

# newview

The Sheffield Hallam University newsletter  
Winter 2010

# Graduation 2010



Sheffield  
Hallam University

SHARPENS YOUR THINKING

# welcome

## Welcome to the Winter 2010 edition of *newview*

More than 1,000 members of staff at Sheffield Hallam have just finished another hectic spell of graduation ceremonies to mark the proud achievements of our students.

The sheer scale of what goes into the events really does impress. Each of the 20 ceremonies held over a two week period went without a hitch and that takes commitment, organisation and skill to complete. The events are covered in the centre pages of this edition with the focus on the honorary doctorates we awarded this year but we've also tried to capture some of the excitement outside Sheffield's City Hall and some of the pomp and splendour from the inside too.

We use *newview* to mark the achievements of staff and students alike and this time is no different. From the incredible story of Keri Chambers, a deaf and blind student who has been awarded a first class degree in mathematics, to former professional footballer Wayne Allison, who is featured on the cover, who spent seven years working on a part-time PhD.

Learn more about these two remarkable students on page three. Our congratulations go to them and all of our graduands.

We also carry a feature on our Board of Governors and we have stories on some of the prestigious guests which the University has recently attracted to give talks.

We sincerely hope that you enjoy this edition of *newview* – plans are already in hand for the next one. We always welcome your feedback and idea submissions for inclusion, so please contact us.

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# From 'Chief' to 'Doctor' for football hero Wayne

**Former Sheffield United player Wayne Allison – known to fans as The Chief – has collected his PhD from Sheffield Hallam.**

It has taken seven years of hard work to get his doctorate while working part time but he says it was worth it.

"I feel emotional and fantastic about being awarded my PhD because it's a major achievement for all the hard work I've put in.

He said: "I've enjoyed working with supervisors at Sheffield Hallam – Professor Edward Winter and Damian Kingsbury – because they kept me focused. It's a great process but you need to be single-minded about undertaking something like this."

Wayne, 42, added: "My family is proud of me and I think relieved that I've finally completed it. I've really enjoyed the work and I'd recommend everyone to take up a PhD if they can – especially other footballers because they have the time to do it!"

Wayne started his PhD in the effects of high intensity exercise on decision-making while playing for the Blades in the 2002-03 season.

He is now teaching at a college in Huddersfield and has ambitions to teach in higher education and take up more research in sport.

He said: "It still hasn't sunk in that I'm now Doctor Wayne Allison. I was known as The Chief when I was playing football but this is something really special."



Professor Winter said: "Wayne's PhD is thoroughly deserved. he is a thoughtful and very bright student who deserves to go on to great things. The Chief has made good and we are all very proud of him."

**Turn to the centre pages to read about all our 2010 Honorary Doctors**

## Keri's 'can do' attitude an example to us all

**As an inspirational student, Keri Chambers takes some beating.**

The plucky 24-year-old has received a first-class degree in maths – despite being blind, partially deaf and having two kinds of diabetes.

But Keri was determined her difficulties would not stop her achieving the very best in the subject she loves.

And she crossed the stage at this year's graduation ceremony watched by her proud family.

Keri told *newview*: "I've enjoyed the course, especially the maths with equations.

"I don't believe that my disabilities hamper me too much but the University has helped me a lot and been very supportive.

"I've had two personal helpers to help me get around the University and I've had two mentors who have helped me in lectures to take the notes and supported me in tutorials.

"They also gave me extra study support skills to cover anything I didn't understand such as any diagrams I was struggling on."



Keri, who for four years commuted to Sheffield every day from her home in Ilkeston, Derbyshire, added: "I would encourage anyone with a disability who wants to attend university to do so – fight for what you want.

"I'd like to go into maths teaching but I'm not sure that I'd be able to cope with a PGCE so I will be doing some voluntary work for the next year to give myself a bit of a break from studying and then I'll look at what I do next."

Like her older brother Alex, 26, Keri has Wolfram syndrome – or DIDMOAD – which affects just one in 770,000 of the UK population.

The syndrome means she is completely blind, partially deaf and has to cope with diabetes mellitus, which affects her blood sugar, and diabetes insipidus, which affects her hydration levels.

University maths lecturer Erik Baxter said Keri's work ethic won her many fans on campus.

He said: "Keri's story proves what people with disabilities are capable of if given the opportunity. She really is a wonder, she has such a good attitude about everything – all the lecturers loved her.

"She has had such difficulties but she was a pleasure to teach because she really has a love for the subject - it is truly inspiring."

# Daughter of celebrated artist opens exhibition

**The work of one of the 20th Century's most celebrated graphic designers, Abram Games was celebrated in a special exhibition at Sheffield Hallam.**

As reported in the last edition of *newview*, Games produced striking propaganda posters of World War II and iconic motifs for London Underground stations. The former official war artist's minimal approach has had a profound influence on modern graphic design.

The exhibition was officially opened by Abram's daughter Naomi (pictured), who also gave a talk to design students, and she said: "I trained as a designer myself and I think it's very important for students to see this work. The exhibition and my talk are particularly aimed at design students."

"My father used to ask me and my two siblings what we thought of his original designs. If we didn't understand them he'd tear up the designs and start again because he believed that if children didn't understand them then they weren't simple enough."



**"He believed that if children didn't understand his designs, then they weren't simple enough."**

## Chancellor supports schools' science challenge to celebrate anniversary

**Chancellor Professor the Lord Winston helped school pupils celebrate the 25th anniversary of a University research centre which encourages youngsters to learn about and appreciate the wildlife around them.**

Youngsters from across South Yorkshire were invited to the University's Centre for Science Education (CSE) to show Lord Winston the work they have been doing over several months chronicling the creatures and creepy crawlies they'd seen just yards from their classrooms.

The wildlife project was launched by the Centre to mark the 2010 Biodiversity Challenge among the county's schools to celebrate its anniversary year.

Lord Winston said: "These are some great photos. It's fascinating to see all these toads, slugs and daisies and such great photography too."

Ken Mannion, CSE director, said: "We have been amazed by the entries we have received. We felt it was fitting that this event, which acknowledges the role the CSE has played in local and national education over the past 25 years, should host a competition which looks towards the future and the next generation of learning and development."



**"The CSE has been working to create imaginative schemes to enthuse young people with science and enabling them to observe the habitats outside their schools is a great example of this."**

# Top city restaurants named in Business School awards

## The Sheffield Business School's Eat Sheffield awards attracted a record number of entries this year.

Three thousand people voted for their favourite eatery using cards, websites and Twitter to declare who they thought should win from 300 city restaurants.

The Milestone at Kelham Island was awarded the restaurant of the year title and was also named winner of the favourite gastro pub/bar dining category.

Co-owner Matt Bigland said: "This is a fantastic result and is the icing on the cake for us especially since it's the people of Sheffield who voted and that means a lot to us.

"The Eat Sheffield awards are great and support all restaurants in the city. This award is really important to us and it's a great credit to the guys who work at The Milestone."

Professor Christine Booth, Pro Vice-Chancellor of Sheffield Business School, said: "The Eat Sheffield awards are eagerly awaited by Sheffield's restaurants and eating establishments because they represent an honest appraisal of their efforts.

"As such, the awards represent the best dining experiences in the city and I'd like to thank everyone who voted for taking the time to do so."

Amanda Perry created the fast-growing Fancie cake empire won favourite cafe and was declared Sheffield's food champion for her enthusiasm in using and praising local food suppliers.



Chris Booth, PVC at Sheffield Business School, presents the award for favourite cafe to Amanda Perry

Another big winner on the night was Silversmiths, on Arundel Street, which picked up the top award for favourite British/modern European restaurant and best local produce menu.

To see the full list of winners visit [www.eat Sheffield.com](http://www.eat Sheffield.com).

"The Eat Sheffield awards are great and support all restaurants in the city. This award is really important to us."



The team from The Milestone pick up the award for restaurant of the year and favourite gastro pub/bar dining



The team from Silversmiths picked up favourite British/modern European restaurant and best local produce menu



## Learning centre makeovers create more space for students

by Jill Richards

**A major refurbishment at the University's two learning centres has helped provide even more choice and comfort for students.**

At the City Campus Adsetts Learning Centre the entrance floor on level 4 has been transformed with a redesigned Helpdesk, and around 100 additional learning spaces.

There are now a number of bookable group study rooms and group booths, with quick access to PCs and printing and enhanced provision for high-quality student presentation facilities, collaborative and individual learning and IT access.

In response to student demand a screened-off silent study area has also been created on Level 2.

The refurbishment of the Collegiate Learning Centre over the summer means there is now a new space for learning on the ground floor which includes informal learning spaces, group study accommodation and catering facilities. As with the Adsetts Centre, improved lighting and new furniture together provide a lighter, brighter environment for learning.



