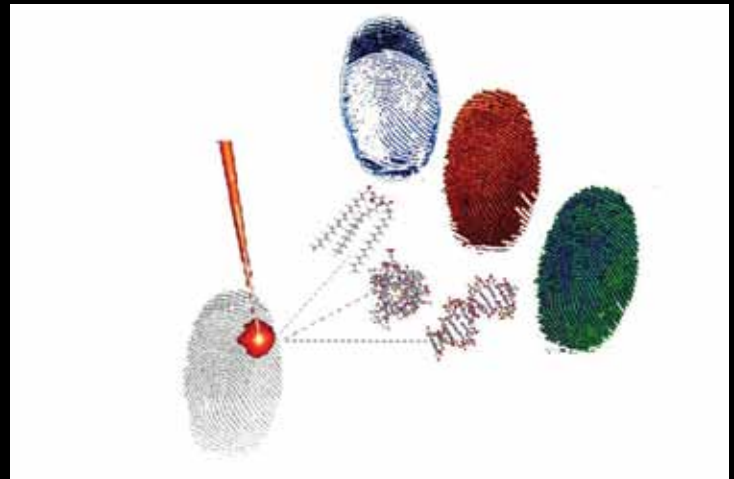
The report, commissioned by the Industrial Communities Alliance, found that in Wales as a whole, 180,000 people currently claim incapacity benefits. As most of those people are tested for their ability to work, 45,000 are set to be thrown off the benefit. Of those, 14,000 are likely to be quickly excluded from the benefits system altogether. In time another 17,000 are also likely to lose all their benefits, as means-testing begins after their first year on the new employment and support allowance.

Professor Fothergill, who led the research, says, "The startling numbers that we estimate will be denied benefits in future are based on experience in pilot areas elsewhere in Britain and on the Westminster government's own assumptions about the impact of extensions to means-testing.

"Welfare reform will begin to take effect in the next few months, as existing incapacity claimants start to be called in for the new, tougher medical test. The consequence is likely to be widespread distress and, in many cases, additional financial hardship."

He argues that there is a strong case for the Welsh Government to initiate a job creation programme targeted at the large numbers of incapacity claimants who will lose entitlement to benefit.

*Tackling Worklessness in Wales*, by Christina Beatty and Steve Fothergill, can be accessed at [www.shu.ac.uk/cresr](http://www.shu.ac.uk/cresr).



## Fingerprint technology

A pioneering technology to detect fingerprints at crime scenes, which provides additional information about a suspect, is a step closer to being incorporated into forensic investigations thanks to funding from the Home Office.

The technology, being developed by Sheffield Hallam's Biomedical Research Centre (BMRC), can provide crime scene investigators with key extra details about suspects. These details, such as any substances they might have touched, can provide crucial background information in a criminal investigation.

And the Home Office Centre for Applied Science and Technology is so interested in the potential for the technology's application that it has co-funded an £80,000 PhD studentship with the BMRC to allow for further testing. It is hoped that the technology can be incorporated into police investigations within a few years.

"It takes time to integrate every new technology, but my guess is it'll take two to three years for this to happen," said Dr Simona Francese, who has led the research.

A fingerprint is made up of material from the surface of the skin and from gland secretions. Conventionally, fingerprints found at the scene of a crime are lifted, often using a powder, and are compared with prints on a police database to identify a suspect.

The method uses technology called Mass Spectrometry Imaging to produce, for the first time, multiple images of fingerprints.

Simona explains: "We use a special powder that can recover prints from glass, wood, metal and leather. When we spray a solvent on the powder, it dissolves into crystals containing chemical substances. These can show contaminants such as drugs, explosives or cosmetics on the skin."

The images produced using the technology can then provide extra information on a suspect, giving important background information in a criminal investigation, especially if the suspect's fingerprint is not on the police database and a positive ID cannot be made.

"We could provide not just an image, but a story about the criminal - who they are. You'll be able to say a lot more about a suspect than you could," said Simona.

Dr Rosalind Wolstenholme, a senior lecturer in analytical science who has co-developed the technology, said: "Our goal is to get the technology included in police manuals on how to detect fingerprints at crime scenes. The funding from the Home Office will allow us to take steps towards this and to develop potential commercial applications for the technology."



# Olympics Chief Executive talks of “significant partnership” with Sheffield Hallam

## The key man behind the organisation of the London 2012 Olympic Games has heaped praise upon Sheffield Hallam during a special visit to the University.

Paul Deighton, Chief Executive of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), talked passionately about the “significant partnership” between the University and LOCOG during his visit

On the day he met some of the University’s student volunteers who are taking up a unique opportunity to be part of the Press Operations Service at London 2012, having studied media modules that Sheffield Hallam has created in partnership with LOCOG.

