

Sheffield  
Hallam  
University

# Review

Autumn/Winter 2015

£424m

£

£80m  
tax receipts

£

1 in 42  
jobs



# Welcome to Review

Welcome to the Autumn/Winter 2015 edition of Review, the Sheffield Hallam University magazine.

To mark the start of a new academic year, this edition has a celebratory feel, as we welcome new and returning students back to our great city.

We have an exclusive feature article on page 8 on the University's economic impact within the city, after an independent report revealed that one in 42 jobs in Sheffield is in some way reliant on the University.

Elsewhere, we mark some anniversaries of successful initiatives and projects that have had a really positive on people and the city. On page 14 we look at how knowledge transfer partnerships have brought huge benefits to local companies and graduates through collaboration and sharing expertise. And on page 18, we celebrate 10 years of providing graduates with support to help them to start their own businesses, with a feature on how our Hatchery has helped create enterprising entrepreneurs.

As part of Justice Talks, a series of events celebrating and championing human rights, we welcomed Liberty director Shami Chakrabarti to the University. On page 4, she hits out at the Government's proposals to repeal the Human Rights Act, in an exclusive interview.

As work continues to create a new home for the Sheffield Institute of Arts in the Grade II listed former head post office in Sheffield, we invited some Instagram users to come and take pictures of the site as it develops. You can see their great shots in this edition's In Pictures section on page 30. There's also a feature about this year's huge degree show on page 10.

On page 22, we reveal a fascinating insight into how well-being and peer support recovery programmes are helping to lift people out of drug and alcohol addiction, after a new piece of research from Sheffield Hallam academics.

There's much more in this edition, including details of our new honorary doctors for 2015, and news of our Advanced Wellbeing Research Centre - a new initiative based at Sheffield's Olympic Legacy Park which aims to tackle the growing obesity crisis with innovations to help people move more.

We hope that you enjoy the read and as always, feedback is very welcome - drop us a line at [review@shu.ac.uk](mailto:review@shu.ac.uk) with any questions or comments.

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# *What price on our freedoms?*

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*By Nicole Kelly*

**In 1998 the Human Rights act came into force, which meant that for the first time, British people had rights that could be enforced in UK courts.**

Regardless of sex, race, nationality, socio-economic group, political opinion, sexual orientation or any other status, everybody has the right to life, liberty and security, a fair trial, respect for private life, and freedom of expression. So, what's not to love?

According to Justice Secretary Michael Gove, the Human Rights Act has led to "perverse" judgements and should be scrapped in place of a British Bill of Rights.

A worrying prospect at a time when 11 million Syrians have been forced from their homes to escape the civil war - and its refugees are looking to countries like the UK for salvation.

Shami Chakrabarti, leading human rights lawyer and Director of Liberty, has been one of the most prominent voices in the debate.

Over the summer, at one of her first public talks after the proposal to repeal the human rights act was announced, Shami visited Sheffield Hallam's Helena Kennedy Centre for International Justice, to give one of the first lectures of the Centre's Justice Talks series.

In her speech, she outlined the reasons why the Human Rights Act is so pivotal in defending victims of rape and domestic violence, providing asylum for war torn families, tackling discrimination and helping countless individuals gain justice.

She talked about how the proposed British Bill of Rights is a "dangerous confidence trick" that would undermine our human rights - which earlier generations paid for with their lives - and would allow any government to pick and choose when those rights apply, and to whom.

Shami, who was once named as The Most Dangerous Woman in Britain, told a captivated audience of academics and students: "The introduction of the British Bill of Rights would undermine the universality of human rights - it would limit the use of human rights laws to the 'most serious cases', with 'trivial cases' excluded.

"Fancy living in a country where a group of partisan politicians think that they're best placed to decide whether your loved one's case is one of the trivial ones?"

"Universities are at the heart of their communities and can make a difference in these difficult days ahead. There's a lot of injustice in the world to go around - and it's our students, the future lawyers, campaigners, thinkers and writers who need to get involved in challenging it.

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**"People coming together can make a change. Our strengths come from our numbers. There is a small group of people in Westminster who think that freedoms, legal aid and human rights don't matter. But people up and down the country know that that's not the case - and they can make a difference."**

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Since the initial announcement in May, the government have paused for thought on their plans to repeal the human rights act immediately in legislation, due, in no small part, to the tireless campaigning of organisations like Liberty.

Elsewhere in the Helena Kennedy Centre, human rights experts have begun research projects looking into deaths in police custody in Malaysia and domestic violence in India.

Students are also doing their bit closer to home, by offering free legal advice to people at the Sheffield Combined Courts. Run by the Hallam Law Group, the initiative has helped people find justice after cuts to legal aid made it more difficult for them to secure legal advice and representation.

The second of the Justice Talks series took place on 7 October when former chair of the Equalities and Race Commission, Trevor Phillips, took part in a guest lecture with director of the Helena Kennedy Centre for International Justice, Sital Dhillon.

## Universities can lead the way for LGBT well-being

Universities are often considered to be 'safe spaces' for lesbian, gay, bisexual and trans (LGBT) students - but more still needs to be done to combat dropout rates, according to a leading academic.

Researcher Eleanor Formby from Sheffield Hallam has launched 'From Freshers' Week To Finals: Understanding LGBT perspectives on, and experiences of, higher education', and results show students overall have a positive view of higher education, and many find it a much better place to explore their identities than school, echoing findings of an earlier report by the NUS.

But she warned that students can change institutions during their course as a result of on or off-campus experiences, while some may drop out altogether.

She said: "The evidence suggests a broad range of experiences. For some, university can be a positive experience that facilitates greater freedom to explore sexual and gender identities or practices,

with a more welcoming and inclusive environment than school.

"But there are big differences across the university sector, and examples of good and bad practice are not hard to find.

"What we need to see is senior leadership signalling their support for inclusion, including strong and easily identifiable mechanisms to respond to bullying or discrimination.