"Both our learning centres continue to be updated to accommodate evolving learning styles and developments in information provision and over the summer major refurbishment programmes took place in both learning centres to improve and extend learning facilities based on research and feedback on how students use the learning centres and what they want to see in them."

**Edward Oyston, Assistant Director of Learning and Academic Services**

## Graduation ceremony beamed live to Sri Lanka

A video link broadcast from Sheffield to Sri Lanka has allowed parents to see their children graduate without having to travel to the UK.

For the first time, the proud parents of the Sri Lankan Institute of Technology students were able to watch the graduation ceremony via the link.

Asanthika Imbulpitiya, who graduated in Information Technology and Software Engineering, said: "I am so pleased my parents were able to see me graduate.

"It would have been very difficult for them to travel to Sheffield for my graduation, so this was a great way for them to experience this special day with me."

Professor Terrence Perera, Assistant Dean in ACES, said: "We decided to set up the video link because many parents of our international students aren't able to attend graduation ceremonies here in the UK.

"The initiative is part of a number of things Sheffield Hallam does to support international students while they study to make their time here as memorable as possible."



A Sheffield Hallam student has proved he is switched on to illuminating design by scooping a top prize in a prestigious national competition.

Design student David Powell (pictured) was a finalist in the Technical Textiles Competition sponsored by the EDT Industrial Trust Division for his lighting system, *The Way Of Light*.

David received a highly commended award for his piece, winning a book, a laptop and a certificate. The evening was a huge success at Drapers Hall in London where David collected his prize and displayed his work.

# Twist in the tale at this year's Enterprise Challenge

by Laurie Harvey

**A graduate has proved there is nothing run of the mill about his new business start-up after scooping the £5,000 top prize in Sheffield Hallam's Enterprise Challenge.**

Judges were bowled over by Nathan Bestwick's kitchenware products, which include a spice mill that requires no gripping and works by rubbing it between your hands.

Nathan beat six other finalists with his MILLME products and will use the cash to develop prototypes which he hopes will see his products become a regular feature on dinner tables across the world.

Nathan said: "I am absolutely delighted to win this year's competition. I wanted to design kitchen products that can be used by people with disabilities but don't lose any of their design values. They can be used by people who have problems gripping or twisting objects or those who suffer from arthritis."

The 25-year-old from Rotherham, who is a Sheffield Hallam product design graduate, was joined on the winner's podium by Jessica Flinn, who has designed jewellery embossed with Braille.

Jessica, 22, who won £2,000, says the South Korean influenced designs will help blind and visually impaired people to match their wardrobes with their jewellery.

Jessica, from Sheffield, said: "It's amazing to have been nominated for the Enterprise Challenge and I'll use the £2,000 for photography and equipment.

"I think it will be great for visually impaired people to be able to identify the colour of a piece of jewellery so they can colour co-ordinate their wardrobe. They would be able to choose their jewellery not just by shape but also by colour to give them greater independence."

Organisers of this year's Enterprise Challenge, dubbed Ten Out of Ten, say the competition was more important than ever in promoting students' entrepreneurial skills so they can succeed in a competitive business environment.

Sheila Quairney, business and enterprise manager, said: "Our annual Enterprise Challenge competition is a great way of stimulating and supporting potential student and graduate businesses and has been the catalyst for many successful business start-ups."

Pictured opposite: Enterprise Challenge 2010 winner Nathan Bestwick (top), All the 2010 finalists (middle), Runner up Jessica Flinn (bottom)



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# New members join University Board of Governors

Sheffield Hallam's Board of Governors work hard to help and guide the institute on to greater success. The Governors are appointed from within the University, the student body and the business and education world.

## Matt Borg



Co-opted member elected by and from a University-wide, professional services constituency

Matt is currently based in Learning and Information Services

within the Directorate of Student and Learning Services, working with academic and professional services staff across the University. Matt works on specific projects such as the Library Gateway that enable students to easily access the academic resources provided both on and off campus.

Period of Office: August 2008 – July 2012 (re-elected from August 2010)

## Stuart Britland



Member of the Finance and Employment Committee

Stuart is Managing Director of ROMPA Ltd - a firm he joined in 1988. ROMPA is involved in improving the quality

of life opportunities to people of all ages with learning disabilities and special needs and is recognised as the world's leading specialist with active business in over 40 countries. Stuart is a member of the Royal Society of Medicine and is involved in the Disability Forum at the RSM. Stuart also works closely with the College of Occupational Therapy and many disability charities.

Period of Office: August 2008 – July 2012

## Janet Dean



Member of the Finance and Employment Committee and the Remuneration Committee

Janet is Chairman and co-founder of the Dean Knight Partnership

and leads DKP Regeneration which is a consultancy combining expertise in the development and delivery of physical

projects with strategic advice and interim resourcing for organisations and partnerships. The company also provides architectural, project management and historic buildings consultancy services. Previously Janet worked in London and Yorkshire in housing regeneration, social services and strategic planning and policy.

Period of Office: August 2008 – July 2012

## Caroline Dowd



President of the Students' Union and member of the Nominations Committee

Caroline is the President of the Students' Union for 2010/11. Her aim is to ensure Hallam

Union is a democratic and inclusive place for students and to develop stronger links with international, mature and part-time students. Before running for student President, Caroline studied for three years as an undergraduate on BSc Physical Education and Youth Sport at Sheffield Hallam.

Period of Office: July 2010 – June 2011

## Rosemary Downs



Member of the Audit Committee

Rosemary has been a solicitor in the city region throughout most of her career, joining Keeble Hawson in Sheffield in 2004 where

she is Partner and Head of the Corporate Department. Rosemary is also a member of the South Yorkshire panel of the Prince's Trust, and the Enterprising Doncaster Board which seeks to develop enterprise and an improvement of the skills base locally.

Period of Office: January 2008 – July 2012

## Geoff Dawson



Chair of the Board of Governors, Nominations Committee and Remuneration Committee. Member of the Finance and Employment Committee and the Honorary Awards Committee of

the Academic Board.

Geoff is a senior business executive with an extensive background in global organisations for strategic consulting and IT service provision to commercial organisations. Nearly 10 years ago he became Managing Director for the Consumer Industries, Energy & Utilities, and Travel & Transport business sectors of EDS UK. After leaving EDS in 2006, he re-entered university life and obtained an MA in Ancient History from UCL. He joined the Board of Sheffield Hallam in 2006, became Chair of its Finance Committee in 2009, and Chair of its Board of Governors in March 2010.

Period of Office: August 2006 - July 2012

## Philip Drury



Philip worked for 20 years in medical physics in academic and hospital environments and spent most of these in the Department of Medical Physics and Clinical Engineering at the Royal Hallamshire

Hospital with an honorary lecturer position at the University of Sheffield. In 1995 he set up his own company, Philip Drury Medical Technologies, now Mediqol Limited, a medical devices regulatory affairs practice with offices in Sheffield, Amsterdam and Glasgow. Philip has recently retired from full-time employment to pursue other business interests.

Period of Office: August 2005 – July 2013



## Colan Leung



Student member

Colan is the Sports Officer at Sheffield Hallam Students' Union for the year 2010-2011. He was a student for three years studying Sports and Exercise

Science. Colan has also recently been elected as a BUCS Student Officer. This position is one of the communication pathways linking the Board, Advisory Group and BUCS staff with the membership.

Period of Office: July 2010 – June 2011

## Professor Philip Jones



Vice-Chancellor, Member of the Finance and Employment Committee, Nominations Committee, Remuneration Committee and Chair of the Academic Board

Professor Jones has been Vice-Chancellor of Sheffield Hallam since 2007. He was previously Deputy Vice-Chancellor and Sub-Warden at Durham University (2004-2007), with responsibilities for Strategic Planning and External Relations. Prior to that he had been a Pro Vice-Chancellor at the University of Sheffield (1998-2004), with responsibilities for Learning and Teaching, Student Services and Information Services.

## Steve Jones



One of two co-opted members of academic staff on the Board elected by academic staff

Steve Jones has been a lecturer in the Faculty of Development

and Society since 2004, specialising in school leadership in highly disadvantaged communities and internationalisation. He spent much of his working life as a secondary school teacher in South Yorkshire before completing a PhD at Sheffield Hallam. Steve was also a member of Sheffield City Council from 1980 until earlier this year, being deputy leader in recent years. He also chaired the South Yorkshire Pensions Authority up until 2008.