He took part in a press conference with the students, who gave him a grilling about the Olympics and the key challenges he is facing in his role. After the conference he said that the students were “fantastic”.

LOCOG has worked with Sheffield Hallam to develop the unique set of modules, and those students who take one as part of their course can apply for internships with LOCOG. No other University is offering this chance to be so heavily involved in the Games.

Paul said: “This is the most significant partnership we have with any educational institution in the country by a long way. It’s fantastic for us because we get terrific people, who are highly motivated and very well trained.

“And what better way for students to be entering the workforce and to be looking for a future career than to have had this kind of experience integrated into your education. It seems to me that it’s a partnership that works superbly for both sides.”

Paul also met sport scientists at the University’s Collegiate Campus. He spoke to High Performance Hallam athletes Andy Benson, who has 88 caps for the senior GB Volleyball team, and Phil Roper, who plays in the England under-21s hockey team.





“This is the most significant partnership we have with any educational institution in the country by a long way. It’s fantastic for us because we get terrific people, who are highly motivated and very well trained.”

Paul also visited the biomechanics laboratory, where he saw a golfer’s swing being analysed on the University’s special ‘motion capture’ technology, before hitting a drive himself. He then saw some of the University’s sports engineering projects in action, including the iBoxer system, produced to help GB Boxing perfect their performance through hi-tech instant analysis.

The visit was organised by Yorkshire Gold, the region’s delivery partner for London 2012, to make the most of the benefits of the Games.

Sheffield Hallam is developing a specialism in providing opportunities for its students to participate in major sporting events, having provided similar opportunities for students to work at the Beijing Olympics in 2008, the Commonwealth Games in Delhi in 2010, and is in the process of doing so for the Winter Olympics in Sochi in 2014.



# Video analysis system for boxers packs a punch

Experts at Sheffield Hallam's Centre for Sports Engineering Research (CSER) have designed an award-winning hi-tech video capture system that is helping Britain's hopes for boxing glory in 2012.

CSER, a UK Sport Innovation Partner, developed the iBoxer system in conjunction with the English Institute of Sport (EIS) and GB Boxing. In July, the project won the Best New Sports Technology category in the MBNA Northern Sports Awards.

The system uses a series of cameras to capture boxers' movement in the ring, and footage is fed directly to a series of touchscreen monitors in the gym. The athletes then review the footage between bouts in order to analyse and improve their performance, define fight strategy and gain a better understanding of opponents' tactics.

Professor Steve Haake, director of CSER, says: "Once the athlete has completed a three-minute sparring round or training session they can come out of the ring and get immediate video feedback on the aspects important to the session.

"The iBoxer system also stores the judges' scores and videos for thousands of bouts,

which can easily be searched using a laptop or touchscreen PC."

GB Boxing's performance analyst, Robert Gibson, has trialled the system with the Olympic squad, based at EIS Sheffield.

He explains: "Some of the things we're looking at are to do with points scoring dynamics. Where are points scored during a bout? What are the current gold medallists doing? What are we doing compared to them? Then we look at punch efficiency. How many punches were thrown per point? And if a point isn't scored why not?"

The system is unique in world boxing and has been well received by the Team GB boxers themselves. GB Boxing performance director, Rob McCracken says that performance analysis is an important part of a boxer's preparations.

"It provides us with insight on their opponents' strengths and weaknesses and, by providing them with this knowledge,

builds confidence," he said. "The iBoxer system has supplemented our work in this area and enhanced the quality of our performance analysis."

Dr Scott Drawer, head of research and innovation at UK Sport, commented: "Our work sets out to help our athletes and their coaches learn faster than their international opposition, and this is a great example of where increasing knowledge and understanding of the sport can give our athletes a real performance edge."

"I'd like to thank our innovation partners at Sheffield Hallam for making this possible and congratulate them on this well deserved award."

## News in brief

### Venture success for Rachel

Last year Rachel Arthur was studying the second year of her course at Sheffield Hallam, when as part of the Venture Matrix scheme, she and two other students took up the opportunity to organise an annual fashion show for St Luke's Hospice.

They were able to credit the work to their second year module, Managing a Growing Business, and they acknowledge that the experience has not only given them a chance to put theory from their course in to practice, but has also helped them develop other skills. The experience Rachel gained through Venture Matrix helped her to be successful in applying for a year-long placement role with Derbyshire County Council.

Now in the final year of her degree, Rachel won't have to worry about hunting for a graduate job either as she has been offered a place on the TeachFirst graduate scheme, something she credits her Venture Matrix experience for.

