


newview

The Sheffield Hallam University newsletter
Summer 2010



**Marriage between
fashion and engineering
creates unique dissolvable
wedding gown,**



Sheffield
Hallam University

SHARPENS YOUR THINKING

welcome

Welcome to the summer 2010 edition of newview

Creative Spark is the highlight of the year for so many students and academics. Many have toiled for months to complete their final year showcase entries across all the creative disciplines.

Reaction to and coverage of the exhibition has been extremely positive which salutes the efforts put in by our students. The autumn edition of *newview* will carry a more detailed round-up of the exhibition.

In addition, the hard work and sheer inventiveness of many of Sheffield Hallam's academics are reported on in this edition.

Among the successes are the invention of a new tactile map; new ways to detect criminals from finger marks and a new way of making packaging from clay and starch.

We also mark the recent visits of the University's Chancellor Robert Winston, author Dame Margaret Drabble and the Chinese consulate as well as Sheffield's Master Cutler.

On top of this we feature inventive students too: one who has developed beer-flavoured ice cream and a researcher who says listening to jazz helps coffee drinkers.

Sheffield Hallam continues to impress our visitors and supporters on so many levels and this is a testament to the dedication and commitment of everyone involved in the University's success.

As usual, we are always pleased to hear from anyone who has an article they want to be considered for publication in *newview*. Please contact a member of the *newview* editorial board for more information, details below.

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Chancellor says ‘speed of scientific change must be managed’

by Joe Field

Sheffield Hallam’s Chancellor, Professor Robert Winston, warned of the speed of scientific change and argued that some major technological advances have brought downsides for humankind.

Speaking to a packed theatre at the third annual Westfield Health lecture, the leading scientist and broadcaster said: “The pace of technological change is so rapid we don’t know where we’ll be in five years’ time and this will be a challenge and a threat to overcome.”

Despite being a major breakthrough in the development of humans, Professor Winston argued that widespread agriculture had brought new health issues like arthritis and warned that modern breakthroughs could also bring problems.

Professor Winston also said that scientists need to engage more effectively with the general public, to improve understanding amid rapid change.

He said: “Scientists’ sense of wonder can lead to a lack of objectivity. We must be much more ready to listen, and must have a pact to communicate with the public. We also have to have more outreach programmes, to improve science literacy.

“Sheffield Hallam has a very important role to play in this. Something that this university does very well is public engagement. Universities are often seen as mysterious, elitist places that you don’t just walk into, but Sheffield Hallam does a lot of outreach work with local schools and colleges.”

Westfield Health Chief Executive Jill Davies said: “Professor Winston gave a fascinating talk which focused on issues of global and historical importance that matter to us all.

“It was a pleasure to welcome such an inspirational and well-known figure to the city and to have the opportunity to hear such a thought-provoking and entertaining lecture.”

Bad Ideas?: An Arresting History of Our Inventions: How Our Finest Inventions Nearly Finished Us Off is the latest book by Professor Robert Winston.

For more information, visit <http://www.robertwinston.org.uk/>



“We must be much more ready to listen, and must have a pact to communicate with the public.”



Lord Winston with Westfield Health Chief Executive Jill Davies (left) and faculty Pro-Vice Chancellor Rhiannon Billingsley



DIY skills for women project is transforming lives

Thanks to Sheffield Hallam, a group of Asian women from the Fir Vale area of the city have been overcoming barriers and destroying stereotypes to learn decorating, plumbing and electrical skills as part of the Transformation Fund project, **DIY Your Future**.

Their dedication and commitment to learning has now been recognised with a Transforming Lives Group Award as part of Adult Learners' Week.

The 'DIY Your Future' project was managed by the Women in Science, Engineering and Technology team at Sheffield Hallam in partnership with South Yorkshire Women's Development Trust, Tradeswomen South Yorkshire and Sheffield Homes.

The women not only had an opportunity to develop their practical skills in the Women's Construction Centre, they also had a taste of student life at Sheffield Hallam. Film and media students documented their experiences throughout the project and the resulting short film was shown at the national awards ceremony in London.

Project Manager Denise Eaton said: "I am thrilled that the group have won this award. Their enthusiasm was infectious and it was incredible to watch them all grow in confidence. They are a force to be reckoned with now!"



University has China in its hands



Ground-breaking work in attracting Chinese students to its courses has brought a prestigious award for Sheffield Hallam.

The University picked up the 'Best China Education Links' award at the Yorkshire and Humber China Business Awards.

Kate Morse, regional lead for China at the University, said: "We are delighted to have won this award, which was a real team effort that recognises our innovative work in recruiting Chinese students and in ensuring that they feel supported and special during their time here.

"Our China links are very important to us and, as a result, we are now one of the

most popular universities in the country for Chinese students.

"We very much look forward to building on our business and network links to create new and innovative initiatives that will further secure our future in working in China."

The awards are organised by Connect China, an organisation which provides a range of services to help businesses and organisations develop trade and investment with the country.

The awards are regarded as the most prestigious international business awards in the region, and recognise the organisations that have made significant and successful contributions to developing business and network links with China.

Sheffield-born novelist returns to city to share wisdom on words

by Tess Humphrys



Dame Margaret Drabble visited the University to give a masterclass to creative writing students.

She talked about the different ways a writer can use the same material to write works of fiction or autobiographies. Her last novel, *The Pattern In The Carpet*, was semi-autobiographical and she adapted material from an earlier book to write it.

She told *newview*: “I grew up in Nether Edge and I come back to the city as often as I can. I always come back when I’m invited and I enjoy seeing how much the city has changed.

“I always enjoy meeting students and doing seminars. They help me to be more reflective in my own work and it’s great to meet talented people with interesting stories to share.”

Dame Margaret has written 18 novels, as well as numerous biographies, articles, reviews, screenplays and short stories. She has built a reputation as a witty and insightful writer, her works of fiction reflecting the dramatic political, economic and social changes that have taken place in Great Britain.

Born in Sheffield in 1939, she is the younger sister of novelist and critic AS Byatt.

Dame Margaret’s contribution to contemporary English literature has been commended with various literary awards: a CBE in 1980 and a Damehood in 2008. She is also an honorary doctor of Sheffield Hallam.



Dame Margaret enthusiastically delivers her masterclass

Working with sporting giants to kick drugs into touch

by Laurie Harvey

Researchers say professional and semi-professional football clubs in England and Scotland could play a greater role in tackling drug misuse in local communities.

Sheffield Hallam and the University of Stirling have evaluated two Scottish government-funded football-led drug prevention schemes, Celtic Against Drugs and Rangers Positive Choices.

The evaluation found that both clubs were combining football coaching for youngsters with effective educational messages on drugs and alcohol, but that there was potential for other football clubs to become more involved in such initiatives.

Professor John Flint from Sheffield Hallam’s Centre for Regional Economic and Social Research (CRESR) said: “Both projects achieved short-term impacts that enhanced pupils’ awareness and knowledge of drugs and alcohol and enabled pupils to participate in out-of-school sporting activities.

“We found that football can be a very effective tool in teaching youngsters about the dangers of drug use and we would encourage the Scottish government and its partners to do more work to explore how football can be used more widely in drugs and alcohol education.”

The evaluation also surveyed teams north and south of the border on their drug prevention programmes, and found that some smaller clubs appeared to be delivering effective projects.

Professor Flint added: “Clubs like Elgin City, in the Scottish

Third Division, are run on a part-time basis with many volunteers yet they appear to provide a very good drug education scheme. They’re using their position in the community as a means to educate young people about the dangers of drugs.

“This suggests that all clubs, including those higher up the league pyramid, have a role to play, even if they face financial difficulties. It is about clubs developing partnerships with expert drugs education organisations and schools and exploring funding opportunities.”



Chinese dignitaries forge closer links

One of the most influential Chinese officials in the UK recently visited Sheffield Hallam, leading to a unique agreement which will benefit the University's Chinese students.

The Chinese Consul General, Ni Jian, spoke to Chinese students about the Consulate services they can benefit from. He also toured workshops and laboratories at both campuses, including the leading centre for healthcare education, the Robert Winston Building at Collegiate.