Period of Office: August 2009 – July 2011

## Michael Longden



Member of the Remuneration Committee and Audit Committee

Michael Longden was a tax inspector for 17 years, latterly in Sheffield, before

moving to work in law firms which have included Pinsent Curtis, DLA Piper and now Irwin Mitchell. Michael has practiced as a management consultant and a senior paralegal. In his current post he leads Irwin Mitchell's national team that supports the commercial initiatives of a number of universities, colleges and other education providers. Michael specialises in advising on crisis management and change, procurements, joint ventures, spin outs, PFI's and re-financings throughout the public and voluntary sectors.

Period of Office: August 2005 – July 2013

## James Newman



Deputy Chair of the Board of Governors and member of the Finance and Employment Committee and Nominations Committee

James Newman has a portfolio of non-executive directorships. These include Dignity plc, the UK's largest independent provider of funeral services and Bglobal plc, the UK's leading smart metering and energy data management company. He is also chairman of the Board of Finance Yorkshire, a fund for small to medium sized enterprises and is Chairman of a number of other public companies listed on AIM as well as being Treasurer of a national charity, which runs 18 care homes for the elderly.

Period of Office: August 2003 – July 2011

## Christine O'Leary



One of two co-opted members of academic staff on the Board elected by the academic staff and member of the Nominations Committee

Christine is a Principal Lecturer in the Sheffield Business School. Since her appointment at Sheffield Hallam in 1993, she has held a number of leadership and management roles including programme leadership, Learning, Teaching and Assessment Co-ordinator, and more recently Associate Director for the Centre for Excellence in Promoting Learner Autonomy (CPLA) and Teaching Fellow. She serves on a number of committees, including Academic Board, and is presently Vice-chair of the SBS Information and Consultation Committee.

Period of Office: August 2007 – July 2011 (re-elected in 2009)

## Beryl Seaman CBE



Chair of Audit Committee, Deputy Chair of the Nominations Committee. The governing body's representative on the Military Education Committee which

advises on matters of military education.

Beryl worked with Sheffield social services from 1974 to 2001 and was chair of the South Yorkshire Probation Board until 2005 helping the local service to make its transition to become part of the National Probation Service. Beryl received a CBE for services to the National Probation Service in the 2006 New Year Honours List.

Period of Office: January 2007 – July 2014

## Emeritus Prof Judy Simons



Member of Audit Committee and Nominations Committee of the Honorary Awards Committee of the Academic Board.

Judy Simons is an independent Higher

Education consultant with wide experience of advising universities across the sector. She is emeritus professor at De Montfort University and has chaired a range of national HE bodies, including the Higher Education Academy Council, and was a member of the HEFCE strategic committee for Leadership, Management and Governance. She chairs an EFCE research impact pilot, is on the Arts and Humanities Research Board grants panel and is Deputy Chair of Standards for England.

Period of Office: August 2009 - July 2013

## Chris Welsh



Chair of the Finance and Employment Committee and member of the Remuneration Committee

Chris is an experienced chief executive, non-executive director and investor. Now a business angel Chris, has invested in several software start-ups and early stage companies. He is currently chair of Frooly Ltd (a start-up e-commerce platform for small local traders), a non-executive director of X4i Ltd (a European freight trading platform) and advising on a university technology spin-out.

Period of Office: August 2008 – July 2012

# Bobsleigh world champ crosses university finishing line

by Tess Humphrys

**World champion bobsledder Nicola Minichiello has graduated from Sheffield Hallam – eight years after completing her degree!**

Nicola, from Sheffield, studied a degree in physical education while training and competing as a successful heptathlete. She was unable to attend the graduation ceremony first time around because she was away competing, something she says her mum had never forgiven.

But a knee injury meant Nicola cannot compete this season, leaving her free to finally attend the ceremony she missed eight years ago.

Nicola said: "I'm really pleased to have finally been able to attend graduation this year and get the prized photo of me in my cap and gown for my mum.

"My time at university was extremely enjoyable and it's a real privilege to have been able to join this year's graduates."

Nicola turned to bobsleigh in 2001 and in 2009 made history by becoming the first

British female bobsleigh driver to win a World Championship.

And she credits some of her sporting success to Sheffield Hallam for supporting her to continue training while she was studying.

Nicola said: "It's really important for athletes to be able to continue their education so it was great for me to come to Sheffield Hallam as they were so flexible.

"I was able to juggle my studies with competing and knew that lecturers would support me through it all. As a young athlete the experience was invaluable and I can't commend the University enough for their approach."



## Seaweed bread brings taste of success

Seaweed has been shown to have appetite-suppressing qualities when used as an ingredient - thanks to an award-winning student who has incorporated it into a loaf of bread.

Anna Hall, a student studying MSc Nutrition with Public Health Management, has won the Alpro Foundation Award for Masters in the UK for her thesis about food and nutrition and its impact on health, the environment or the economy.

Anna, who won 2,500 Euros from the Alpro Foundation, said: "The fortified bread is much higher in fibre than the standard bread, and eating high fibre foods can help people to feel full, while eating fewer calories.

"Results from this study suggest that seaweed presents an attractive option for food manufacturers, particularly in the bakery sector, aiming to maximise the health-giving potential of their dietary fibre rich products."

## New teachers give University 'sound' judgement

Newly qualified teachers have earned Sheffield Hallam a top 'green' classification for its training in the use of sound in the classroom.

The University is one of just 13 higher education providers in the country to have its reading, phonics and comprehension training rated as good or very good by students - 20 per cent higher than the sector average.

Figures released by the Teaching Development Agency show that 71 per cent of newly qualified teachers from Sheffield Hallam gave the University the top rating.

The training focuses on how sound is taught in the classroom incorporating all five senses by drawing out characters and pronunciation.

Paul Dickinson, head of teacher education at Sheffield Hallam, said: "Congratulations must go to the Primary and Early Years team in Teacher Education leading on early reading as they gained outstanding feedback in the recent Newly Qualified Teachers survey.

"The provision of reading, including phonics and comprehension, stands out as being significantly above the sector average in terms of the proportion of new teachers rating it as 'good' or 'very good'."

Sheffield Hallam's success follows a recently announced third year of Government funding for the Leading Partners in Literacy programme.

# Mayor experiences Hallam's 'wow factor'



**Sheffield's Lord Mayor was left 'goggle-eyed' when he took in the sights and sounds of the University through various interactive demonstrations during a recent visit.**

Councillor Alan Law JP donned 3D goggles in the Immersive Visualisation Suite at Collegiate so he could have a realistic view of an operating theatre and was given a demonstration of the workings of artificial hip joints developed here by Professor Alan Smith and his team.

Councillor Law was also given first hand accounts of the University's Lab4Living work with the visually impaired and the elderly, and had a presentation about its work on PVD coatings and robotics.

The Mayor, who studied for an Open University degree in Physics, also toured the University's nursing and sporting facilities.

Cllr Law said: "The visit has given me a big insight into the work of Sheffield Hallam and has given me an understanding that goes way beyond lecturers and students. This visit has really contained the wow factor - what a place to learn!"

"This visit has really contained the wow factor – what a place to learn!"



Above: Donning 3D goggles in the University's Immersive Visualisation Suite  
Right: Visiting the University's facilities

## Digital engagement - it's more than using a keyboard

by Ann Light

The Sheffield Institute of Art's gallery recently played host to 20 artists and another 30 specialists at the 'Inspiring Digital Engagement Festival', an event supported by the Arts Council's Grants for the Arts, to discuss digital engagement and how to encourage more people to use the extraordinary resources of the digital age.

Digital Engagement is related to the better known idea of Digital Inclusion, now a key concept for Government and policy makers as they try to reach the 30 per cent of the population who can't, won't or simply don't use online services.

Inclusion is seen as both a civil right and a commercial necessity – accessing public services as cheaply as possible will allow money to be spent on other features of provision, while bargains online would save poorer families – at least those who own a computer and use the Internet – a significant amount of money each year.

Engagement, in contrast, stresses the creative and developmental aspects of the digital revolution. Going beyond access to facilities and training, it looks at the individual and group meaning that technology might have in people's lives and how to do give expression to issues of identity.

Hence the presence of artists!

Some memorable moments from the event included Loraine Leeson of cSPACE giving a tour of 40 years of radical creating in the East End of London, and Co-Lab's Kevin Carter who shared work on postcodes and getting people to describe their neighbourhood in their own eyes.

*Ann Light is Reader in Interaction Media and Communication in Sheffield Hallam's Communication and Computing Research Centre.*



Students helping with the pre-festival bunting-making party

## New book showcases writing talent of the future

by Tess Humphrys

A collection of work from some of the country's finest new writing talent has been launched as a must-read for literature fans.

*Matter 10* is an anthology of the best new writing from students on Sheffield Hallam's masters in creative writing and was launched at the London Review Bookshop.