"And accommodation services should be suitable for all students, giving appropriate choice, advice and support where necessary."

Formby also says that marketing and admissions services should make sure that LGBT visibility has been considered in promotional materials, and that induction information should be appropriate for all students.

Formby suggests that some universities only engage with LGBT issues episodically rather than consistently, for example

during LGBT history month, and that many are happy for students' union teams to tackle any issues.

She added: "Negative occurrences at universities can impact on LGBT people's experience of higher education, and, ultimately, employment opportunities."

This echoes earlier work by Formby that suggested negative experiences amongst LGBT young people can lead to student dropouts and loss of confidence.

However, caution is needed to not portray LGBT people as inherent 'victims', as not all experiences were negative, meaning a one size fits all approach from professionals may not be helpful.

'From Freshers' Week To Finals: Understanding LGBT perspectives on, and experiences of, higher education' was carried out by Sheffield Hallam University with support from IGLYO, National Union of Students, the Society for Research into Higher Education and other partners.

## Hallam research could help point the finger at drug dealers

Technology pioneered by Sheffield Hallam academics can now detect the presence of a range of illegal and designer drugs from a single fingerprint, which could be a valuable new tool in bringing drug dealers and other criminals to justice.

The journal 'Scientific Reports' published a paper confirming that the technology, known as Matrix Assisted Laser Desorption Ionisation Mass Spectrometry Imaging (MALDI-MSI), can be used to detect the presence of cocaine, THC (the chemical present in marijuana), heroin, amphetamine and designer drugs from a single fingerprint.

The paper was written by academics at Sheffield Hallam, the Department of Fingerprint Research at the Netherlands Forensic Institute and the Centre for Applied Science and Technology in the Home Office.

Dr Simona Francese, from the Biomolecular Sciences Research Centre at Sheffield Hallam, has developed the technique, which can be carried out in conjunction with crime scene investigation methods used by the Police.

As well as drugs, Dr Francese's team can detect traces of toiletries, cleaning products, the presence of caffeine, medications, condom lubricants and even the sex of a person. This kind of information could be vital in building a forensic picture of a suspect.

The technique has received funding from the Home Office since 2011 and is currently being trialled by West Yorkshire Police in a pilot project at crime scenes.

Earlier this year the Assistant Chief Constable of West Yorkshire Police noted that the technology could "be a real step change in forensic work".



Dr Simona Francese, who has been working on the technology since 2010, said: "Our research proves that a whole range of drugs are detectable from a single fingerprint using MALDI-MSI. Anything from cocaine, heroin, cannabis and other designer drugs can be traced using our technology."

## AWRC on track to create a perfect legacy



Left to right: David Capper from Westfield Health, Jane Ellison MP and Professor Steve Haake.

Since outlining a vision to create the most advanced research and development centre for physical activity in the world - the Advanced Wellbeing Research Centre (AWRC) - Sheffield Hallam's exciting project has gathered pace, attracting support and investment from the public and private sector.

The AWRC will develop 'innovations that help people move', working with products and technology to bring about improved health and increased levels of physical activity across the population.

Through working on services and products in collaboration with partners from concept to market, the AWRC will also generate new jobs and investment. It will feature indoor and outdoor facilities for over 50 researchers and be based upon the highly successful Advanced Manufacturing Park.

At the 2015 Budget the Government announced a £14 million grant to build the AWRC at the Olympic Legacy Park in the Don Valley, a development that will also include a multi-purpose 3,000 seat indoor community sports and events arena, Sheffield's second University Technical College and a new 1,200 capacity school.

In May, global technology powerhouse Toshiba was announced as the first partner in a deal worth £1.5m.

At the signing ceremony Dr Masakazu Kakumu, Toshiba Healthcare Corporate Vice President, said: "Today is a very important day for Toshiba's healthcare business. In today's context of healthcare, healthy living is an agenda of increasing importance."

Toshiba has been followed by Westfield Health, who put pen to paper and signed up as a partner at the AWRC conference in October.

That event also included a keynote speech from the Minister for Public Health Jane Ellison, further demonstrating how the AWRC is ticking all the right boxes for the Government and the public health agenda.

The newly appointed Director of the AWRC Professor Steve Haake is excited to be heading up the development. He said: "In 10 years' time people will look back and see an AWRC that has not only helped people become healthier, but has also provided high value jobs in an innovation district dedicated to wellbeing. For me, that would be the perfect legacy."

# A measure of success

By Ian Turgoose

**An independent report has revealed Sheffield Hallam's value to the city-region - and the results show that the University could be worth its weight in gold in more ways than one.**

Ask anyone to explain some of the great things about Sheffield and, along with the Peak District being on the doorstep and a laid-back feel more akin to a village than one of the largest cities in the country, more often than not the presence of two world-class universities is mentioned. It's easy to see why.

Sheffield Hallam has long been cited as having a tangible impact on the region. For residents and visitors alike it's difficult not to notice 33,000 students studying more than 700 different courses at any one time, the influx of new students every September, or the buildings that dominate the skyline.

As well as the thousands of new nurses, teachers and other essential professionals trained every year, the University delivers priceless cultural, social and aesthetic benefits for the city. Yet Whitehall bean counters would be quick to tell you that Sheffield Hallam's primary worth to 'UK plc' should be measured in more real terms: cash.

With this in mind the University recently commissioned an independent economic impact report, and the results make interesting reading.

The report found that Sheffield Hallam supports an impressive 9,340 jobs across the city-region through direct spending, student expenditure and associated visitor spend.

**In Sheffield alone, one in every 42 jobs is in some way dependent on the University.**

The report also discovered that Sheffield Hallam contributes a hefty £424m to the local economy. And to put that mammoth figure into perspective, that's 40 times more than was generated by the Tour De France coming to Sheffield.

The total economic activity generated by the University supports £80 million in tax receipts, or £44 for every person living here - a fact that won't be lost on those civil servants in Whitehall.