Following the visit Mr Ni agreed that his educational team would return to Sheffield Hallam annually to talk to new Chinese students about the services the Consulate offer, and give them basic information about the UK from a Chinese perspective. Currently, they do not do this for any other university.

Director of Communications and Public Affairs John Palmer said: "We were very honoured to welcome such a prestigious visitor to the University. The lecture Mr Ni and his team provided for this year's students was extremely well received.

"The Consulate provides many services for Chinese students in the UK and it is also the first port of call for Chinese businesses visiting the North of England.

"We now have a valuable link with the Consulate which will benefit our students, facilitate work with Chinese businesses and through which we can communicate research updates to inform the Chinese community of our work."



The Chinese Consul General got to meet just some of the many Chinese students studying at Sheffield Hallam

Director's retirement celebration gives hospice a massive cash boost

Sheffield's St Luke's Hospice benefited to the tune of £11,000 when Sheffield Hallam's Director of Estates and Facilities retired.

Alex Pettifer, who became chair of the hospice board in May, held a dinner and auction to raise funds on the eve of his retirement from the University.

Alex said: "I am touched and amazed by how many people attended the evening and would like to thank everyone for their overwhelming generosity for a charity which is very dear to my heart and one that is widely appreciated by the people of Sheffield."

"Becoming Chair of St Luke's marks the opening of a new chapter in my life. It has been difficult to say goodbye to Sheffield Hallam but I know that I am leaving the Directorate in very capable hands."

Former Radio Sheffield presenter Robert Jackson was the auctioneer for the charity evening and the lots, donated by local businesses, included an England cricket shirt signed by former captain Michael Vaughan; an afternoon in the executive suite donated by Sheffield United FC; tickets to see Michael Bubl  at the Sheffield Arena and an original painting by renowned local artist Joe Scarborough specially commissioned for the auction.

Other items donated were offered as prizes in a raffle at the end of the evening with the total amount raised expected to reach nearly £12,000.

Guest speakers included Vice-Chancellor Professor Philip Jones; Chief Executive of Sheffield International Venues, Steve Brailey and the outgoing Chair of St Luke's Hospice, Andrew Coombe.



A spokesman for the hospice said: "We are very grateful to everyone who donated prizes for the auction and to those who bought them. The money, as Alex knows only too well, will be spent on benefiting the people who use our facilities and their families."

Mark Swales is new Acting Director of Estates



Following the departure of Alex Pettifer, Mark Swales has been appointed the acting director of estates and facilities.

Mark joined the University in 1992 and has most recently worked as Deputy Director, Business and Facilities Operations in Facilities Directorate (FD).

Mark is enjoying the acting role so far and he told *newview*: "I think it's one of the most interesting jobs in the University as it involves so many different aspects of the student experience and I get to work with a wide range of people across faculties and departments."

"FD is a great department to work in partly because of the friendliness of the people, but also their enthusiasm and professionalism to provide a great customer experience."

"As acting director I am very proud to be leading the people in FD and to be part of such a successful and forwarding thinking team."

He is currently heading up the review of timetabling which forms part of the professional services review and nationally he is leading on the development of a revised code of practice for the management of student accommodation on behalf of UUK.

The recruitment process for a permanent director of estates and facilities is well underway and an appointment to the post is expected to be made by the end of June.

Sports TV cameras record fake golf club tests

by Tess Humphrys

Scientists have exposed the secrets of counterfeit golf clubs by using forensic technology to uncover the shoddy truth behind their near-perfect exteriors.

Experts from Sheffield Hallam's Centre for Sport and Exercise Science and its materials engineering department put two clubs - one real and one fake - through a series of tests to determine how they differed.

And Sky Sports TV turned up to film the testing process.

University scientists found that although some counterfeit clubs looked remarkably similar to the real thing, their shoddy engineering means that they will break quickly and could make a marked difference to the quality of a golfer's game.

Professor Alan Smith, from the University's Materials Analysis and Research Services (MARS), said: "The quality of the welding on the two clubs was enormously different. The real club was made using far more complex manufacturing techniques and precision engineering.

"A counterfeit club wouldn't last as long as a genuine club, so despite being cheaper they represent a false economy for amateur players."

Tim Vernon, from the Centre for Sport and Exercise Science, said: "The counterfeit club certainly looked genuine and performed remarkably well in the hands of a professional player.

"It would be easy to see why amateurs could be fooled into buying a cheap fake off the internet, but the forensic tests showed just how badly the counterfeit was actually put together. These differences could certainly have an effect on a golfer's game."



Research finds older people increasingly excluded from society

One in four older people living in former industrial areas have little or no contact with their families, according to new research carried out by Sheffield Hallam in partnership with Age Concern Barnsley and funded by the Big Lottery.

The study found that three quarters of the older people who took part in the research see their children and grandchildren at least once a week. Almost half of the respondents, however, described themselves as being moderately or severely lonely.

Maria Burton, a researcher from Sheffield Hallam's Centre for Health and Social Care Research, said: "While it is very positive that most older people have regular contact with their families, the research highlights a real danger that many older people are being effectively excluded from society."

University has finger on pulse of world-leading research

Engineers at Sheffield Hallam who have pioneered a process to improve coatings on objects from spectacles to space satellites, are hosting the world's first conference on the technique.

Experts have been working with a £1m machine that pumps out power pulses with the same intensity as a lightning strike to develop technology for the aerospace and micro-electronics industries from its base at Sheffield Hallam.

The machine, based at the University, is also revolutionising the staying power of everyday objects like spectacles and mobile phones by giving them the same density treatment as a jet engine.

It is part of a High Power Impulse Magnetron Sputtering (HIPIMS) process pioneered at Sheffield Hallam in 2001.

Now academics will host the first ever international conference on HIPIMS in the city in July.

World's leading architects pay tribute to Sheffield designer at V&A

He's one of Sheffield's unsung heroes but his reputation led to some of the world's leading architectural designers gathering to celebrate his work.

Godfrey Sykes was a student at the Sheffield School of Design in the 1850s, before it eventually became Sheffield Hallam, and he moved to London where he was appointed as Superintendent of Design for what was the South Kensington Museum, now the V&A.

During his time there, Sykes founded a whole artistic movement - the South Kensington style of design - and influenced a generation of artists.

And, to celebrate his influence, a sold-out audience with renowned Italian architect Renzo Piano event was organised by Sheffield Hallam and the V&A.

Renzo is one of architecture's most famous designers which is why fellow leading architects Thomas Heatherwick, designer of the spectacular British Pavilion at the recent Shanghai Expo, and Lord Richard Roberts, who collaborated with Renzo on the Pompidou Centre in France, were there.

Also at the V&A were Alison Nimmo, Director of Design and Regeneration for the Olympic Delivery Authority, Sheffield Hallam Honorary Doctor and author Dame Margaret Drabble, author and biographer Michael Holroyd and playwright Paul Allen.

Renzo, whose latest project is the redevelopment of Central St Giles in London, spoke to critic, author and curator, Lucy Bullivant about his approach to urban design.

The lecture was a whistle-stop tour through Renzo's life and career, from his childhood in Italy to his latest high-profile projects.

He talked of his experiences in designing a wide range of iconic buildings - including the Pompidou Centre in Paris and the *New York Times* building, which was the first tower building to be designed and built after the September 11 attacks in New York.



Top: Renzo Piano (right) tells author Lucy Bullivant about his life
Bottom: Some of the VIP guests meet Renzo

Experts find Icelandic volcano ash in Sheffield

The University found itself at the centre of media attention after distinctive dust on cars across the city was confirmed by experts as volcanic ash from Iceland.

Scientists from the University's Materials and Engineering Research Institute (MERI) collected samples of the ash, which grounded flights to and from the UK for six days, from a Sheffield Hallam car park and examined them in the laboratory.

Dr Hywel Jones, consultancy manager for MERI, first spotted the dust.

Hywel said: "It was a curiosity factor for me to see if this dust was volcanic ash. We analysed the samples and found they contained silicon and oxygen, calcium, aluminium and sodium, which make up volcanic matter.

"It is essentially volcanic rock that has been melted and frozen in the atmosphere."

The results were reported in many of the UK's national newspapers and on regional television news programmes at the height of the interest in the erupting volcano.