Angela Ayers, current editor of *Matter*, said: "This anniversary edition of *Matter*, celebrating 10 years of creative writing at Sheffield Hallam, is a feast for lovers of good writing."

Launched in 2001, the *Matter* anthologies feature a host of new writing from short stories and poetry to extracts from novels, children's fiction and scripts. Alongside the best writing from creative writing students, the anthology features guest contributions from some of the best writers of their generation.

And this year is no exception with entries from Sheffield-based poet Deljit Nagra, American author Diana Gabaldon and American-Armenian poet Arto Vaun. Writer Iain Sinclair contributes an extract from his latest book *Ghost Milk: Calling Time on the Grand Project*, out next year.

The foreword has been written by English novelist, biographer and critic Dame Margaret Drabble, who is a Sheffield Hallam honorary doctor.

Dame Margaret said: "There are many voices from many different places in this small volume, all of them speaking urgently to us in their distinctive accents. They are united by their connection with Sheffield Hallam, where creative writing has been encouraged to flourish for years."

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## University recognised for outstanding support for students

Sheffield Hallam has been shortlisted for a national award recognising the exceptional support it offers its international students.

The University was one of six institutes up for the Outstanding Student Support category in the Times Higher Education Awards 2010.

One of the initiatives recognised by the award's judges is the Local Friends scheme – an innovative project which puts members of the local community in touch with international students.

Clive Macdonald, director of Student and Learning Services at Sheffield Hallam, said: "We are delighted that our support for international students has been recognised in this way.

"It can be daunting for international students to come to the UK to study and we hope that by providing them with a range of support services we can help them avoid feeling isolated or homesick."

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## NHS risks undermining public trust

NHS patients have not been quizzed enough about the digitalisation of their hospital records, according to a study from the Centre for Science Education (CSE).

The survey for the New Economics Foundation shows that the NHS risks a dip in public confidence unless wider consultation into patient confidentiality is carried out.

Marilyn Brodie at the CSE, said: "It is crucial that organisations consider the views of all the people affected by changes, including young people. Their opinions are equally valid and illuminating, and give a clear view of the opinions of tomorrow's adults and voters."

# Masterchef accolade is just desserts for Norman

by Laurie Harvey

## A Sheffield Hallam lecturer has been given a professional tribute that puts him on the top table of chefs in the UK.

Norman Dinsdale has been given full membership of the Professional Masterchefs of Great Britain (MCGB), a group which also includes several Michelin chefs.

Full members of the MCGB are professional chefs who are among the leaders in their chosen field.

Membership is by assessment of technical expertise, experience, knowledge and promotion of local produce.

And Norman, a senior lecturer in hospitality management at Sheffield Business School (pictured), says the accolade is a great achievement which recognises more than 30 years in the catering industry.

He said: "I was very pleased to receive this award and it continues Sheffield Hallam's good reputation for its catering courses

and expertise. To be named as one of the UK's masterchefs is a rare honour indeed."

Norman started working in the hospitality industry as a chef and was executive chef at Lords and The Oval cricket grounds.

He has owned his own restaurant, for which he gained Michelin recognition, and was an investor and advisor to an organic gastro-pub. Norman is also a member of the British Culinary Federation.

"I was very pleased to receive this award and it continues Sheffield Hallam's good reputation for its catering courses and expertise."



## Student housing induction scheme is a winner for Lee

by Jill Richards

Residential Support Co-ordinator Lee Mansell has won a top city award for an innovative programme helping students settle into their university accommodation.

Lee was presented with the Innovator Award at the annual Hospitality Sheffield awards which recognise talent, dedication and commitment to excellence in the hospitality industry and celebrate high standards in the sector.

Nominations were collected from across the city in seven categories: Unsung Hero, Shooting Star, Mentor of the Year, Innovator Award, Team of the Year, Exceptional Customer Service and Sheffield Smile.

Lee won his award for introducing the SHUSTART induction programme for students who move into a range of Sheffield Hallam owner-managed and partnership properties.

Under the programme students get a personalised online induction prior to their arrival in Sheffield to help them feel part of the University straight away. It cuts out the need for lecture theatre based inductions. The programme has also helped increase the completion of induction to 97 per cent, and feedback on the system from students and parents has been positive.



SHUSTART has also helped promote and increase sales of other services offered by the Facilities Directorate such as Sport Hallam memberships and Chef Hallam meal cards.

Now plans to use the system to help induct students to the whole University are under consideration.

Denise Nelson, operations manager in Estates was also shortlisted for the Shooting Star Award for her commitment to staff development.

# Hallam's Class of 2010

## It's the busiest two weeks of the year when thousands of Sheffield Hallam students graduate.

And it takes more than 1,000 staff working behind the scenes to ensure that their special celebration goes without a hitch.

Writing speeches and citations, producing individual ceremony brochures, organising lunches for family and friends and hosting the honorary doctors and other VIPs, involves staff from almost every department and faculty to help make this the biggest event of the year.

Graduands get to share the stage with the Chancellor Professor The Lord Winston and Vice-Chancellor Professor Philip Jones.

They also get to share their big day with honorary doctors – who are nominated by University staff in recognition of achievements and distinctions in their field.

### Dominic West

Actor Dominic said he was “greatly honoured” to become an honorary doctor and he spoke about his role on TV series *The Wire*: “When I first arrived in Baltimore David Simon, the director, took me around the mean streets and the high rise projects and the elevators that didn't work and the stairwells and the view beyond the Ravens Stadium to the steelworks, and he turned to me and said ‘it's depressing isn't it?’

“And I said, ‘Not at all, it reminds me of home.’”

### Professor Sir Christopher Frayling

Receiving the award, patron of the arts Sir Christopher said: “I'm passionate about creativity and education. The graduands here today are a great example of combining thinking and doing.

“Now more than ever, society needs people who are resourceful, people who are able to solve their own and other people's problems, people who say ‘why not?’ instead of ‘why?’. Sheffield Hallam is especially good at producing these kinds of people.”

### Dr Ian Johnston

Educationalist Dr Johnston told the audience: “I'm really pleased that the help I gave the University in the 1990s has been recognised. As a vice-chancellor I campaigned against tuition fees when they were first introduced and I'm still against them now. When I went to university I was incredibly lucky because there were no tuition fees to pay at all.”

### Kate Rusby

Known as the Barnsley Nightingale, folk singer Kate said: “I love and adore this part of the world. My family taught me of the beauty and tradition of this area, and it really is an honour to receive this award, so thank you.”



### Anthony d'Offay

The Sheffield-born art dealer and philanthropist said his ceremony was one of “three special days” in his life. He added: “The first special day was being born in this beautiful historic city. The second was bringing the great Robert Mapplethorpe to the Graves Gallery and seeing a generation of young people discover a love of art, and the third is receiving this special and very moving honour. Sheffield Hallam University, I love you and thank you very much.”

### Mark Herbert

Film producer Mark said: “I was sat here in 1994 for my own graduation and if you'd told me then that I'd be back here in 16 years' time I would have said you were mad. I want to thank the people who were sat with me here 16 years ago - my mum, my dad and my wife. Thank you for this amazing honour. Sheffield means a lot to me, so it really is a great honour to receive this.”

“And to all of you celebrating your graduation tonight, can you please be quiet when you make your way home in Broomhill, because I'll be going to bed around 11 O'clock.”

### David Elleray

Top football referee David told his ceremony: “Sheffield Hallam University not only sharpens thinking but also performs miracles by transforming me from a referee and geography master into an international music star.

“I arrived here today as plain old D.R.E and leave here as Dr Dre!”



Top row: Sheffield Hallam graduates enjoy their big day.  
 Above, the 2010 honorary doctors: 1. Dominic West, 2. David Elleray, 3. Jenny Watson, 4. Professor Sir Christopher Frayling, 5. John Foster, 6. Kate Rusby, 7. Michael Heller, 8. Dr Ian Johnston, 9. Mark Herbert, 10. Nicholas Jeffrey, 11. Anthony d'Offay

**Michael Heller**

Michael is a successful businessman who now runs a charitable foundation supporting the arts, education and medicine, along with his wife Morven. He said: "I'm very honoured to be made an honorary doctor because my links with Sheffield go back 48 years so this is a really special honour.

"Morven and I have been benefactors to Sheffield Hallam University and we look forward to continuing in the future."

**Nicholas Jeffrey**

The former chair of Sheffield Hallam's governors told graduands how he skipped his own degree ceremony in the 1960s to go on holiday with an attractive blonde student, who later became his wife and was in attendance at the event.

He said: "The blonde won. My late mother never forgave me and I'm sure she's looking down seeing me becoming a doctor with great pride."