The facts speak for themselves, showing how Sheffield Hallam weighs in as a financial heavyweight. Yet spending power alone, whilst impressive, doesn't show the full picture.

Research and innovation are at the heart of how the University works with business across a range of sectors such as health, manufacturing and engineering. This puts the skills of academics, engineers and scientists at the forefront of breaking new ground, which ultimately improves the bottom line for businesses - in turn creating new jobs, generating investment and driving growth.

The Materials Engineering and Research Institute (MERI) located in shiny new £5.7m labs within the City Campus is a prime example of this.

Professor Alan Smith and his team of talented experts are dedicated to addressing industrial problems through the application of fundamental science and engineering.

Professor Smith explains: "Amongst other things, our team have helped produce coatings which keep satellites in space for longer, streamlined petrol tankers which reduced fuel costs and created photovoltaic cells which provide cheap sustainable energy sources".

"We have a long tradition of working with businesses across a range of areas. Over the years we have helped hundreds of businesses, which has helped generate an extra £95 million in increased profit and created around 2,500 new jobs."

This kind of innovation is also being applied to emerging sectors. The University's new £7m National Centre of Excellence for Food Engineering has the support of over 40 companies, including Mars, Nestle and Warburtons.

The Centre has been developed to support growth in the food industry through improvements in manufacturing technology and staff capability, which is helping to keep the UK's largest manufacturing sector at the forefront of this global industry.

And the University is also doing more than its fair share to help burn calories, in the form of the Advanced Wellness Research Centre (AWRC), where Professor Steve Haake and his team are developing the most advanced research and development centre for physical activity in the world.

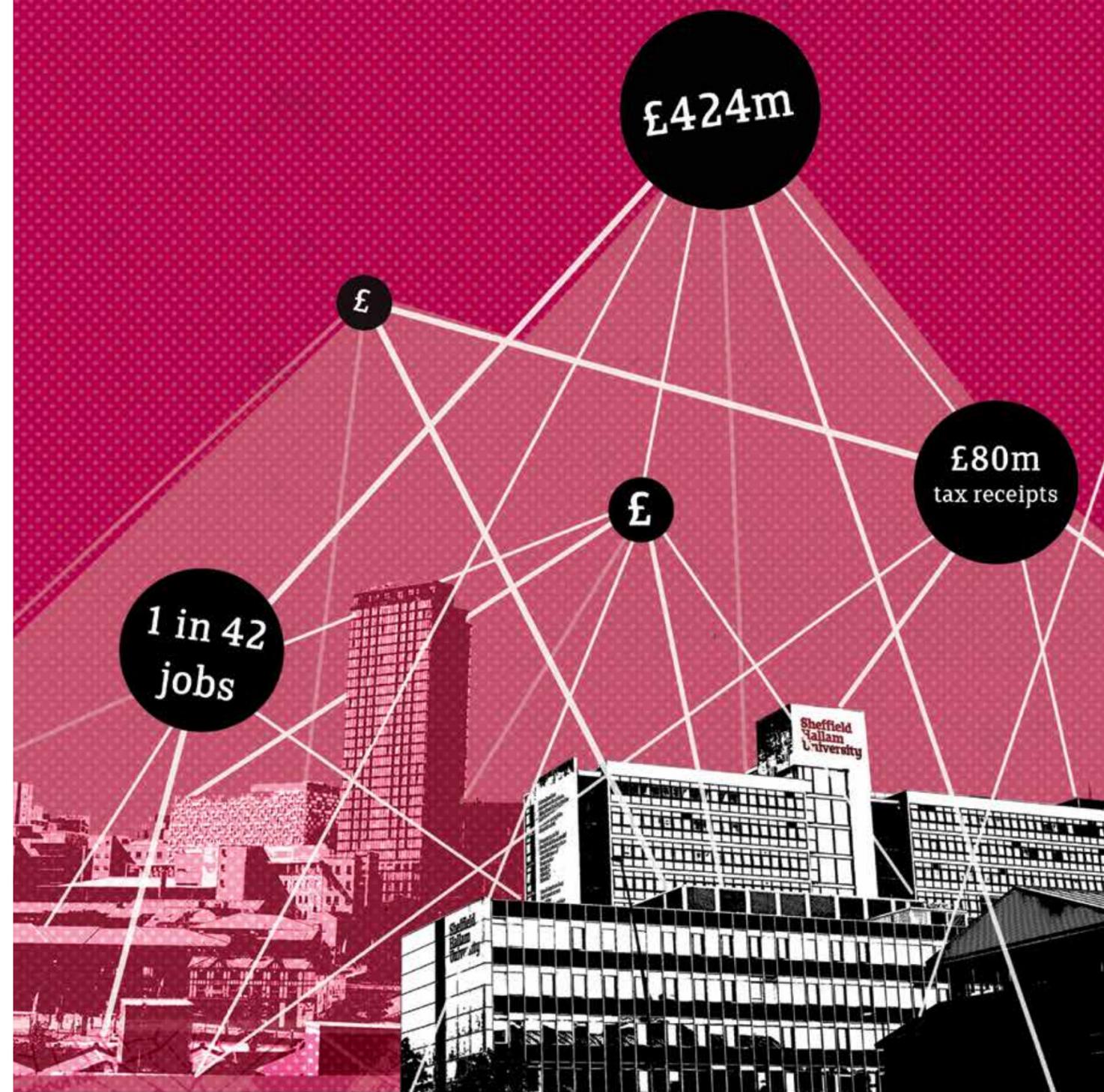
Professor Haake explains: "As part of wider plans to regenerate the site of the former Don Valley stadium, the AWRC will see our talented engineers and researchers work with businesses to design new products and services that help people integrate exercise into their daily lives. It's all about innovations to help people move more."