Samples were taken from cars in the University car park

University celebrates record number of Malaysian graduates

by Victoria Butterworth

The 5000th Malaysian student to graduate from Sheffield Hallam University received a cash windfall when he was presented with a cheque for 5000 Malaysian Ringgit (around £1,000) to celebrate the milestone.

Deputy Vice-Chancellor Professor Cliff Allan presented a cheque to MSC International Marketing student Tan Wei Zong at a special award ceremony to celebrate 11 years of successful partnership working in Malaysia.

Tan, from Tunku Abdul Rahman College (TARC) in Malaysia, completed a BA Business and Economics degree last year after spending 14 weeks studying on Sheffield Hallam's Summer Semester.

The Summer Semester programme allows TARC students to come to the UK to top up their Advance Diploma qualification to a degree from the University. He enjoyed his experience so much that he has since moved to Sheffield to study for a Masters qualification.



Tan said: "At first I felt surprised, I did not know I was the 5000th student. I am delighted and very, very happy! Sheffield Hallam is really good. I feel everyone here is very helpful and I have enjoyed coming back to the University to study as a postgraduate. I will put the money towards my postgraduate course fees."

Professor Allan (pictured above with Tan) said: "Sheffield Hallam is proud of its work in South East Asia, and is thrilled to be celebrating 11 years partnership with Tunku Abdul Rahman College. The students who come to the UK are academically excellent and their feedback suggests that they find their time with us extremely rewarding."

New lecture series launched in Malaysia

Deputy Vice-Chancellor Professor Cliff Allan presented the first of the University's annual lecture series in Kuala Lumpur as part of the recent graduation celebrations.

Professor Allan spoke about the role of higher education in helping economic and social development, and how growing economies can invest in higher education to further develop their country.

Sheffield Hallam is the most popular University for Malaysian students in the UK.

The University has been working in partnership with colleges in Malaysia for 11 years and last year opened a South East Asia office in Kuala Lumpur.

Toolkit makes science lessons more practical

Science education experts at Sheffield Hallam have developed a toolkit to help teachers deliver more effective and stimulating hands-on science lessons at GCSE level.

The Centre for Science Education (CSE) is working with the Department for Children, Schools and Families on the Getting Practical project, led by the Association for Science Education.

And CSE has worked with leading science education researchers from the University of York to develop tools to encourage teachers to reflect on the effectiveness of the practical work they carry out in schools.

John Wardle, deputy director for the CSE and co-director of the Science Learning Centre for Yorkshire and the Humber, said: "Teachers are looking at practical work in a new light. Although it is something they automatically do as part of their science lessons, using the tools helps them to identify the key purpose of the practical activity and makes the lesson more effective."

Canada is first stop en route to tackle radiographer shortage

A Sheffield Hallam academic is exploring new ways of recruiting and retaining much-needed therapy radiographers to treat cancer patients.

Senior lecturer Joanna McNamara, who works in the University's radiotherapy team, was awarded a travelling fellowship from the Winston Churchill Memorial Trust to travel to Canada on a fact-finding tour before embarking on a research project.

One in three student therapy radiographers drop out of their degree courses in this country, but in Canada only four per cent fail to graduate.

Joanna (pictured) visited Higher Education Institutes and clinical radiotherapy departments in Canada where she aimed



to share expertise and best practice before starting her research project.

She said: "Sheffield Hallam is at the forefront of training therapy radiographers in the UK and has a better attrition rate than the national average but there is much we can learn so more students can be retained and recruited."

Research shows it pays to Twitter on

As Twitter and Facebook continue to grow in popularity, a Sheffield Hallam lecturer has said that it's quantity not quality that matters most when using social media.

Associate lecturer Susan Jamison-Powell spoke to 75 members of a social networking site and discovered that their individual popularity could be accounted for by their activity within the online community, but not by the tone of their posts.

Susan said: "The more words a person had contributed, the more attractive they were rated by the other members of their community."

"We conclude from the study that for a person to be popular online it's quantity, not quality that really matters."

Youngsters take enterprise award

Schoolchildren who imported earphone decorations as part of an enterprising competition have won the University – sponsored Innovation and Entrepreneurship award.

The youngsters from Sheffield High School set up a firm called 'Wireworks' and made the finals of the Young Enterprise South Yorkshire awards.

They were held at Castle Park, Doncaster, where Charmaine Myers of the Venture Matrix team at Sheffield Hallam awarded the prizes.

She said: "It's really impressive to see the amount of commitment and energy the pupils have put into running their businesses for this competition from across the region."



Master Cutler has an eye on University's strong points

University governor James Newman hosted a tour of Sheffield Hallam in his capacity as Sheffield's Master Cutler. He invited around 40 guests, including Masters of the country's other Worshipful Guilds and the University's Chancellor Professor The Lord Winston.

As part of an annual dinner hosted by the Master Cutler in Sheffield, the guests are taken on a tour of a significant business or organisation the following day.

Mr Newman (pictured above) decided to use the annual event to showcase the work of the University and its students.

Among the areas shown to the guests were metalwork, jewellery and fashion workshops in the Sheaf Building, the Furnival Gallery, Lab4living and the Nanotechnology Centre in the Harmer Building, before being joined by the Vice-Chancellor and other members of the executive group for lunch in Hallam View.





‘Sheffield Hallam film course helped me reach cinematic heights’

by Laurie Harvey

Internationally acclaimed film producer Mark Herbert has told how studying at Sheffield Hallam paved the way for his future success - on the eve of the launch of the hotly-anticipated comedy *Four Lions*.

Mark, boss of Sheffield-based production company Warp Films, hosted a question and answer session for film fans at the University's Pennine Lecture Theatre.

He told the audience how studying film studies at the University between 1991 and 1994 proved instrumental in his later successes.

He said: "The course gave me a great grounding in film, not only in terms of theory but also the practical skills which helped me to understand the area a little bit more. Of course, I got my first big breaks in Sheffield so it's always good to be back in the city."

Warp Films' latest feature, *Four Lions*, was partially filmed in Sheffield but Mark said he was not nervous about the launch.

He said: "I'm feeling pretty good about the film. The people who have seen it have found it funny, which is good news for a comedy. I'm normally nervous if I haven't had any sense of a film's reception, but that's not the case with *Four Lions*."

"I look to work with people like *Four Lions* writer/director Chris Morris and Shane Meadows who have so much originality about them."

Mark also told the audience how he is currently filming in Sheffield on a Channel Four funded four-part TV series *We Were Faces*, which brings the cast of Shane Meadows' *This Is England* back together. Several cast members were also in the Sheffield Hallam audience.

He said: "It's always nice to be shooting in Sheffield and it's the first time I've done so in several years. In fact, we've shot the last two projects back to back here - it's a great place."

Doncaster-born Mark, who graduated with a degree in film studies from the University, was the producer of Shane Meadows' multi-award winning film *Dead Man's Shoes*, raising £750,000 to make the Warp Films' debut feature.

With Meadows, Mark launched 5 Day Feature, a scheme to make fast, "guerrilla-style" films which produced *Le Donk & Scor-Zay-Zee* which starred Paddy Considine and the Arctic Monkeys.

Mark has also produced TV comedy *Phoenix Nights*, *The Bunny and The Bull*, *This Is England*, *Donkey Punch*, *Complete History and Hush*, and worked as location manager on films such as *Little Voice* and *Brassed Off*.





Cheers! Anna Lowden, left, and Kelham Island brewery head brewer Iain Kenny

Beer ice cream whips up storm in a pint pot

by Laurie Harvey

Fans of real ale will be able to go out for a few scoops this summer, but they won't be left with a hangover thanks to the student inventor of beer flavoured ice-cream.

The Pride of Sheffield Beer Ice Cream will go into mainstream production later this year, after being developed by Sheffield Hallam food and nutrition student Anna Lowden

Anna, 20, invented the tasty tippie-based ice cream during her gap year work placement at the city's Hope Valley Ice Cream Company, after research showed men ate less of the popular dessert than women.

And now several Sheffield pubs are to join the farm where it is produced by stocking the ice cream. And there is an extra bonus for sweet-toothed snackers - the ice-cream contains hardly any alcohol due to the production process.