**John Foster**

Accepting his award, food industrialist John said: "Our industry is Britain's biggest manufacturing industry and there are plenty of opportunities out there for graduates. The challenges ahead will require incredibly technical skills – skills that the graduates here today have.

"This honour is bestowed on me for doing things I love. Sheffield Hallam University, as a humble baker of bread, thank you so much for honouring me with this degree."

**Jenny Watson**

Top public servant Jenny said: "It's great to come back to Sheffield Hallam and be honoured in this way especially with something I've not had to work for at all and that is given in recognition of my contribution to public service. It's an amazing honour and I am really pleased."

# Investors in People gold award success for Facilities Directorate

by Jill Richards

The University is among the top one per cent of organisations in the UK to receive the coveted Investors in People gold standard award.

The IiP is a national initiative aimed at encouraging excellence in focusing on the development and training of staff to meet organisational priorities.

Though the Facilities Directorate has been accredited since 1997, the directorate decided to go for gold showcasing a number of its new initiatives including: the recruitment of staff as IiP ambassadors; the creation of the Innovation Hotline for staff to share ideas on how to improve services; job swaps and shadowing for managers; and the FD Making a Difference Awards, which returned for a third year to help celebrate staff success.

The IiP assessment was carried out in October, and initial feedback stated that the essential integral and valued contributions that FD staff make to the quality of the student experience stood out as a common theme.

The assessment also found that customer service was prominent in the directorate's strategic goals; where services were designed from customer input, and all FD staff were trained in customer service to various levels.

Mark Swales, Director of Estates and Facilities, said: "I am incredibly proud of all FD staff who worked so hard to achieve this



new standard. As a Gold standard organisation we are now more deeply committed to a progressive improvement journey.

"Once we have taken on board the full details of the assessor's report, we will be putting in place actions to ensure we continue to build on this success, improving our working culture, our business effectiveness and ultimately the student experience."

Nationally, there are only 197 IiP Gold organisations with just 19 in Yorkshire and Humberside. FD is also the only University department to have achieved Gold in Yorkshire and Humber.

## Netball newcomers shoot to top in record time

A fledgling netball team made up of marketing colleagues at Sheffield Hallam has shot to the top of a local league after just five months' training.

The incredible achievement came when the team decided they felt confident enough to enter the league (also known as "the Monday night league" in Sheffield!).

Started in April this year by Anna Keogh and Samantha Moore in Student Marketing, the team is made up of fellow marketers and their friends.

Samantha explained: "After some intensive training sessions we decided to try our luck in the league competing against teams from other local companies and friendship groups.

"Five months and 15 matches later, we reached the top of our division, leading by seven points, and a spectacular goal difference of 133, almost three times the next highest."

The team managed to beat others with much bigger squads and years more experience, despite losing some players to injury and even a pregnancy.

The team has now been promoted and will go on to compete in the next division.



Players from SHU include Karen Oliver, Linda Eldred, Sarah Linington, Kate Jackson, Linda Wood, Susan Wood and Viv Band.



# Talented filmmakers show off language skills

by Tess Humphrys

Aspiring young filmmakers held their own version of the Cannes Film Festival at Sheffield Hallam, where they screened their short films, all of which were made in a foreign language.

Pupils from nine Sheffield schools attended the screening to watch the two-minute films they had made in French, German and Spanish. The films were produced to give pupils the opportunity to put their language skills into practice and highlight the benefits of learning another language.

Matthew Hunt, from the Sheffield Business School, said: "Making a film in a second language is a creative and fun activity which will serve the students well for language study, where the ability to manipulate language and discuss more intellectual ideas is really important."

Individual prizes of HD cameras were awarded to Isla Tyrrell from King Edward VII and Jasmin Gittins from Oakwood School for their outstanding contribution.

The short films will be submitted to the national Languages and Film Talent Awards competition in 2011.

Elaine Pawling, head of languages at King Edward VII School, said: "Film is an ideal tool to help with language learning. Studying film not only allows students to become aware of the local cultural identity of a country, but also more aware as global citizens."



Talented young filmmakers from Sheffield schools hope for success at national awards



## Graduate writing talent stars in his own 'hip hop' Bollywood movie

Sheffield became a giant set for a Bollywood movie recently with filming in the streets and nightclubs by a team of filmmakers led by a Sheffield Hallam graduate.

But *Someday*, written by computing graduate Saahil Prem and loosely based on musical *West Side Story* and Shakespeare's *Romeo and Juliet*, is based around hip hop street dance.

Location manager Martin Walker explained that the story features Aarav, a lad from India who comes to university in Sheffield.

Martin said: "He tries to join a dance crew led by a character called Ceaser but he is rejected so forms his own rival group and there is a series of dance battles between them.

"Aarav also admires a girl called Aashira, from Ceaser's group, and he is trying to impress her to win her heart."

Saahil, who moved back to his native Mumbai after graduating, is playing the lead role in the film, which also features an appearance by French world champion hip hop dancer Salah.

Around 90 per cent of scenes are being shot on location around Sheffield, including in and around the University's City Campus, with the rest being made in studios in Mumbai.

Martin added: "I'm hoping it'll be very positive for Sheffield. It's almost a fantasy - the colours are very bright, the dancing is amazing and the music very intense. Sheffield is almost another character in the film."

The film is set to be released next year and will have premieres in Sheffield and India.



Above: Star, writer and director, Saahil Prem

Left: Saahil with leading actress, Amrit Maghera

# Not a load of rubbish

by Jill Richards

**It might be rubbish, but the University will see a new waste management process rolled out in the coming weeks.**

Sheffield Hallam is continually striving to reduce its environmental impact by reducing the amount of waste it produces and sends to landfill and incineration.

By re-thinking its processes and re-using as many items and materials as possible the University aims to recycle the remainder.

The Procurement, Facilities Management and Sustainability departments have worked together to create a new Waste Management Strategy to increase recycling rates, whilst helping to reduce the carbon emissions created in some of the waste processing, leading to improved service and cost savings.

Following a rigorous European tender process Viridor Waste Management has been commissioned as the University's new waste management contractor.

Waste will be segregated before it is collected into one bin for general and green waste and one bin for paper, cardboard, plastics, glass and metals including drinks cans. Bins across the University will be labelled appropriately. The rubbish will then be sorted at Viridor's local Salmon Pastures site.



# Hospital placement in Africa a rewarding experience for students

**Student nurses from Sheffield Hallam had an eye-opening trip to Africa where they gained hands-on experience of healthcare and the way of life in one of the world's poorest countries.**

Danielle Kennedy and Rebecca Marsden spent three weeks in Tanzania as part of their elective placement at the end of their second year.

Their trips were arranged through Work the World, and they spent two weeks in district hospitals in the city of Dar es Salam before travelling to the island of Zanzibar to work at a cottage hospital in a small village.

They stayed with local families and experienced life in a part of the world where running water, electricity and proper roofing and flooring are luxuries.

Danielle, aged 21, and Rebecca, 20, were determined to do something different with their placement and were thrilled with the experiences they had.

Danielle, from Handsworth, said: "It was a once-in-a-lifetime opportunity to go abroad and find out about another country's healthcare and culture."



Danielle and Rebecca in Tanzania

**"It was a tough experience, but an amazing one – I saw the real Africa. It's also made me realise how privileged we are."**

Danielle worked on a labour ward while Rebecca, from Wisewood, worked in an orthopaedic department.

Both said hospitals in Africa were "very, very different" to those in South Yorkshire.

One particular highlight for Danielle was delivering babies.

She said: "Even though I'd never done it before in my life, they were happy to show me how and let me do it. It was really great that I got that opportunity – over here in placements you don't go on maternity, so to be able to do that was amazing."

Danielle, who wants to be a community nurse, said: "It was a totally different world out there in the village. There was no running water, people were living in mud huts. The hospital had 33 beds and hardly any facilities. The accident and emergency department was basically a desk, chair and a bed, and dealt with everything from an upset stomach to someone who was brought in fitting.

"It was a tough experience, but an amazing one – I saw the real Africa. It's also made me realise how privileged we are."

"Anyone who moans about the NHS doesn't realise how lucky they are."



# Post-war Ugandan challenge for photography graduate

**Sheffield Hallam graduate Will Boase is following his calling as a professional photographer by documenting life in Northern Uganda after the civil war.**



After graduating with first class honours from the Photography BA course, Will (pictured left) took up a unique and moving project to capture life through his lens in the African state which is recovering from over 20 years of conflict.

The international project called The War is Over, was set up by international development firm Casals to use photography to increase access to information on peace, recovery and development programmes.