"Apart from addressing some of the biggest public health challenges of our time, businesses will be able to use our expertise to tap into this emerging market. We're delighted that Toshiba and Westfield Health are the first private sector partners to come on board."

Examples of this kind of valuable work are part of the reason why Minister of State for Universities and Science, Jo Johnson MP, selected Sheffield Hallam as one of the first higher education institutions to visit at the start of his tenure. As he said when visiting the MERI labs, the Government "sees universities playing a vital role in fostering innovation, productivity and growth".

It's hard to argue that the financial clout and expertise of the University and its people makes it anything other than an incredible asset to the city and the region. But in an age when public funding is tight, the ability to work in partnership with businesses across the region to generate employment opportunities and financial growth are perhaps even more crucial.

So when it comes to Whitehall officials deciding where and how to invest to grow the economy, Sheffield Hallam's track record of driving growth through research and innovation should prove to be invaluable.





*Sheffield's biggest student-led exhibition brought some of the most creative work in art, design, fashion, film and animation to the city for a two week exhibition across the city centre.*

# *Art attack*

*By Joe Field*

The Sheffield Institute of Arts' (SIA) annual degree show is one of the University's key cultural events. The multi-venue show opens with an industry night, followed by a friends and family night and fashion show, and runs for two weeks. The exhibition features a huge range of student work, and is an opportunity for SIA students to show off their final year projects to the hundreds of visitors.

It attracts people from around the country, including members of the creative and cultural industries, local and regional community groups, staff and students from schools and colleges, and students' friends and family.

Professor Sally Wade, director of SIA, says: "The degree show is a fantastic opportunity for everyone to experience some genuinely thought-provoking, creative work by students of nearly 20 different disciplines."

One of the most thought-provoking pieces in this year's exhibition was artist Chris Beale's striking, physical exploration of clay, which included the artist, a replica studio and buckets full of clay. His exhibit was part installation, part live performance.

Chris says: "Each day I improvised with my material, without the use of sight, exploring the feel of it on the walls and on my body using only the sense of touch.

"I chose to work with clay because you can vary its shape and consistency so easily; when it's runny you can immerse yourself right in it. I wanted to bring across the inconstant, unscripted, rather messy nature of being human."



Given the brief to produce something that covered 'Everything About One Thing', graphic design student Eddie Fowler decided to research the history of the humble peanut. He documented its impact on society and culture in a 60-page, hessian-bound book, titled *The Illustrious History of the Goober Pea*, along with a poster and supporting material that explained his creative process.

Eddie says: "I picked peanuts as I wanted something seemingly uninteresting and small in scale. I found the butterfly effect of such a small object really interesting."

"For example, it came into mass consumption through the American Civil War, which helped spread the legume through soldiers invading territory where the peanut was cultivated, and then taking it back to their homes."

The degree show marks the start of a journey for many art and design students – a journey which includes presenting their work at professional shows, such as D&AD New Blood, where Eddie picked up a 'Top Dog' award for his exhibit.

He says: "New Blood ended up being extremely helpful in gaining employment. The fringe events made it easy to get face-to-face with agencies, and the 'Top Dog' award was helpful in getting my work noticed. I attended a talk by Radley Yeldar during New Blood, and now I'm doing a six month internship with them."

And it's not just students who exhibit their creative outputs. This year lecturer in design and technology education, Marie Judge, created an exhibition of design and technology work by young people in Sheffield. Exhibits were created by pupils from local schools, and were the result of coursework undertaken at GCSE, AS and A Level in design and technology.

Marie says: "Our aim this year was to celebrate the achievement of young people and their design and technology teachers, and raise awareness of design and technology education."

"The range of highly accomplished pieces in our show – which included a model jet engine, a comic con dress, dairy free desserts, furniture, a ping pong ball firing machine and a hand crafted cutlery set – demonstrated the diversity and skill developed within design and technology in schools."

**"As a result of the show, a number of pupils were selected to visit Sebastian Conran Associates in London to present their work. A winner and runner up were chosen from this, with the prize being a product from one of his design ranges. All of the pupils had a tour of the studios and a talk from the man himself, which was inspirational."**

With more than 170 years of art and design heritage, the Sheffield Institute of Arts is now looking to the future, with a move to the old Head Post Office building in Fitzalan Square planned to be completed by early 2016. The building's façade is Grade II listed and is currently being restored and refurbished before SIA move in.

Professor Wade says: "This move provides an opportunity to locate our excellent teaching and internationally-recognised research in art and design in the heart of Sheffield city centre."

"This unique building will be a fitting home for us, and a great place to celebrate our heritage as a flag-ship school of art and design dating back to 1843."

Find out more about the move, and about SIA's projects and exhibitions, at [www.shu.ac.uk/sia](http://www.shu.ac.uk/sia).

To see some photos of how the development at the old Head Post Office is going, turn to pages 30–31.

*Knowledge transfer partnerships are now 40 years old and one Sheffield Hallam academic has been involved since the early days, helping businesses and individuals benefit from collaboration.*

# *The power of collaboration*

*By Laurie Harvey*

**Professor Graham Cockerham began working at Sheffield Hallam in 1970, and although he now works part-time at the University, he can lay claim to being responsible for the majority of knowledge transfer partnerships (KTPs) since overseeing his first one in 1979.**

KTPs are three-way partnerships between a business, university and a recently qualified graduate. Graham's work as part of the Materials Engineering Research Institute (MERI) has helped deliver more than 160 KTPs sponsored by Innovate UK, which at today's prices have generated £22.4 million income.

**Based on Innovate UK impact modelling, MERI's KTPs have generated £95 million of increased profit; £73 million investment in plant and machinery; 2,500 new jobs and 4,800 company staff trained.**

Professor Alan Smith, who leads MERI and now manages the University's KTP programme, is well qualified to assess Graham's contribution in those years.

Alan said: "He's a classic engineer who uses ingenuity to solve problems, in fact he's a pathological problem solver. Graham's knowledge is phenomenal. He has a no-nonsense approach which belies a sharp intellect."