"Being involved in the Venture Matrix has given me real life examples to talk about in interviews," said Rachel. "Interviewers were really impressed and said my application stood out from the crowd. The Venture Matrix is a brilliant opportunity if you engage in it. You get out of it what you put in!"

For more information about the Venture Matrix, please contact Charmaine Myers at [C.E.Myers@shu.ac.uk](mailto:C.E.Myers@shu.ac.uk)

### Going green - a more sustainable University

The University's new energy policy has a target to cut future carbon emissions by 30% by 2020. To help achieve this there is a dedicated energy team and a budget for specific energy saving projects, such as ground source heat pumps and solar panels already used in some buildings.

Sheffield Hallam has also won a number of environmental accolades, including a third gold award in the Business in the Community 2011 Environment Index, which compares the performance of more than 90 public, private and voluntary sector organisations across Yorkshire and the Humber.

The University also received a 'first' award for environmental policies and performance from the People and Planet Green League 2011, the UK's largest student network campaigning to protect the environment.

For more information and guidance relating to our aim to be a leading sustainable university please visit the sustainability web pages: [www.shu.ac.uk/university/overview/sustainability](http://www.shu.ac.uk/university/overview/sustainability)



# Technical hitch fails to deter F1 team



Like any classic Formula 1 encounter they experienced high drama, technical difficulties and came up against far bigger teams with much more money, but Sheffield Hallam's SHU Racing team, made up of engineering, business and product design students, can just be pleased they made it to the starting line.

The team took part in the Formula Student (FS) competition, Europe's most established educational motorsport competition, which challenges universities from across the globe to design and build a single-seat racing car in a year.

It was the first time for a number of years that the University had entered a team into the competition, the finals of which took place at the world-famous Silverstone race track in June.

At the event, which saw 2,300 students in 125 teams from 34 countries take part, cars were judged for racing performance and design as well as the strength of teams' business models.

Despite some heart-breaking technical difficulties which meant the team couldn't actually race their car, they performed well in the scrutineering, in which judges assess how well the car conforms to technical regulations, the design tests and the team's business presentation. In the end, the team came 72nd in the competition.

Judges praised the team's first-year efforts as "outstanding" and the team plan to further develop the car in order to enter next year's competition.

"Even with the disappointment, we achieved beyond what we wanted and everyone was pleased to have made it to the event," said Lewis Stead, SHU Racing team manager and electrical and electronic engineering master's student.

"The team did well but it was a frustrating weekend, ultimately an engine failure limited the team to taking part in static events only," said Dr David Asquith, Formula Student faculty advisor.

"But the team received some very positive comments and sound advice to help us develop next year."

And despite the frustration of the engine failure Joe Wilde, a business studies student who led the business side of the entry, would encourage other students to get involved in next year's effort.

"I would highly recommend any student, ranging from undergraduate to PhD level, to get involved with Formula Student at any level possible. The experience is amazing," he said.



Top: the SHU racing team, and above, the car itself

# It's all about the community for Hallam Union

## 2010/11 was a great year for Hallam Students' Union and its members.

The Advice centre dealt with 8,301 enquires and supported students in gaining £235,057 in additional funding. And 3,367 students were involved in activities including volunteering projects, societies, sports clubs, media and representational opportunities.

Helen Francis, a sport and exercise science student, says the Union has had a positive impact on her university experience:

"I have been involved in sports, societies and volunteering, which has helped my communication skills, kept me fit, and allowed me to engage with the wider community. I have had lots of fun and made so many friends I can't imagine what University would be like without the Union!"

The Union has received a series of awards, taking Overall Best Bar None Award in Sheffield and the NUSSL Best Bar None Gold Award, an award given to bars and clubs that operate with social responsibility.

It received the Green Impact award to a gold standard for ethical and environmental policies and was

awarded the coveted Inspire Mark for volunteering projects that help local primary school aged children engage in the 2012 Olympics.

The Union implemented a Community Strategy to strengthen relationships with community partners and established a Community Rep scheme - a volunteering opportunity to help the integration of students and longer-term residents.

"I became a Community Rep because I think that it's important for students who aren't originally from Sheffield to feel welcome," said Abbey Kemp, a media studies student. "In my role I can help address the negative stereotypes people hold about students and work with community groups to organise events to help reduce the divide between

student residents and longer term residents."

Two new awards were introduced during 2010/11, the Hallam Award and the Hallam Union Student Awards (HUSAs). These reward students for their achievements and help them provide evidence of skills they have acquired for their CV.

In the new academic year the Union is launching a series of new opportunities for students to get involved in. To keep up to date with activities and the latest news visit [www.hallamunion.org](http://www.hallamunion.org)



## Tell us what you think

Don't forget to send us your ideas for a new-look *newview*. What would you like to see more of?  
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