The project also aims to increase the visibility of, and confidence in, the government and support truth and reconciliation initiatives.

Will said: "I was looking for photographic work in Uganda and spotted an advert on the Casals website.

"Their hope was to have a team of five professional photographers mentoring ten media students, with the goal of producing an exhibition and book documenting the recovery and development of North Uganda.

"Having first-hand experience of the region, and of exhibition and book production, it was a perfect opportunity."

Will had already travelled around the African state with a friend on a motorbike, doing some work for the *Nairobi Star*. It was during that spell that he was exposed to life in the refugee and Displaced Persons camps.

Will said: "I hoped very much to return and do more work around the subject because it seemed important. When this opportunity arose, I jumped at it."

For more information about Will and his project and to see some of his work visit [www.willboase.com](http://www.willboase.com) and [www.themzungudiaries.wordpress.com](http://www.themzungudiaries.wordpress.com)

"I hoped very much to return and do more work around the subject because it seemed important. When this opportunity arose, I jumped at it."



# New writing career for retired graduate

At the age of 72, former Sheffield Hallam student Henry Southern was rightly proud to have his first children's book published last year.



And now the wordsmith has recently published another tale for children.

Henry (pictured), a retired business studies lecturer, said: "I've really enjoyed writing the books and hope that others enjoy reading them."

Henry studied part time on the business studies course at the then Polytechnic between 1975-78 and currently lives in the city.

His first book, *The Phoenix Child*, is about an 11-year-old orphaned Jimmy who finds himself alone in the world with no family to support him.

Having read *Oliver Twist* in school it's taught him what happens to children in his situation and he's determined to go it alone and avoid being sent to the workhouse or the orphanage.

Henry's most recent publication is entitled *Rattus* and is a tale of four young rodents who have been left to fend for themselves.

For more information about Henry here: [www.amazon.com/Phoenix-Child-Henry-Southern/dp/1608607542](http://www.amazon.com/Phoenix-Child-Henry-Southern/dp/1608607542)

## Malcolm's world of spies available to read now

Former Sheffield Hallam lecturer Malcolm Pithers has also launched his first novel.

Full of mystery and intrigue, *Legacy of the Lens* features a philandering Prime Minister, a murdered paparazzi photographer and a wealthy Russian dissident.

The book is available to buy at [www.austinmacauley.com](http://www.austinmacauley.com)

## Sports Union moves into HUBS

The students' Sports Union has moved from Collegiate Campus to its new home in the Activities Pod of the HUBS.

Space was created when the Pod underwent a major refurbishment over the summer to give it a bright modern look.

It means the Sports Union will be united with other Hallam Union member services including Hallam Volunteering, various societies and student reps.

Sports Union manager Rick O'Toole said: "By relocating to the HUBS we can integrate ourselves with the Union more effectively and benefit from direct access to central services such as marketing, finance and admin support. This means better services and support for our students."

## Athletic performance affected by war and technology

Analysis of over 120 years' of elite sporting performance in the UK has found that while athletes' times improve considerably during major tournaments like the Olympics, they dip significantly during times of war.

Professor Steve Haake, director of Sheffield Hallam's Centre for Sports Engineering Research (CSER), has been studying the impact of major world events on the performance of 100m sprinters, javelin throwers and pole vaulters.

Working with colleagues Dr David James and Leon Foster, Professor Haake found that sprint times worsened significantly during the First and Second World Wars, while the introduction of electronic timing in the 1970s also saw a dip in times.

His research also found that performances improve significantly during major tournaments such as the Olympics, and with the introduction of technological advances such as metal javelins and poles.

With the information gathered Professor Haake aims to develop a Performance Improvement Index.

Prof Haake is now developing a measure which allows performance between sports to be compared and for the effects of technology on improved performances to be quantified.

He said: "Performance analysis shows that the top 25 mean performances for each year are needed to understand the effects of technology, wars and rule changes.

"During wartime, tournaments were often cancelled and it can be seen that performance worsens during these times.

"Generally historical importance in sport is analysed using world or Olympic records to represent the upper level of human achievement.

"This research will help to assess the magnitude of effects of specific interventions and to compare the rates of improvements between sports."

## Volunteers needed to 'reach out'

Sheffield Hallam's Outreach and UK Recruitment team is looking for volunteer students to work as mentors encouraging school pupils to aim for places at university.

As part of the country's Aimhigher programme, Sheffield Hallam undergraduates are being sought to work with students in the 14 to 19 age group across South Yorkshire, helping them to progress from school to higher education, raise their aspirations and boost their confidence.

Funding will be available to run the scheme in which 60 students will mentor around 360 school students.

For more information contact project managers Barbara Bassa or Jayne Taylor on 0114 225 4986.

# Referee Howard tells of his exhaustion after epic World Cup final

World Cup referee Howard Webb has revealed to a packed crowd in his home county how he was left drained following the controversial final, where he gave out a record-breaking number of yellow and red cards.

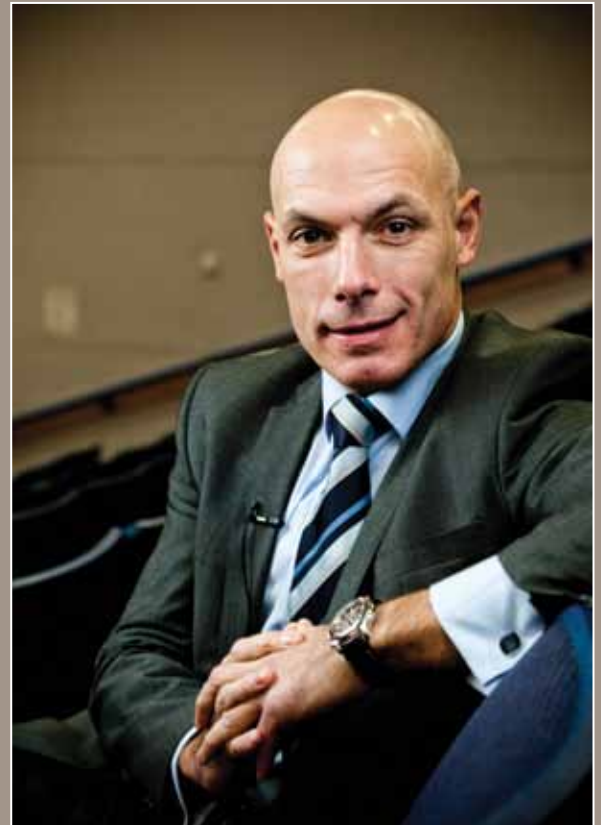
The Brinsworth-based referee was back on home turf for an 'In Conversation' event at Sheffield Hallam. He told the audience how he was left "physically and mentally" drained by the experience.

And he added: "I felt quite despondent. I went back to the dressing room and slumped in the corner. Then the messages of support started coming in, many of them from this part of the world."

Howard received psychological and physical training support from Sheffield Hallam in the build-up to the tournament in South Africa and used its environment chamber to get in peak condition. He said he was only disappointed by two decisions he made in the final, where he gave out 14 yellow and one red card.

Howard took the audience on a whistle-stop run through his career; his childhood in Rotherham, his early years in the Rotherham Sunday leagues and the years where he combined being a match official with a full-time job on the beat in Doncaster and Sheffield as a Police Officer with South Yorkshire Police.

He also spoke at length about his experiences refereeing in Euro 2008 and in this year's Champions League final between Inter Milan and Bayern Munich, which he hailed as "a great game".



## Students' chance of a lifetime at Commonwealth Games

All eyes may have been on the athletes at this year's Commonwealth Games but beavering away in the background were 30 journalism students from Sheffield Hallam, getting the opportunity of a lifetime to help kick-start their careers.

Sheffield Hallam was the only university in the world to send its students to Delhi as volunteer reporters. The students worked in the Games' state-of-the-art press and broadcasting centre, supplying information and quotes to around 5,000 media representatives.

The success of their work experience follows that of another group of journalism students sent to work at the Olympic Games in Beijing in 2008.



Vice-Chancellor Professor Philip Jones agreed it was a great opportunity for the students.

He said: "Not only did they benefit from working on an internationally prestigious project, they also had the opportunity to work in an international setting, which will help them to prepare for working in a global environment when they graduate."

One of the Commonwealth Games group Elliot Morgan said: "It has been a truly brilliant experience. I haven't done

something so enjoyable which is technically classed as 'work'.

"Meeting my colleagues, athletes, broadcasters, reporters and officials has been amazing, not to mention getting into a sport I had no prior interest in."

Fellow student Jessica Bridge said: "Not many people can say they have worked at a major sporting event before they have graduated. It is a unique opportunity and I hope it is something that stands out on my CV for years to come."