Businesses today, particularly SMEs, achieve an average increase in annual profit of more than £1million after taking part in knowledge transfer and create two new jobs.

Academic partners produce on average more than three new research projects and two research papers for each project and around 60 per cent of associates are offered a permanent job in the company when the project ends.

It's a far cry from the late 1970s when Graham lectured in the University's department of engineering and computing, and companies were beginning to turn to universities to help them modernise their businesses.

Graham says: "My first involvement with KTP was in 1979 when it was known as the Teaching Company Scheme (TCS) and as a senior lecturer in engineering design I was asked if I fancied supervising a research student based in local company Davy McKee.

"They designed and manufactured steel processing equipment used all around the world and it was explained to me that TCS was a means of supporting the introduction of recent graduates into the manufacturing sector, through a mentoring programme concerned with the delivery of a challenging project.

*Continued...*





"The graduates were called associates and my first one was a guy who later went on to a senior position in the company.

From those humble origins, scores of companies in South Yorkshire and beyond have queued up to take advantage of the University's offer.

Computer-aided engineering developed with Joseph Rhodes have helped to secure more than £14m worth of orders and a £10m annual sales turnover increase for the company.

KTP associate Karthik Ramakrishnan worked on 3D modelling techniques while at the company and now has a permanent role as a design engineer. The project was shortlisted for best KTP Award in 2011.

To Graham, the key part of these successful projects is how they have helped people to transform their careers.

He says: "Two programmes have led to the achievement of PhD degrees, one of which was obtained by Stephen Fox. He had started his working life as a joiner and was operations director for an engineering company in Swindon.

"He then got a place on our MSc Engineering course. I taught one of the modules on design for manufacture and Stephen felt he could apply those principles to bespoke buildings and building components.

**"We ran a TCS programme with the company, and in the process Stephen got the academic bug. With support from some major building companies he conducted research on a variety of projects and completed his thesis in 2002. Afterwards he joined a firm in Finland and was able to continue his research."**

Stephen says: "Professor Cockerham made a fundamental difference by being open-minded enough to take on supervision of my MSc thesis and my PhD. I had left school at 16, and obtained all my vocational and professional qualifications while working full-time in industry.

"My background is completely different to most MSc and PhD candidates. It is completely different to most academics. Today, cross-disciplinary mixed background initiatives are recognized as having strong potential to yield innovative results.

"One of the key ways in which he helped me was by providing succinct meaningful answers, which anybody can understand whatever their background, to questions about complex phenomena.

"This is a rare talent, and one that made him such a popular teacher, as well as design engineer, and academic supervisor."

Graham adds: "The objectives for the scheme have remained the same since inception - to provide recent graduates with accelerated mentored professional experience, improve the skill base of the company through the academic supervisor, and provide real world experience for the academic supervisor to incorporate into research and teaching.

## Graduate recruitment is on the RISE

### *A graduate recruitment scheme for small businesses is starting to make a big impact in the city*

When you hear about graduate recruitment schemes, you'd be forgiven for thinking about the massive corporate recruitment drives of global law firms and banks. And whilst that route works for some, a new Sheffield-based scheme aimed at helping small and medium sized enterprises (SMEs) to recruit the next generation of talent is yielding great results.

The RISE:Sheffield scheme is a partnership between the city's universities, Sheffield City Council, and several other organisations. It follows a similar model to a corporate graduate recruitment scheme, but is aimed specifically at helping smaller local companies recruit graduates into paid placement roles.

The scheme also boasts an intern to permanent position conversion rate of 85 per cent, outperforming many other graduate initiatives.

Graduates have taken on placement roles at manufacturing firms, charities, IT companies, accountants and other businesses. Many have been taken on into full time roles after their placements have ended, with 130 graduates now in employment after taking up RISE internships.

"The RISE: Sheffield scheme has begun to transform the graduate market in Sheffield, creating a thriving city-wide community of engagement between graduates and growth SMEs," said Conor Moss, director of education and employer partnerships at Sheffield Hallam.

"RISE demonstrates the successes that can be achieved when academia and industry collaborate and innovate to help businesses find the best talent."

Photography graduate Dora Damian is just one of the many success stories from RISE. She graduated from Sheffield Hallam in 2014, and took up a placement as an intern with Tinder Foundation, a social enterprise that aims to increase digital literacy.

She said: "I worked on several projects across the business, supporting the research team with their insight pieces,

finding ways to help libraries raise their profile in communities, and collaborating with the events management team. It's been really valuable."

Dora's internship was extended, and although the company encouraged her to apply for a permanent role which became available, she is committed to now starting her own photography business.

"The skills I've learned during the internship will be really useful for my new business," she said. "I've managed projects and developed good working relationships with clients - this is very relevant in the context of freelancing. I also did a self-employment course when I was studying and this was helpful in enabling me to understand what it takes to get your own business off the ground."

A recent independent study found the RISE programme supports business growth as well as graduate employment in Sheffield. The first 50 placements generated an economic impact of £1.34m GVA (Gross Value Added) for the city economy.

The next round of recruitment for RISE has now begun, with another cohort of graduates set to be placed at SMEs in Sheffield.



A business incubation project run by the University is celebrating ten years of supporting graduates to become the entrepreneurs of the future

# Helping great ideas to grow

By Nicole Kelly

When photography student Tracey Welch finished her degree, she thought it was just down to her to map out her own route to success.

But after enlisting the support of Sheffield Hallam University's Enterprise Team, she was able to land a gig photographing rock royalty Fleetwood Mac on their recent world tour.

This is the kind of success story the Enterprise Team are used to hearing after ten years of nurturing enterprising students through The Hatchery.

Located in the Workstation, in Sheffield's cultural industries quarter, The Hatchery provides students and graduates who have dreams of working for themselves with all they need to set up their fledgling businesses; from business guidance and workshops to photocopiers, scanners, PCs and that all important meeting room.