Anna said: "During my work placement I have to come up with a new flavour each month and I've been getting more inventive as I go along.

"We wanted to tempt more men to try ice cream and the result has been really popular - it tastes like the head from a pint of Pride of Sheffield.

"It's great that we've used a local supplier - we experimented with some different beers but none were quite as successful as the Kelham Island Brewery's Pride of Sheffield. It's been a big hit with my friends and Hope Valley is in talks with several pubs to stock it as a dessert this summer."

Anna has been working with the Derbyshire-based company on a year-long work placement before she returns to the University in September.

Stuart Basford, from Kelham Island Brewery, added: "It has been a pleasure to work with Anna on this project. Anna tried with several of our beers and we were happy to help with the tasting process. Eventually it was our Pride of Sheffield that gave the best taste.

"I think we have found the ideal dessert to follow one of our Kelham Island pork pies."

Researchers tackle sex and the media

People who take part in 'sexting' on mobile phones or meet casual partners on social networking sites are among the subjects of a new research grant that will explore the new relations of sex, media and technology in everyday life.

Leading academics from Europe, the US, Hong Kong and Australia will run a series of workshops, seminars and conferences to address public concerns about the accessibility of pornography, the normalisation of sexual imagery, the commercialisation of sex, the role of the internet in circulating 'extreme' images and the use of communication technologies, often by young people, for sexual purposes.

Experts from a range of disciplinary backgrounds will form an international research network, co-ordinated by Feona Attwood, a lecturer at Sheffield Hallam. The research is funded through a grant from the Arts and Humanities Research Council.

Feona said: "The network will investigate the way sex is increasingly intertwined with commerce, the media and new technology. We are surrounded by media and our use of technology is changing the way we live and offering new opportunities and new risks.

"Sex is presented as central to our experiences of identity and relationships, and it is increasingly a part of the lifestyle and leisure practices of a consumer culture where many forms of commercial sex have experienced unprecedented and global growth.

"Media and communication technologies are widely used as information resources about sex, to access pornography and other sex-entertainment materials, and increasingly to fashion home-made sexual representations and experience new types of sexual encounter in virtual environments."

Creative Sparks set to fly across the city

The work of a silversmith who blasts his creations with a shotgun, a dissolvable wedding dress and a kitchen in a box are among the unique and innovative creations on display at this year's Creative Spark exhibition.

The University's Creative Spark 2010 is a three-week-long free exhibition which showcases the finest talent from final year creative students.

Director of the Institute of Arts at the University, Professor Chris Rust, said: "Creative Spark gives members of the public the chance to experience some of the best creative work emerging from the University.

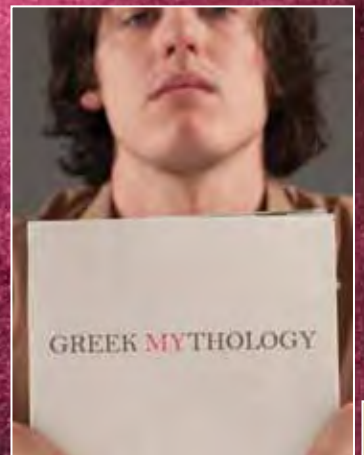
"The exhibition is very exciting this year because it embraces a wide range of subjects, from fine art to engineering, displayed across three venues at the University's City Campus."

The cream of the University's photography, fine art, graphic design, performing arts, metalwork and jewellery, architecture and games animation courses are included in this year's exhibition.

Creative Spark is free and open to the general public until Sunday 20 June. For more information visit www.shu.ac.uk/creativespark

A more detailed report on the Creative Spark exhibition will be featured in the autumn edition of *newview* in September.





Bursary winner heading for international business success

A Sheffield Hallam student has become the first to receive a new bursary to support her in the Spanish business world.

Justyna Zolich has won the first Herbert Hughes Gripple Bursary, set up to support second year undergraduates of Hispanic studies with management, business studies or law in their studies and work placements abroad. The three-year bursary is worth £2,000 and was open to applicants from both universities in Sheffield.

Justyna is currently on an 18-month placement in Spain as part of her degree in International Business with Spanish. She said: "I feel privileged to have received this award. Competition for the bursary was strong and I am happy the committee chose me. Studying languages, and completing a work placement abroad, will help me compete in the international business world when I graduate. I will use the money to support me on my year in industry and to travel to other places in Spain to research how business in the country works."

Roy Millington, deputy chair of the Herbert Hughes Trust, presented Justyna with her bursary at Sheffield's Cutlers' Hall (pictured).

He said: "The Trustees want to encourage Spanish and Portuguese students to engage with commercial businesses during their year in industry. The Trust was set up to promote business and the use of Hispanic languages



through the study of Spanish and Portuguese and this is an excellent way for students to maximise their opportunities."

Mark Edmonds, Gripple's managing director, added: "At Gripple, one of our fundamental principles is the ability to speak to our customers, wherever they are in the world, in their native language. We welcome any opportunity to encourage young linguists and we are delighted to be supporting Justyna who is developing into a truly outstanding student."

Coughers will be urged to 'carry the card'

A new method of reporting lung cancer symptoms early and reducing the risk of the disease becoming fatal, has been devised by Sheffield Hallam.

The Cough Card was developed to encourage people with persistent coughs to seek medical intervention early and get a chest X-ray to help to detect the disease, the world's biggest cancer killer.

Research by the University's Centre for Health and Social Care Research (CHSCR) and Rotherham General Hospital showed there was a delay between discovering symptoms and visiting a doctor.

And now the Cough Card could be adopted as an early-reporting tool by primary care trusts across the country.

Dr Angela Tod, principal research fellow for CHSCR, said: "I was surprised by the lack of awareness about the symptoms of lung cancer. Early presentation and assessment for treatment are important as early stage disease can often be treated surgically.

"Our research found that there was a very different response to reporting lung cancer than breast cancer. People are very aware of reporting lumps and bumps, but lung cancer, the biggest cancer killer, is often detected by a persistent cough and people aren't as prepared to report this symptom.

"There are mixed messages in the way the government warns people of the dangers and symptoms."



Graduate PR-aised at Yorkshire internship awards

A graduate has proven his public relations savvy and Sheffield Hallam's reputation for helping students find great jobs by scooping a prize at the Yorkshire Internship Awards.

Joe Winson, who graduated from his public relations and communications studies degree last year, picked up the South Yorkshire and overall intern award for the impact he had on the Digital Entrepreneurs programme.

His employers felt Joe made a big impact on the team and delivered a significant return on investment in his role.

The event, organised by Graduates Yorkshire and Yorkshire Forward, celebrated the positive impact graduate interns have been making to the economy in Yorkshire and the Humber.

Martin Edmondson, Graduates Yorkshire Chief Executive, said: "These awards demonstrate how businesses can benefit from interns and will hopefully persuade more firms to set up their own internship programmes.

"All of the companies and interns shortlisted were shining examples of what can be achieved if companies spend time and money harnessing the potential of raw graduate talent.



Joe receives his award from Nicola Rees (left), from the BBC's Inside Out programme, and Rosie Winterton MP

"Those who take the step to channel the enthusiasm, eagerness and fresh perspective of interns find the benefits far outweigh the resource used to set up the schemes."

Sizing up new trade hopes

Students have been helping local company Sizer to build international links in the Far East.

The firm, which makes pelleting machines used by the animal feed, recycling and renewable energy industries worldwide, set the students the task of sourcing information on agents in Thailand, Vietnam and Cambodia, as part of its ambitious global expansion plans.

Sheffield Hallam project supervisor Dr Andrew Johnston said: "This was a great opportunity for our students to be able to assist a local company, whilst giving them direct experience of the world of international business."

The project led to commercial manager Suzanne Birley visiting Thailand to take part in an international trade show for the feed industry and build relationships with agents and customers in the Far East.

She said: "This has been a significant piece of research that we would not have been able to dedicate resources to in-house.

"The results mean that our team can now begin building direct links with agents that are most experienced and appropriate to our market in these countries. We are really excited about the opportunities for growth in these regions, which all have

substantial feed industries and therefore a large requirement for component parts."