One of the group Daniel Young added to his experience by securing the chance to guest edit the education supplement of *The Times of India*.

\* Read all about the students' experience in Delhi on their blog <http://shucommonwealth.wordpress.com>

# International recruiters get first-hand experience of Hallam

by Sarah Bradley

**Sheffield Hallam student recruitment agents from across the world met at the University for the first time to check out all it has to offer on both campuses.**

Hosted by the University's International Office, the agent familiarisation visit in October included meetings with key staff and teams and tours of many of Sheffield Hallam's teaching and learning facilities.

The three-day visit took in a number of specially organised interactive and information sessions, a tour of various departments and the opportunity to join in with teaching sessions.

Representatives from eight recruitment agencies were among the visiting group who travelled from China, Cyprus, Ghana, India, Sri Lanka, Taiwan and Thailand.

The aim of the visit was to enthuse and inform counselling staff from the agencies that promote the University overseas and who recruit a large proportion of our international students.

Steve Webber, senior international officer, said: "This all helped to give our agents a taste of the real Sheffield Hallam experience and will greatly help them in advising prospective students. Feedback from the delegates has been very positive - all commented on how useful it was to meet staff face-to-face and how the visit had enhanced their understanding of the University which would make it a lot easier to promote Sheffield Hallam to prospective students."



Agent visitors (left to right): Mr Dong Sheng Li (from Beijing HHL, China); Ms Yali Jing (Beijing Wiseway, China); Ms Emelia Darko (BCIE, Ghana); Mr Vibhu Wickramasinghe (Phantomz, Sri Lanka); Ms Punyavee Tangwongsiri (SELT Education Link, Thailand); Ms Anita Huang (UKEAS, Taiwan); Mr Chrysanthos Savvides (Savvides Institute, Cyprus)



Members of Sheffield Hallam's Venture Matrix scheme recently rubbed shoulders with Deputy Prime Minister Nick Clegg at the launch of an entrepreneurial competition.

The scheme sponsored one of the prizes in this year's Big Challenge, a competition open to schools and colleges in Sheffield to give young people aged 11-19 the opportunity to start a business with an investment of £25.

Mifo, a group of four girls from High Storrs School who make customised jewellery out of clay, won themselves a £150 investment writing the 'Best Business Proposal'.

Pictured are David Grey MBE, Steven Sly from DLA Piper, Councillor Ian Auckland and Nick Clegg, with the Big Challenge Xtra winners, 'Mifo' from High Storrs.

## National award for university enterprise scheme

**A unique scheme that allows students to set up their own businesses in a risk-free environment has won a major national award.**

The Venture Matrix, designed and run by Sheffield Hallam to improve students' entrepreneurial skills and employability, won the National Enterprise Educator award. The award recognises providers that are transforming enterprise education in the UK.

Venture Matrix manager Charmaine Myers said: "We're delighted to have won. It is fantastic recognition of the work we have been doing to promote enterprise and employability within the curriculum at the University.

"Venture Matrix allows students who have set up simulated companies to trade with one another and try out their ideas without risk."

Professor Andy Penaluna, chair of Enterprise Educators UK and the Higher Education Academy, said: "This award is an outstanding achievement, in what was a very competitive category. Sheffield Hallam and the whole of Sheffield can be proud."

# 2012 Olympics will leave a legacy for generations

**The Olympic Games in London will create a massive opportunity to empower more young people than ever before to take up sport in the UK, according to one of most senior figures involved with the event.**

Baroness Sue Campbell, Chair of UK Sport, was speaking at Sheffield Hallam where she focused on Lord Coe's promise to the International Olympic Committee (IOC) to use the Olympics as a 'force for change'.

She explained how the Olympics will energise and enthuse a generation of youngsters to take up sport.

She told an audience of around 150 people: "This is our moment and we should capitalise on it."

"The Olympics will touch everyone - especially young people and my work is to ensure that we are ready to cope with that interest."

Baroness Campbell pointed to the UK's coaching system and the improvement of facilities as being of great benefit to everyone.

She added: "This generation of young people are THE legacy from the Olympic and Paralympic Games."



"This is our moment and we should capitalise on it."

## Major design award to add to Chris's collection

He is one of the country's leading metalworkers and now Sheffield Hallam senior lecturer Chris Knight has another string to his bow by winning the 2010 Museums Sheffield Metalwork Design Award.

Sponsored by Sheffield Forgemasters, Chris also picked up the £10,000 design prize which celebrates the very best in contemporary metalworking.

Founded by Museums Sheffield to mark the city's world famous metalworking heritage, the award is a showcase for the talent and creativity of artists and craftspeople working with metal throughout the UK.

In winning the award, Chris fought off strong competition from some of the country's finest makers and designers to impress the expert judges, including the Duke of Devonshire, and Sheffield Assay Master, Ashley Carson.

The winning piece, the Lest We Forget Chalice, is made from silver, stainless steel and gilding using integrally cast, graphic elements. The Chalice will now join Sheffield's renowned Metalwork Collection, one of the most important collections of decorative and domestic metalwork in the country.

Chris said: "I'm very honoured to have been chosen as the winner. Receiving the award is testament to the support of the thriving and creative silversmithing community in Sheffield which continues to inspire the very best in the city's makers and designers."



Chris with his winning piece: the Lest We Forget Chalice (courtesy Museums Sheffield)

# Simple! Businesswoman shares the meerkat secrets of success

Her company is responsible for one of TV's most memorable advertising campaigns and Kal Atwal, managing director of [comparethemarket.com](http://comparethemarket.com), returned to the University to inspire our students.

The Sheffield Hallam graduate, whose company has enjoyed advertising success with the meerkat character, met students who questioned her on her career.

Kal also took time out to speak to *newview*.

## How did your studies at Sheffield Hallam help your career?

The course that I did, International Business and Spanish, and the modules such as business strategy, accounting and quantitative methods, all helped in my



business career – may be not the first few years but absolutely they helped as my career progressed.

## Would you recommend the University to others?

I would recommend Sheffield Hallam, and I do, because – and this relevant for the course I took - I think it has the right balance between the theory and the practical element which will help you

going forward. It's a great environment for students and the University encourages the right kind of behaviour.

## What are your memories of Sheffield Hallam?

I have really good memories from having an excellent time at Sheffield Hallam. I made some really good friends and we're still in touch. I enjoyed the social life and I enjoyed the content of the course very much.

## How does it feel to be back at the University?

It's been really good experience to come back and speak to the students and good to see their enthusiasm. It's encouraging to see the students explain how they use their experience and how that applies to the real business world.

## Students told hard work can still lead to jobs in recession

Opportunity can still knock for property and construction students in Sheffield despite cutbacks in public spending, an estates expert has said.

Damian Wild, the editor of *Estates Gazette*, was speaking at the Built Environment Employers Day at Sheffield Hallam, which brought together students and businesses to help improve career and employment opportunities.

Damian told undergraduates on the built environment programme that work experience, patience and a fighting spirit can still open doors for them.

He said: "These are definitely tough times but you can make yourself more employable to give yourself the best chance of success during this gloomy period.

"Good times will come again and employers are not so quick to forget about new talent just in order to balance their bottom line during tough financial times.

"Firms are recruiting but they can afford to be more selective about who they employ so it's important to work hard and seize opportunities. Ultimately, property careers are worth fighting for."

The event featured representatives from several local and national property firms including Lambert Smith Hampton, Jones Lang LaSalle, CB Richard Ellis, Rider Levett Bucknall and Barratt Developments.



## Union hosts first ever Hallam Awards night

The Students Union has hosted its first ever ceremony to formally recognise the winners of this year's Hallam Awards.

The Hallam Award was developed with support from the University to acknowledge the personal progression and skills development of students who volunteer their time to take part in Union activities.

Each year students who participate in Hallam Union's community volunteering projects, campaigns and sports and society committees are eligible to apply for the award which is given at four levels, Platinum, Gold, Silver, and Bronze. The Hallam Awards night had guest speeches from Martin Edmondson, CEO of Graduates Yorkshire and Pat Quinn from the SHU Careers and Employment Service.

Doug Muzawazi, Hallam Union activities officer, said: "We felt it was important to introduce an awards night for the Hallam Award to boost its prestige and show students that we recognise all the hard work they have put into Union activities.

"We were excited to get the endorsement from the Careers Service and Graduates Yorkshire as it really shows students what an asset the award is for their CV."



# Rony launches memoirs in style



**He is one of Sheffield's most popular broadcasters and now Rony Robinson has launched his autobiography at the University.**

In a special event, the BBC Radio Sheffield stalwart gave readings and answered questions about his life.