Since opening in 2005, 300 young entrepreneurs have come through the doors of The Hatchery to nurture their growing businesses, creating more than 450 jobs in the region.

Sheila Quairney is the Enterprise Team manager. She says: "Often students come to us with their ideas and they think that is all they will ever be – just ideas, dreams and ambitions. To be able to help them transform their passions into successful and profitable businesses is a real privilege."

"Over the past ten years we have helped students from across all faculties set up food businesses, social enterprises, clothing businesses, product and commercial design firms and many more. It's been a real journey to see our students grow with their businesses and has been so rewarding."

The very first Hatchery tenant back in 2005, photographer Tracey Welch is now working as a professional photographer across the globe. Tracey has worked on campaigns including Crabbies Ginger Beer and Adidas Originals, yet she is best known for her music

photography, having snapped The Arctic Monkeys, The Charlatans, New Order and The Foo Fighters. This summer, she photographed Fleetwood Mac on their world tour.

Tracey says: "The support I got from the Hatchery was so crucial in getting me started - I know that the support I received gave me the confidence to make my business a success. I'm glad to hear that like me, it's still going strong after 10 years."

Over the summer Sheila and her team welcomed back some of the most enterprising graduates to share their stories with current tenants at the Hatchery's tenth birthday celebration.

## Jess Ford

It has long been said that man's best friend is a good stress reducer, but they are increasingly becoming good companions in the workplace to reduce stress and improve job satisfaction.

This isn't true for anyone more than the founder of Outdoorsy Dog, Jess Ford.

Jess has always felt most at home in the outdoors with her dogs by her side. So, when she enrolled on a Business and Enterprise Management course at Sheffield Hallam she knew she wanted to develop the skills she needed to launch her own business working with dogs.

Landing a work placement in the University's Research and Innovation Office, she helped other students and graduates set up their own businesses which inspired Jess to take the leap herself. She was accepted into the Hatchery where she received free business advice and funding and within a year of Jess graduating, Outdoorsy Dog was born.

Jess says: "My business is always changing, growing and becoming more efficient. I am so proud of what I have achieved so far, but I am excited for what is to come. I skipped the office job, the mundane work you dread on a Sunday night. I believe anyone with a passion can do the same."



## MeshViz

Sean and Matt, the directors of Creative design agency MeshViz, have Barnsley local radio to thank for making their vision a reality.

After hearing on the radio about the support the Hatchery can offer graduates, the two friends got in touch with the Enterprise Team to see what support was available. Less than a year later, their company MeshViz provides web and graphic design solutions for clients across South Yorkshire.

Matt says: "We're right in the middle of a digital revolution, every business needs a website, social media, marketing and branding - we didn't want to miss this golden opportunity to put our skills into action so we put a plan together and went for it!"

Sean says: "The Hatchery is a great creative space, working in tandem with many different young entrepreneurs means that ideas, discussion and opportunities for collaboration are never far away."

## Dan Schofield

After graduating with a degree in furniture and product design, and experience of working in New York for a leading interior design practice, Dan was offered numerous internships with design companies. However, these were all unpaid and not something he could afford to do. With some encouragement from his course tutor, Dan applied to the Hatchery for support setting up his own business.

**He says: "The Hatchery was fantastic in giving me the business know-how required to turn my design skills into a profitable business. For me, being around other people who were also setting up their own businesses was really inspiring and I hope to inspire others to take the same leap that I did."**

Dan set up Daniel Schofield Studio and now designs contemporary furniture. He's recently been shortlisted for an Elle Decoration British Design Award 2015. His ethos is to bring added value to products. For example, his 'Shifty' desk includes a hidden storage area where valuables can be stored. He's currently in talks with some big designers and retailers, including a high-end retailer in Hong Kong.

## Tom Stayte

2014 was declared the year of the selfie. For some, the selfie is the ultimate symbol of narcissism. For others, it's an easy way to document a 'good-hair day'.

Whilst pondering the fact that three selfies per second are uploaded to Instagram every day, photography graduate Tom Stayte was hit by the idea for his final degree project #Selfie.

Tom created a printer which automatically printed out photographs tagged with #Selfie to highlight how our desire to be unique ultimately only reveals our similarities.

With co-founder Matt Atkins, SquareShare was born, after they realised that printing photographs from social media would be great at events like weddings, festivals or even graduation ceremonies.

They approached the Hatchery for support and found their advice invaluable. Tom says: "Fees to see professionals like lawyers and accountants can be very expensive to a startup company like ours, so being able to see the Hatchery business specialists has been extremely helpful for us."

SquareShare will be used at the 2015 graduation ceremonies where graduands will be able to print off their photos as mementos of the day.

Left image: Tracey Welch. Images clockwise from top left: Jess Ford, Tom Stayte, Dan Schofield, the guys from Meshviz.

## Higher and degree apprenticeships launched

Big business such as JCB, Nestle, Barratt Homes, and Balfour Beatty have helped Sheffield Hallam launch higher and degree apprenticeships, a new way for employers to develop their next generation of talent.

Representatives from many of the region's biggest companies attended a launch event at the Careers and Employability Centre to learn more about the opportunities. They heard about the many benefits of the new variety of apprenticeships from businesses and from students themselves.

Higher and degree apprenticeships range from Level 4 to 7, the equivalent to undergraduate degree to a post-graduate qualification such as a Master's degree.

The new Government backed initiative is aimed at helping organisations address skills gaps through work-based learning opportunities, at a higher level than the traditional apprenticeship. There are currently over 50 apprenticeship standards in development with approximately 40% of them at higher and degree apprenticeship level.

The higher apprenticeships are to be offered in engineering, business and management, facilities management and construction. Places are available after Sheffield Hallam successfully bid for funding more than 240 higher apprentices from the Skills Funding Agency, the highest allocation for any university.