Sizer is part of Rotherham-based hi-tech engineering company Newburgh. The company produces machines and components under the Orbit brand and already has customers base in Canada, Australia and Japan as well as Europe.

The firm is targeting new markets in renewable energy, waste and recycling sectors as well as traditional markets for equipment to produce animal feed pellets.



Students with Sizer Ltd's commercial manager , Suzanne Birley



Hats off to winning fashion design student

Fashion design students have gone to 'great lengths' to win a competition to design and make a collection of hats to be worn at this year's Royal Ascot.

The students designed and made the hats for law firm Irwin Mitchell, after the firm approached the University with the opportunity to work together. Six winning hats were chosen and will be worn on ladies' day at the famous races.

The firm commissioned students to design and produce hats on the theme of Irwin Mitchell. The students were briefed on the history of the firm, including its Sheffield heritage, the firm's brand values and its areas of practice.

Among the winners was William Kendall, from Sheffield, who designed an elaborate feather hat made of pheasant, magpie and jay wings. He took his inspiration from the birds that gather at Barnsley market and arranged the wings to look like butterflies.

Another design, by Meredith Alan (pictured), featured Sheffield's skyline, with the distinctive town hall and big wheel, cut out in strips of clear Perspex and arranged as a fascinator.

Lesley Campbell, course leader for fashion design, said: "The chance for students to pitch their ideas and designs to a real client has been invaluable experience. The quality of the designs is a real testament to the talents of the students on the course, which has only been running for two years. We're definitely seeing the fashion designers of the future at work."

Other winning students were: Abby Bale, from Leicester; Chloe Watson, from Stockport; Sarah Naylor-Smith from Penistone and Michaela Griffiths from Bradford.

Eco-friendly food packaging wins global award

A project to revolutionise food packaging by replacing plastic film with a more environmentally-friendly starch and clay material has won a global prize for innovation.

CaiLar replaces petroleum-based plastic films with natural materials to coat cardboard and produce moisture-resistant food packaging. It reduces the packaging industry's reliance on plastics and can significantly lower the number of packages made with petroleum products.



Professor Chris Breen and associate professor Caisa Andersson

The project, a collaboration between Sheffield Hallam and Karlstad University in Sweden, came third in the Innovators Contest at Globe Forum 2010, an international meeting focused on business innovation for sustainable growth, held in Stockholm. The contest drew entries from around the world and saw competitors pitch their ideas in just 60 seconds.

The CaiLar product was developed by SustainPack - a European research programme - to encourage the wide use of traditional natural based packaging products by producing easily degradable, renewable and recyclable packaging based on biopolymers, paper and board.

Professor Chris Breen, head of Sheffield Hallam's Polymers, Nanocomposites and Modelling Research Centre, has worked with Karlstad's associate professor Caisa Andersson and Professor Lars Järnström on the project.

Professor Breen said: "This competition was a completely different experience. Our presence in this contest has aroused lots of interest in our innovative approach.

"Consumption is increasing in society and it is increasingly important to find replacement materials for the plastic films that dominate today's packages. This is an important project and it is about contributing to environmental sustainability in the future.

"In our study we have shown that protection against moisture improved significantly when we mix in a natural material, clay. The clay helps to delay moisture penetration. The fact that there is good supply of raw material and large-scale production is easily achievable is important and there are added benefits from a recycling viewpoint.

"The typical consumer in Europe uses ten to 20 pieces of packaging everyday, so where the waste packaging ends up should be at the forefront of our minds. It is expected that Britain will run out of approved space for landfill sites in five to ten years' time and as the Government struggles to reduce CO2 emissions, renewable packaging stands out as an attractive proposition."

Dissolvable gown is fit for unique marriage

By Tess Humphrys



There are often tears at weddings but you'd need to be careful if you wore one of these creations as they dissolve when they come into contact with water.

The elaborate designs are the result of a unique marriage between fashion and engineering students at Sheffield Hallam.

They joined forces to create a wedding dress that could be dissolved after the event and transformed into five new fashion pieces. The garments, each showing a different stage in the transformation process, were on display as part of the Creative Sparks final year exhibition and were paraded on the fashion catwalk at the City Hearts event at Sheffield's City Hall.

The wedding dress is made out of polyvinyl alcohol, a biodegradable substance used in washing detergents, which is knitted into the fabric and which allows it to dissolve in water leaving no impact on the environment.

Jane Blohm, a lecturer on the fashion design course, said: "The students wanted to challenge the notion that a wedding dress should only be used once and aimed to explore modern society's attitudes towards throwaway fashion.

"The wedding gown is perhaps one of the most iconic and symbolic garments in humanity's wardrobe and represents the challenges of 'throwaway fashion'.

"In order to reduce fashion's impact on the environment, the fashion industry must begin to challenge conventional attitudes and practices. The exhibition demonstrates what could be possible when design and scientific innovation combine forces."

Dr Abdul Hoque, associate lecturer and researcher, said the idea to create the dress came about after he approached the fashion course organisers about an idea to develop a new generation of clothing.

He said: "I was thinking about creating a new generation of clothes, especially when it comes to disposal. I have been working on water soluble polymers involving compatible coatings which will extend the life of the material and also be biodegradable.

"The reaction to the dress has been marvellous - it has created a lot of interest around the world and I am very impressed that two disciplines worked well together."

In recent years the price of clothing in the UK has dropped by up to 25 per cent. At the same time, the amount of clothes we buy has increased by almost 40 per cent to more than two million tonnes a year, which makes textiles the fastest-growing waste product in the UK. About 74 per cent of those two million tonnes of clothes we buy each year end up in landfills.



The wedding garments on display during Creative Spark

Fit for South Africa - World Cup referee checks in for intensive training

by Laurie Harvey

Howard Webb, the only UK referee to be selected for this year's football World Cup in South Africa, called in the professionals to help him prepare for the biggest tournament of his life.

Howard underwent an intensive three-week training programme at Sheffield Hallam to ensure he could perform mentally and physically at altitudes of up to 6,000 feet.

His training with the University's sports psychology and Podium Performance teams included spending time in a purpose-built environmental chamber to simulate the conditions he will potentially face in South Africa this summer.

Howard began his training just days after he officiated at his final game of the football season at West Ham and the week before he officiated at the prestigious Champions League final.

His programme combined physical training with psychological support.

He said: "I have enjoyed a long relationship with Sheffield Hallam and when I was selected as the only British referee at this year's tournament it was only natural that I gave them a call to make sure I am in peak physical and mental condition.

"I will be working with the sport psychology team as confidence is such an important part of the referee's psyche.

"There are distinctive climatic conditions in South Africa that can be simulated here at Sheffield Hallam as many of the games will be played at altitude or with some degree of humidity.



"The World Cup is a showcase for every referee and you strive to be involved and the expertise I can access here will be crucial to my progress in the tournament."

Ian Maynard, director of the University's Centre for Sports and Exercise Science and Professor of Sport Psychology, said: "We are delighted that Howard is working with our team as he faces the countdown to the biggest tournament of his life.

"We have world-class facilities here and our simulated high-altitude conditions will give Howard the extra yard in staying fit for this year's event. Furthermore we can provide the psychological muscle to ensure Howard is ready for any eventually in South Africa."



Howard Webb is put through his paces

Women in science celebrate successful five years

by Sarah Bell

Science, technology, engineering and maths have traditionally been male-dominated areas, but the Women in Science, Engineering and Technology (WiSET) team has been working tirelessly over the past five years to address the issue.

Based at the University's Centre for Science Education, the team aims to improve the participation and progression of girls and women in science, engineering, technology and the built environment.

To celebrate and share their successes, the team recently threw a fifth birthday party for local employers, partner organisations, students, tutors and their many supporters inside and outside the University.

A large attendance at the event, which included a cake-cutting and a film premiere, was a testament to how far the WiSET team has come.

Pat Morton, WiSET Director, said: "We were delighted that so many people showed

their support for our work by joining us for this special celebration.

"Our speakers highlighted the challenges for women at all levels in science, engineering and technology, from a trainee joiner at Henry Boot in Sheffield making her mark in the construction industry, to women heading up national organisations and professional bodies."