The book, *Who's Been Talking*, covers Rony's incredible life from a youngster in the city, to being a school teacher and playwright in London before returning to Sheffield as a broadcaster. The book is being sold to help raise funds for Sheffield's Children Hospital.

Rony said: "Sheffield Hallam was part of the plan to launch my memoirs since the idea began six months ago when Radio Sheffield agreed that I could raise money for Sheffield's Children's Hospital.

"The book is structured to encourage readers to read it in any sequence they want.

"Though people may be puzzled because it doesn't have a beginning, middle or end but it is an honest account of my life and reveals all sorts of things about me that I've never said in 26 years on the radio.

"Having said that you will have to read it carefully to put the bits together."

Rony added: "I hope that no-one is hurt by the book but people will be surprised by some of what's in there.

"I hope people find it a funny book - and it was fun to do, even the sad bits.

"I think at the end of it I hope that people like me a little bit more. One of the discoveries I made is that I feel good about having done it and people have been very good to me since."

Ticket money from the event, run in conjunction with the Off The Shelf festival, was also donated to the hospital.



"Sheffield Hallam was part of the plan to launch my memoirs since the idea began six months ago when Radio Sheffield agreed that I could raise money for Sheffield's Children's Hospital."



# Bishop praises 'flagship' multifaith centre

**The Bishop of Sheffield, Steven Croft, has praised Sheffield Hallam's multifaith centre, calling it a 'flagship for the region'.**

Bishop Steven met with Buddhist, Christian and Muslim faith advisors from the Multifaith Centre, during a tour of the University's facilities.

He said: "There aren't yet many multifaith projects in Sheffield and this one is a flagship for the region. There are more projects starting now and I think the chaplaincy here is a model, particularly in how they work at keeping each faith distinctive, whilst also finding the common elements."

The Bishop visited both campuses, where he was shown metalwork studios, radiotherapy facilities and the aeronautical engineering laboratory, which features the University's very own flight simulator.

Bishop Steven said: "I've been in Sheffield for 18 months now. I've seen parts of the University all over the city and I've been here for functions. But today has really helped to grasp the size of Sheffield Hallam and the scale of its operation and to see some of the areas of its expertise.

"To go into workshops and see art students working alongside engineering students was very powerful. And I've just seen the bioscience department and heard about some of the cutting edge research, which was hugely impressive."

**"There aren't yet many multifaith projects in Sheffield and this one is a flagship for the region."**

## Mayan temple structure realises dream for Sheffield Hallam artist

by Laurie Harvey

A massive pyramid-shaped piece of art has been installed by a Sheffield Hallam professor as part of a popular countryside sculpture trail.

Weighing 1,300 tonnes and standing 11m (36ft) high, the earthwork known as Hill33 is one of the most ambitious projects of its kind in the UK.

It's been designed for the Forest of Dean in Gloucestershire by Professor David Cotterrell and took 18 days of working with the 100 Field Squadron of the Royal Monmouthshire Royal Engineers.

Professor Cotterrell, who has spent over a year working on the project, has realised one of the most ambitious land art projects in the UK.

He said: "The earthwork will change radically over time and be shaped by its environment in the changing seasons. Having seen the units used in conflicts and crises, it has been a tremendous experience to create a piece of lasting art which will be enjoyed in its changing guises."

Memories of Mayan temples hidden in the rainforests of Central America inspired artist David to create the piece as well as his experiences at Camp Bastion and Sangin in Afghanistan, where he was commissioned to visit as a war artist by the Wellcome Collection in 2008.

To learn more about the building of the structure, visit: [www.vimeo.com/15540145](http://www.vimeo.com/15540145)



# Army frontline nurse celebrates life of Florence Nightingale

Lt Colonel Janet Pilgrim, who was awarded the Royal Red Cross for services in Iraq commanding a frontline field hospital, joined an audience at Sheffield Hallam to celebrate the life and work of Florence Nightingale.

As part of Sheffield's festival of reading and writing, Off The Shelf, Janet took the stage with Sheffield Hallam historian Professor Bruce Collins and biographer Hugh Small to remember Florence Nightingale on the 100th anniversary of her death.

Florence, whose grandfather was a Sheffield banker and who grew up on the family's Derbyshire estate, was famous for her work in military hospitals during the Crimean War and helped establish nursing as a respectable profession for women.

Lt Col Pilgrim said: "It's an honour to be invited by Sheffield Hallam to talk about my experiences in an event which celebrates the life of Florence Nightingale.

"Nursing is now at the forefront of operational decision making in the Army. It's important to get medical provision right before operations are under way.

"But although things have dramatically improved in Army healthcare since Florence Nightingale's time, her basic principles still apply – to provide the best possible treatment within the available resources."

Hugh Small is the author of a new biography of Florence Nightingale. He told the audience: "The government didn't want Florence Nightingale to publicise her work as she was seen to be criticising the way the Army treated its soldiers. Also, the government did not take her seriously because she was a woman."



Lt Colonel Janet Pilgrim pictured with Sheffield Hallam's Professor Bruce Collins (left) and Florence Nightingale biographer Hugh Small (right)

"It's an honour to be invited to talk about my experiences in an event which celebrates the life of Florence Nightingale."

## Better nutrition through communication

**Nutritionists need to be better communicators to 'sell' their advice to athletes more effectively.**

That's the view of Mayur Ranchordas, senior lecturer in sports nutrition who has been working with Bolton Wanderers FC since the summer.

He says sport scientists need to use their communication skills to overcome footballers' resistance to dietary advice.

Mayur said: "In football, you tend to have four different types of responses to nutrition advice: those who do everything to improve as much as possible, those who take on board some of the advice,

those who ignore the advice, and those who are indifferent but will do it if they're forced.

"Part of the problem is how we sell the message. If you tell a footballer that drinking beetroot juice will allow him to work harder, beat his opponent to the ball, enhance his fitness test results, and therefore his match performance, he's more likely to take that advice. It's about translating our knowledge into practical results for them."



# Notes from the President

## National Demo

On 10 November the Union took 100 students down to London to take part in the national demo against the rise in tuition fees organised jointly by the NUS and the UCU.

The demo was a huge success and saw over 50,000 students on the march.

Hallam Union's students marched peacefully to the rally point at the end where they were addressed by Aaron Porter the NUS president.

The students who attended the march were deeply concerned about the new fees structure, and felt they simply wouldn't have been able to come to university if the new structure had been in place.

Hallam Union will now be working closely with NUS on the Right to Recall Campaign. Although the legislation isn't fully in place yet, the campaign aims to prove to MP's that when it is in place, those who plan to break their pledge to students will be recalled from their seats.

To pledge your support please visit [www.righttorecall.co.uk](http://www.righttorecall.co.uk)

## Fees

After responding to a letter from Nick Clegg I was invited to Whitehall with nine other student presidents and a group of FE

students on the day of the announcement of the Government's plans for higher education.

Disappointingly I felt the meeting was an attempted publicity stunt by the deputy PM.

The meeting was labelled a consultation, but we all struggled to see how it was a consultation considering the decision had just been announced.

The Union is still trying to get another meeting in a hope that in a one to one situation Nick Clegg may help answer some of the questions that the students of Sheffield Hallam and his constituents have.

On the same day of the meeting, Sheffield City Council passed a motion to vote against any increase in tuition fees.

This was a huge success for the Students Union, meaning both the Labour Party and the Liberal Democrats in Sheffield are all committed to voting against the proposed fees system.

## Elections

The first set of Hallam Union elections for 2010/11 have now finished and we have successfully elected Volunteering Rep; Women's Rep; Lesbian, Gay, Bi, Trans (LGBT) Rep; Black Minority Ethnic (BME) Rep; Disabled Rep; Assembly Chair and Assembly Rep.

We are looking forward to working with the new Union reps.

These new Union rep positions have been created due to the governance review, and to have the liberation groups represented is very important for the Union.

## Annual General Meeting (AGM)

Hallam Union's AGM was due to take place in late November. This reviews the running of the Union and focuses on the business side of the operations such as finance accounts and Trustee Board reports.

## Financial statement

The Students' Union's financial statements for the year ended 29 June 2010 were approved by Hallam Union's Board of Trustees on 2 November 2010 and were received by the Finance and Employment Committee at its meeting on 4 November 2010.

A brief oral report on the financial statement was made at 25 November Board of Governors meeting. The full financial statements are available to all members of the Board on the 'useful links' page of the governors extranet.

## Caroline Dowd President, Hallam Union

## Open days set new record

The University's October 2010 open days hit record numbers bringing in more than 16,500 visitors – 7,000 of whom were potential students. This is compared to October 2009 when there were almost 15,000 visitors and October 2008 when we welcomed almost 13,000.



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