Conor Moss, director of partnerships and employer engagement at Sheffield Hallam, said: "Higher and degree apprenticeships are a great new way to attract, develop and retain the best talent. We are delighted to be pioneering them at Sheffield Hallam, giving regional and national employers the chance to take their staff development to the next level.

Miles Pixley, Technical and Professional Development General Manager at JCB, said: "We very much welcome higher and degree apprenticeships and we are delighted to support their development."



## Leading figures to be awarded honorary doctorates

An Olympic gold medal cyclist, a star of the stage and screen, a musical pioneer and a campaigner for human rights are all to be recognised for their achievements with honorary doctorates this year.

Around 10,000 students will be graduating this year at ceremonies in Sheffield City Hall. Nine inspirational figures from a variety of sectors will be joining them on the stage to collect honorary doctorates for outstanding contributions in their field.

**Nicole Cooke** - former professional cyclist and Commonwealth, Olympic and World Road Race champion. Nicole continues to be a leading voice within the sport, in particular speaking out against doping and calling for equality.

**Richard Wilson** - Scottish actor, theatre director and broadcaster who became a household name as the star of long-running BBC sitcom One Foot In The Grave. He has a long association with Sheffield Theatres and is to reprise the role of Victor Meldrew in a one man show at the Crucible in 2015.

**Jerry Dammers** - founder member of ska revival band The Specials. Dammers' role in Artists Against Apartheid and the Mandela Tribute Concert contributed to huge international pressure to bring apartheid to an end in South Africa.

**Baroness Valerie Amos** - the first black woman to lead a UK university when she was appointed as director of SOAS University of London. Before that, she was the UN's under-secretary-general for humanitarian affairs. She has been a lifelong campaigner for human rights and equality.

**Jayne Pearce** - a media operations and communications professional for more than 27 years. Jayne helped Sheffield Hallam to develop a series of academic modules for students, providing them with once-in-a-lifetime opportunities to volunteer in key roles at London 2012.

**Dame Fiona Kendrick** - chief executive of Nestlé UK and Ireland, and an excellent ambassador for the University's National Centre of Excellence for Food Engineering and the MEng Food Engineering degree course. The University's work with Nestlé began some years ago with the co-creation of the Fast Start Programme, offering students the opportunity to study and work in roles at Nestlé.

**Bruce Houlder QC** - barrister and lawyer called to the Bar in 1969. Working for the British Council, Bruce has been engaged in training and work in human rights in various countries for more than 20 years before working on projects with the Helena Kennedy Centre for International Justice at Sheffield Hallam.

**Dr Louise Brooke-Smith** - a chartered surveyor and town planner in the UK and overseas. She is CEO of Brooke Smith Planning, a long-established and award-winning consultancy based in Birmingham. A visiting fellow at Sheffield Hallam, she is the first woman to be Immediate Past Global President of the Royal Institution of Chartered Surveyors.

**Sir Andrew Cash** - chief executive of the Sheffield Teaching Hospitals NHS Foundation Trust, one of the largest trusts in England. He was appointed an OBE in 2001 and knighted in 2009 for services to health.

Ceremonies take place at Sheffield City Hall between 9-20 November.

## Five-time winning streak will make Team GB unique

With less than a year to go until Rio 2016, a new study of Olympic performances shows Team GB could become the first ever nation to improve its medal haul in five consecutive games

UK Sport's target for Rio 2016 is 66 medals, and achieving this will see Team GB improve its total haul for an unprecedented fifth consecutive Olympic Games. They will also become the only nation to improve their tally in the next Games after hosting the event.

Professor Simon Shibli from the Sport Industry Research Centre at Sheffield Hallam has found that since 1896 there have been 29 winning streaks, of which 22 have been three-Games winning streaks, and seven have been four-Games winning streaks.

And of those seven, just three (Azerbaijan, Great Britain and Greece) have taken place in the 'modern' or post-boycott era (after 1984).