For more information about WiSET, please visit www.wiset.org.uk



Visually-impaired test new navigation tool

A unique tactile map that can help blind and visually impaired people navigate their way through streets and buildings is being trialled in Sheffield.

The TacMap navigation system has been developed by researchers at Sheffield Hallam to improve the way visually impaired people plan their movements around a town or city. It helps them get information about how a building is laid-out before they visit.

The maps, produced on reactive paper, can be printed out on a normal printer but are then placed on a heat machine which makes darker areas rise up to create a surface which can be felt.

Design researcher Patricia Dieng, with the support of Sheffield City Council, trialled the TacMaps with 17 blind and visually impaired people at Sheffield's Winter Gardens and Millennium Galleries in May.

The TacMap has been praised by users for giving a better sense of the environment than using voice direction. It allows users to understand the space of places like

hotels, museums, theatres, university buildings, schools, bus and train stations, or buildings where they work.

Patricia, from the University's Art and Design Research Centre (ADRC), worked closely with Sheffield's Royal Society for the Blind to create the tactile maps. She said: "As people are using the map it doesn't impede sounds like doors opening, escalators and lift noises or talking which helps to create a multi-sensory experience of where they are."

Testing the new maps at the Winter Gardens, Alan Thorpe and guide dog Zimba gave them the seal of approval.

He said: "This is a tremendous leap forward. These maps give me a greater insight into the make-up of a building and allow me to move around with confidence."

The project, directed by Professor Paul Chamberlain, head of the ADRC, received a £23,000 grant from the University's Strategic Investment Fund to develop the work to date.

Paul said: "Our objective is to develop inclusive products and environments that enhance quality of life for people of all ages

and abilities. These maps will help ensure the city is a place that blind and visually impaired people can visit with confidence."

Following the trials, Paul and Patricia will work on developing 'user-friendly' graphic software to complement the maps with a view to the product being made available commercially.



Top: Alan Thorpe and Zimba try out the new maps

Above: Alan with Paul Chamberlain and Patricia Dieng

New fingerprint technique can tell more about a suspect

by Tess Humphrys

A new technique to analyse fingerprints from crime scenes could give crucial additional details about a suspect such as their medications, diet and the time they left the mark.

The technique, under development by academics at the Biomedical Research Centre (BMRC) at Sheffield Hallam, allows investigators to identify key details about suspects and can even be used to detect any substances they might have touched, such as cocaine.

These extra details can give important background information in criminal investigations, especially if the suspect's fingerprint is not on the police database. It is hoped the technique will complement current fingerprint detection techniques.

A fingerprint is made up of material from the surface of the skin and from gland secretions, which can be detected and analysed. 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.

For the study, academics from Sheffield Hallam used matrix-assisted laser desorption/ionisation mass spectrometry imaging (MALDI-MSI), which is a powerful technology normally used to map different molecules within tissue sections.

Simona Francese, from the BMRC, said: "Based on the results produced so far and the research currently undertaken we can say this technology can help gain much more information from a fingerprint than is currently available. Using it, we could link the suspect to criminal activity and potentially even gain details of their lifestyle by detecting the use of drugs, medication and even diet. This is valuable information to a criminal investigation, particularly if the suspect's print is not on the criminal database."

Why jazz is the perfect blend for prize-winning James

Listening to jazz helps you to appreciate coffee more – fact!

That's the result of James Gater's research on the sensory reactions to coffee drinkers listening to rock, jazz and classical music.

And now the food and nutrition student has won the north of England Young Scientist competition.

James (pictured) said: "I was interested in how background music can have an effect on how people appreciate coffee. I found there was more interaction when jazz music was playing in the background.

"Most people associate drinking coffee with a café environment so jazz was definitely the most suitable form of music identified in my study."

Dr Kritika Mahadevan, James's research supervisor, said: "When people drink coffee they experience the smell, its taste and astringency through their senses. James measured any changes in the intensity of coffee aroma and flavour, bitter taste and astringency perceived by panellists over a

period of 10 minutes in the presence of the different music conditions."

John Sorsby, head of food innovation at Sheffield Hallam, said: "James' work challenged perceptions by looking at the environments which people often associate with drinking coffee. It was a robust piece of work and the judges believe it has further potential."

James won a cash prize and a year's membership of the SCI and the IFST. He also becomes part of the Food Commodities and Ingredients Group Young Ambassadors programme.



Virtual murder scene helps improve eyewitness accounts

A 3D virtual murder scene has been developed to help forensic psychologists understand the reasons for false or mistaken eyewitness accounts when a crime is committed.

The virtual 'fly through' of a murder scene has been produced by final year games and animation students at Sheffield Hallam, who worked to a brief set by forensic psychology academics at the University.

Senior academic Dr Iain Garner said: "Mistaken eyewitness accounts are the biggest cause of miscarriages of justice.

"Memory is a constructed phenomenon and it's very unreliable under duress. The virtual murder scene is being used to examine how people scan a room, especially a room where a murder has been committed.

"Rather than focus on blood spatters and dead bodies, the virtual murder scene is designed to make forensics students focus on other key elements. Is there evidence of a break-in? Is there drug paraphernalia in the room? Has a struggle taken place?"

Games and visualisation course leader Bob Steele said: "Our students love applying their skills to interesting applications such as this.

"Working with staff and students across faculty boundaries creates great working experiences for our students, and we'd like to encourage anyone interested in using our student skills in this way to get in touch."

Karen Burmese journalism project wins national award

A project that has transformed the lives of Sheffield's Karen Burmese by teaching them journalism and reporting skills has been given an award during Adult Learners Week.

The Burmese and Karen refugee community worked with Sheffield Hallam and People's Voice Media to share their experiences of Burma with the wider world, as part of a Transformation Fund project.

The adult training programme taught skills in news reporting, video reporting, podcasting and blogging, allowing the Karen Burmese to report on issues in their homeland as well as sharing their experiences in Sheffield with other refugees across the world.

Dr Eleanor Lockley, project co-ordinator at Sheffield Hallam, said: "The community reporters are a unique group of learners from all ages and education levels. Those with more knowledge readily help those with less - both when there have been translation issues and when they have been learning new skills. We are really pleased that the community reporters have won an award for their learning - it's been an amazing experience and the award is well deserved."

Student Et Htee Kaw, 25, said: "I've really appreciated this course. I enjoyed making new friends from a different community. I've a



Left to right: Alan Tuckett (left), chief executive of NIACE and Ko Aung Myint Shirley Lindley (centre), project manager for the Transformation Fund project, Eh Htee Kaw, and Carol Taylor (right), NIACE Director of Operations

plan to be a journalist, reporter or photographer so this course is very helpful."

Rachel Thomson, senior campaigns officer at the National Institute of Adult Continuing Education, who ran the awards, said: "The Burmese and Karen community reporters are proof of how learning can absolutely transform lives, often leading to new jobs and careers and helping people to overcome the challenges they face."

Managing our carbon output

by Jill Richards

The University now has a carbon management plan - but what does it actually mean, why is it important and how will it affect us?

Carbon (CO₂) reduction targets have been set globally and the government has responded by committing to reducing our CO₂ emissions by 80 per cent by the year 2050.

Government bodies have also set up various schemes and regulations to influence organisations and businesses, such as Sheffield Hallam, to achieve this target.

Among the schemes that affect us is the Carbon Reduction Commitment scheme (CRC). A new regulation came into force this April requiring the University to measure its CO₂ footprint from the energies used across the estate for things like heating, lighting and operating equipment.

The financial and reputational impact is influenced by our positioning in a national league table which will be published by the Environment Agency.

In future years, it is expected that emissions from business and staff travel as well as refuse, may also be subjected to this scheme. Sheffield Hallam has been one of only

two universities in the UK taking part in a scheme to investigate how best to deal with CRC and influence the regulations.

The Higher Education Funding Council for England (HEFCE) is now linking an institution's ability to get capital funding with their carbon management. Sheffield Hallam is in a minority of universities which already meet HEFCE's criteria with a published carbon management plan and a commitment to reducing its emissions by 15 per cent overall by 2015.

This will be a challenging target given that we are already sector leaders in the reductions that we have made to date.

Local government is also setting conditions to make sure that the nation achieves the targets. For example, when the University applies for planning consent for new buildings or refurbishments, and in the new waste and transport strategies which are being implemented across the city over the next few years.

When fully implemented, the carbon management plan is expected to achieve £2m of cost savings on energy over the next five years and ensure that our reputation and strategic competitiveness is not undermined by ignoring carbon management.

Challenge to boost our bike power

by Jill Richards

How do you get 800 people to take up cycling to work for the first time, in one of the UK's hilliest cities? That's the task taken on by a community interest company, Get Cycling, which held a number of BikeBoost road shows to encourage Sheffield Hallam staff.

Dozens of employees attended from across both campuses and many joined a three-week cycle to work challenge.

In partnership with the city council, bike shops and major employers in the city, BikeBoost provided free bicycles and accessories to all those taking part as well as urban cycle coaching to help them bike safely on the roads.

BikeBoost officers assess people's needs and skills with a view to the free loan of commuter cycles and accessories, with power-assisted bikes for the less fit and folding bikes for mixed-travel journeys. There are also specialised cycles available for participants with disabilities.

For more information about Get Cycling, visit: www.getcycling.org.uk



Dan leads cycling challenge for cancer research

Sport Hallam's Operations Manager Dan Porter is leading a team of cyclists on a 300-mile ride from Glasgow to Sheffield to raise money for the Danny Porter Foundation, which awards donations and grants to other charities providing research, support, care and equipment to people suffering from cancer or needing neurological surgery.

The ride is called the Surgeon to Surgery ride and is the inaugural fundraising event for Dan's charity. He aims to raise £10,000 for cancer research and neurosurgery in the UK.

Family, friends and colleagues of Dan's will make up the 22-strong cycling team who were due to leave Glasgow on 15 June (when *newview* went to print) and reach Weston Park Hospital in Sheffield four days later.

Dan said he decided to start the ride in Glasgow because the surgeon Jeremy McMahon, who operated on him at Weston Park, has since moved there. Dan has maintained contact and wanted to show his appreciation to a man whom he says he owed a great debt.

Visit www.dannyporterfoundation.org for more information.

Sheffield Hallam are Varsity champions again

Thousands of students celebrated as the University was crowned outright winner of the city's annual Varsity competition.

After eight days of competition in over 50 sports at venues across Sheffield, it came down to the last fixture of the competition to decide whether Sheffield Hallam or the University of Sheffield would be crowned champions.

Sheffield Hallam secured victory by just two points, with a final score of 21.5 to 19.5 which included a crucial one point lead from the Winter Varsity competition in February.

"It was the most thrilling and tightly fought contest the competition has ever seen," said Sam Gill, Hallam Union Sports Officer.

The final decisive match took place between the two universities' men's football teams. The match, refereed by premiership referee Howard Webb, took place for the first time at Hillsborough Stadium where more than 3,000 students from both universities saw Sheffield Hallam win 2-0.

Sam added: "This event is for the students and everyone that competes, spectates or organises the competition. It brings Sheffield Hallam and the University of Sheffield sports teams together in such a unique way and it keeps getting bigger and better. I'm really proud of all the competitors who have taken part and this victory is theirs."

The trophy was presented by former Sheffield Wednesday FC Chairman Lee Strafford.

Sheffield Hallam a top choice for Sri Lankan students

Sheffield Hallam has been named a top choice for Sri Lankan students studying in the United Kingdom, according to the latest figures released by the Higher Education Statistics Agency (HESA).

The University welcomed 99 Sri Lankan undergraduate students in 2008 - half of the UK's Sri Lankan undergraduates.

Most Sri Lankan students come to Sheffield Hallam to study through a partnership with the Sri Lankan Institute of Information Technology (SLIIT). The partnership allows SLIIT students in Sri Lanka to convert their qualifications to a UK honours degree by studying Information Technology and Business Management for a summer semester at Sheffield Hallam. Many of these students continue with their studies and progress on to masters courses at the University.

Age no barrier to later sporting success

Sport is often considered to be a young person's game but a leading professor says changes in training methods could propel older athletes back into the limelight during this summer's sporting calendar.

Sheffield Hallam Professor Edward Winter says a trend that has seen golfer Tom Watson, 60, darts champion Martin "Wolfie" Adams, 53, and world snooker quarter-finalist Steve Davis, 52, achieve recent success shows no sign of abating.

Edward, professor in the physiology of exercise at the University's Centre for Sports and Exercise Science, said that Davis' performance at The Crucible this year suggests that older sportspeople can defy the age barrier.

He said: "Although the bodies of older sportspeople may suffer a little more wear and tear, there are more and more stars from an older generation who are taking their opportunities and enjoying a second spell in the limelight.

"Much of this is to do with the changes of sports participation. People like Steve Davis benefit from having snooker as their day job rather than as a pastime, so they are able to keep their eye on the ball for much longer and with greater results.

"It is certainly preferable to enjoy a long career rather than to retire and miss being in the limelight, or feel you haven't reached your full potential.

"So much more is known about the physiology of sport that athletes are much more aware of their own conditioning needs and can plan for a long career at the top of their game."



Professor meets Prince Charles

Former Commonwealth scholar and ACES Professor IM Dharmadasa (Dharme) met HRH The Prince of Wales at a recent reception to celebrate the Commonwealth Scholarship's 50th anniversary endowment fund.

Around 100 guests attended the reception at Marlborough House, the headquarters of the Commonwealth Secretariat in London.

Dharme studied for a PhD in Solid State Electronics at Durham University from 1977 to 1980. Over the past three decades, his scientific research has focused on solar energy conversion, and he has worked tirelessly to introduce this new technology for social development and the reduction of poverty, mainly in deprived communities which do not have electricity from the national grid.



Student Learning Centre improvements

by Matthew Borg

Information Adviser, Learning and Information Services

Learning Centres are at the heart of the University and contribute significantly to delivering an excellent student experience by providing secure supported learning, over extended hours, where students can learn, interact with others, access learning materials and receive help in meeting their learning needs.

The Learning Centre model began with the opening of the sector-leading Adsetts Centre in 1996. Both Adsetts and the Collegiate Learning Centre have received significant funding since then to keep them up-to-date and relevant to the students who use them.

Among the recent new developments were a four-storey extension at Adsetts in 2008 and the opening of a catering outlet and student-led learning space.

However, more needs to be done to remain true to the original brief of creating 'stimulating buildings which convey the excitement of learning and discovery to our students and staff'.

To that end, this summer sees the next development phase which incorporates a refresh of both buildings over the next three years.

Indeed, work has already started, and full details of access information is available on SHU Lib Hacks at <http://shulibhacks.wordpress.com/> or contact me Matt Borg m.borg@shu.ac.uk for more information.

Top legal role for lecturer

by Sarah Bell

A senior law lecturer at Sheffield Hallam has been elected Deputy Vice President of Sheffield Law Society.

The appointment means that in two years' time, Anna Deans will be President, making her the first academic President of the society.

In addition, Anna has also been asked to act as trustee of the North East Legal Circuit Regional Legal Trust, part of the Access to Justice Foundation, which raises funds for and makes grants to pro bono organisations.



Bogus 'burglars' help spread student security message

Students donned dark clothing and swag bags and roamed the streets of Sheffield as pseudo burglars hoping to raise awareness among other students about the risks of their homes being burgled.

The group of Sheffield Hallam students visited halls of residence and student communities around Nether Edge, Sharrow and Ecclesall Road during a recent burglary action day which was part of a joint initiative called 'The Lock' funded by the Home Office and National Union of Students.

Dan Pine, equal opportunities officer at Hallam Union, said the campaign aimed to increase awareness of safety and security in the light of figures that show one in three students were likely to be the victim of crime during their time at university.

He said: "Students are in a unique position when sharing accommodation at University with some specific challenges; it can be the case that students live within a household but are very much leading separate lives to their housemates and so there is not as much interaction as within a family home.

"The aim of the campaign is to ensure, as well as other messages, that students are closing windows and locking doors when they leave their homes and that they never assume that their housemates are still in."

Hallam's elite athletes celebrate medal haul

by Joe Field

The University's elite athletes are celebrating after winning four gold medals, four silvers and two bronze at this year's British Universities and Colleges Sports (BUCS) Championships.

The recent success comes just a month after Sheffield Hallam took the Winter Varsity title from rivals at the University of Sheffield.

The BUCS Championships ended at the English Institute for Sport where Sheffield Hallam's volleyball men's team took gold and were crowned BUCS Champions 2010, while athlete Zara Hohn took gold in the 60m hurdles for the third successive year.

Temour Djavojan and Robert Felstead got a gold medal each in boxing, while Sheffield Hallam teams won silvers in athletics, water polo, korfbal and orienteering, and bronze medals in karate.

Hallam Union sports officer Sam Gill said: "The championship was an unbelievable showcase of university sport and Sheffield Hallam played a huge part in the success story.

"The teams and athletes performed and conducted themselves exceptionally and were an absolute credit to the University and Hallam Union.

"The passion in every single performance and their support for one another as team members was very honourable and we're immensely proud of them."

Collegiate gardening club welcomes the green-fingered

By Jill Richards

The renovation of a derelict greenhouse at Collegiate Campus will provide the opportunity for green-fingered staff to 'grow their own' with the launch of a new gardening club.

A perfect climate for growing fruit, vegetables and other plants will be created as part of a year-long pilot scheme starting this summer.

The gardening club, created by the Facilities Directorate, is intended for staff and students who do not have gardens or access to other growing areas. However all applications to join the club will be considered.

Staff with gardening experience will be on hand to give advice and help to get the club going, along with some essential basic equipment and plants. If successful the pilot will become a permanent opportunity.

The club is free to join, to apply and for more information on the project contact FD Marketing at:

FD Marketing
Facilities Directorate
20 Furnival Street
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Hot shot students win 'Young Guns' award

Two hospitality students have had success served up on a plate after winning an industry award recognising the catering talent of the future.

The 'Young Guns' awards, run by the Catering and Hospitality Forum, recognise students who have performed well in the workplace as part of their degree course.

Andrew Swinscoe and William Harper (pictured), both studying Hospitality Business Management with Culinary Arts, excelled in 'communication skills, attitude, professional behaviour, technical ability, quality of work and management potential', judges said.

They both took on demanding work placements during their courses and beat



off eight other competitors in the final of the awards - including fellow student Jennie Russell.

Andy is originally from Cumbria and before coming to Sheffield Hallam worked at the Balmoral Hotel in Edinburgh.

He said: "My placement year taught me so much and helped me to develop my skills, knowledge and experience. It was fantastic and a great feeling to have that

achievement recognised. It's been so great to work in this industry. It was amazing to win this award and I hope I can now live up to those expectations."

Will, who comes from Halifax and worked in a Mongolian restaurant before coming to the University, said: "I never thought I would even get down to the final. The opportunities it has brought have been fantastic and the award will give me the confidence to go on and achieve great things in the industry."

Rupert Clevely, one of the competition judges and chief executive of Geronimo Inns, said: "I was delighted to meet a stunning group of young, qualified, capable and enthusiastic people. It makes me very excited for the future of our industry."

Volunteer awards for humanities students

by Sarah Bell

Three Humanities students taking the work-based project modules as part of their degrees achieved far more than credits when they got involved with Hallam Volunteering.

Amy Moore, Collette Parkinson and Francine Gleadall (pictured from left to right) all won volunteering awards at the end of year Hallam Volunteering party, in recognition of their great contributions.

Amy won the 'Volunteering England Award for Achievement', for her role as Project leader for the Publicity Team.

Amy and her 20-strong team were responsible for developing innovative ways of communicating between and within projects, and amongst Hallam volunteers,

as well as raising the profile of Volunteering in the local community.

Collette, who won 'Volunteering England Award for Dedication', and Francine, who was runner up for the 'Hallam Volunteer of the Year', led a fit club scheme, working with older people in residential homes. After a warm up of "chairbics", their sessions included co-ordination games, such as skittles and catch, and finished with some brain exercises, including memory games and brainteasers.

Speaking of her experience, Colette said: "Getting involved in Hallam Volunteering as my Work-Based Project was one of the best things I've ever done. It really improved my personal and professional confidence and gave me the chance to

develop my leadership and planning skills. It was a challenge, but I really loved it and I'd definitely recommend it."



Student charity event raises roof at Academy

Students and staff raised almost £1,000 for local charities with a gala bash at Sheffield's O2 Academy.

Susan Walker and Victoria Charles (pictured), students at the Sheffield Business School organised the night, pulling in favours from fellow students and graduates who supplied the entertainment.

The pair sold 300 tickets to the event, raising £900 from ticket sales.

Susan said: "We had two great bands, three DJs and Hallam Union's very own dance troupe, all featuring current Sheffield Hallam students and alumni. We really appreciate them all giving their time and energy at no fee."

The charities were voted for by students at the event and include Heeley City Farm, The Archer Project and Sheffield Children's Hospital.





Notes from the President

Dani Beckett, President, Hallam Union

The past few weeks have been incredibly busy at Hallam Union with officers leading on a range of final campaigns before the end of the academic year. High on the agenda have been the General Election, Varsity and the Student Rep Awards.

Vote for students

Hallam Union focused a lot on getting students registered to vote and informing them about educational issues ahead of the General Election. We delivered the NUS 'Vote For Students' campaign, where students were encouraged to use their vote to elect candidates who signed the NUS pledge promising to fight against an increase in tuition fees if elected.

We were incredibly successful in engaging students in this campaign and finished ninth in the country for the highest number of students pledging to vote. In the final weeks before the election we ran a voter education campaign, encouraging students to attend hustings, making videos of each of the candidates telling students what they would do for them if elected and promoting the message of why it is important to vote.

On 6 May we had a great response from students who were noticeably eager to use their vote and were well informed on the issues. All those that had signed up to the NUS campaign knew which candidates in their area would take a positive stance on HE funding and which had stayed quiet. Anyone who doubted that students would make fees a political issue was wrong. In our main student constituencies (Sheffield Central and Sheffield Hallam) both candidates that were elected have signed the pledge.

Student reps

On 30 April the Academic Affairs Standing Committee hosted the first ever Student Rep Party at the HUBS where around 50 Student Reps socialised together and celebrated their hard work. The Committee ran a fantastic quiz and the Course Rep of the Year Awards were announced. The party was a great way to round off what has been the most successful year so far for the Student Rep system.

Students nominated their Reps for Course Rep of the Year and one winner for each faculty was chosen by the Committee. the awards went to

ACES - Michael Harrison, level 6 Mechanical Engineering.
SBS - Catherine Godfrey, level 5 Food Marketing Management.
HWB - Kirstie Thew, level 5 Physiotherapy.
D&S - Wynford Rosser, level 6 Geography.

Each winner was presented with a certificate and £50 cash prize from Hallam Union.

Varsity

The 2010 Varsity competition was a huge success seeing some fantastic athletic performances and a great turnout from spectators at every fixture. The Abbeydale day of events sold out to capacity and the final at Sheffield Wednesday FC attracted 3,000 student spectators. The final result, like Winter Varsity, was down to the final fixture at Sheffield Wednesday and it was a long 90 minutes of football. However rose to the challenge and beat the University of Sheffield 2 -0, taking the final result to Hallam 21 - Uni 19. This is the first time either University has won both the Winter Varsity and Varsity trophy in one year.



Sports Ball

This year's Sports Ball was a great success and saw the following students rewarded for their efforts in sport over the past year.

Sportswoman of the Year: Zara Hohn (Athletics)
Sportsman: Callum Green (Volleyball)
Service to Sport: Chris Howard (Swimming and Water polo)
Fresher of the Year: Hannah John (Swimming and Water polo)
Team of the Year: Women's Badminton
Most Improved Team of the Year: Women's Volleyball
Club of the Year: Snowsports
Sports Personality: Claire Willis

This is my final Newview column before handing over to next year's officer team. The Union has seen a great number of successes this year and will continue to represent and support students in the future. I wish the greatest success to next year's President Caroline Dowd and her team; Ben Downen, Doug Muzawazi, Colan Leung, Jake Kitchener and Laura Wilcox. I know they will continue the great work of the Union, fighting tirelessly on behalf of Hallam students.

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