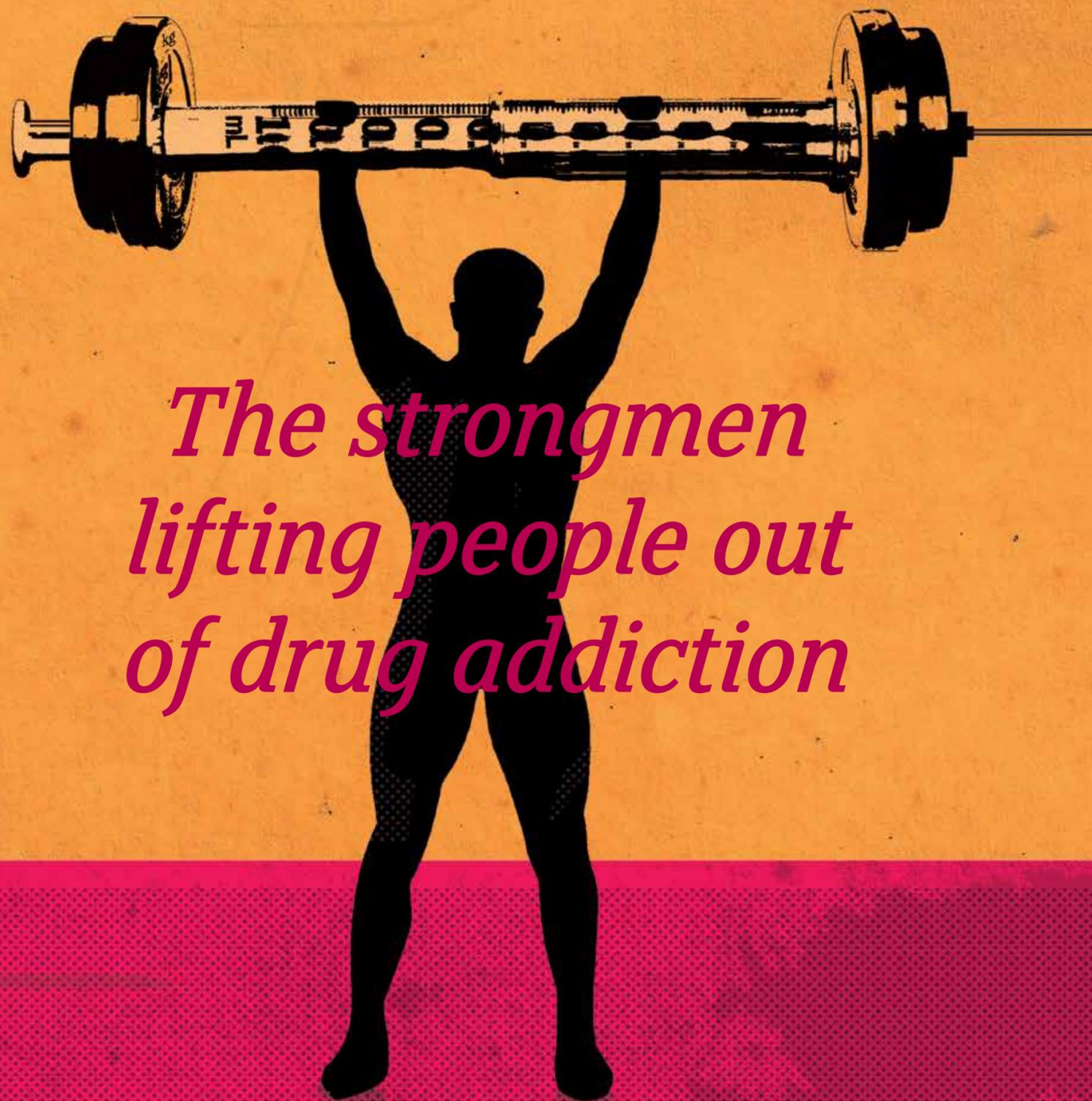
Professor Shibli said: "Five is definitely the magic number. At present, only Azerbaijan and Great Britain are in position to

achieve this in 2016, while New Zealand would have to continue its progress to Tokyo in 2020 to match the feat.

Professor Shibli knows a thing or two about medals predictions after coming closer than many other analysts to predicting the number of gold medals Team GB would achieve in 2012 and China in 2008. He says there are grounds for quiet optimism for Rio - including the introduction of golf and rugby sevens to the Olympic roster - that the team is on course to reach the target of 66 medals.

He said: "The combination of a £15m increase in funding for the UK's elite sport system, a host nation that is unlikely to improve significantly and the addition of new events in which we are genuine medal prospects means that achieving 66 medals is not as outlandish as we might have thought in the immediate aftermath of London 2012.

"To achieve 66 medals and deliver the first winning streak of five Olympic Games of continuous improvement immediately after being host would truly be a unique sporting achievement."



# *The strongmen lifting people out of drug addiction*

*Every Saturday, a group of strength and conditioning coaches from Sheffield Hallam has been guiding a team of South Yorkshire strongmen to competition standard through a project called Strong Saturdays.*

*By Laurie Harvey*

**What's remarkable about this project is that many of the athletes have previously been addicted to heroin and crack cocaine, before getting their lives back on track through a combination of peer support, physical well-being and University support.**

They are part of a growing body of evidence into the power of recovery programmes on sustaining long-term recovery from addiction.

Strong Saturday athlete Steve says the support of his strongmen group, coached by Hallam academic Chris Fitzgerald, has helped him remain abstinent.

"At the age of 19 I was mentally, spiritually and physically broken," he says, on the verge of finishing fourth in a regional strongmen competition.

"I had imprisoned myself to a life like a Scalextric track, doing the same thing day in day out to get my fix."

He's not alone. Fellow athlete Lee was a crack and heroin addict before entering residential rehab centre Phoenix Futures. During a six-month stay he completed a gruelling detox regime and attended groups to rebuild his life. Part of his support plan was to attend a local gym.

It was there that he and Steve met Hallam academic Chris, who explains: "Clean living requires the rebuilding of the "addict" identity and I'm exploring whether exercise might provide a medium for such identity reconstruction."

With the assistance of both Universities' sport services - Sport Sheffield and Sport Hallam - Fitzgerald and former Hallam student and current UK under-25 strongest man Paul Smith set up a programme which allows Phoenix Futures residents to exercise free of charge. This begins with circuit classes and once a resident has attended eight classes they are awarded a free gym membership with Sport Hallam.

This is just one example of how recovery programmes involving well-being and peer support can contribute to long-term abstinence and help people rebuild their lives.

This Autumn, a ground-breaking new study, Life In Recovery, has been launched by Sheffield Hallam Professor David Best,

which shows just how valuable these kinds of programmes are – to individuals, their families, public services, and the economy.

Professor Best says: "The fundamental message is that people can and do recover, and when they do, they effect a life transformation that is dramatic and has significant positive consequences for their families, communities and society as a whole."

Life In Recovery is the first attempt to capture how people overcome alcohol and drug addiction and maintain their recovery, while charting what this means to society in terms of reduced costs and burden.

**The study shows how four out of 10 families living with someone in active addiction to drugs or alcohol will suffer incidents of domestic violence, while the figure drops to just seven per cent among users in long-term recovery.**

And those in long-term recovery, classed as five years or more, will have far less involvement with healthcare services and the criminal justice system, while nearly eight out of 10 have volunteered in community groups since beginning their 'recovery journey.'

This is backed up by people like Steve, who is now a mentor for recovery and a volunteer for recovery service Addaction.

Steve says: "Throughout my ten-month stay in a therapeutic community [Phoenix Futures] I learnt a lot about myself, especially around behaviours, feelings, thoughts and emotions. When I left, I set up commitments and work at AGE UK as I'm a firm believer in giving back to the community.

"I go to Narcotics Anonymous regularly and keep up my recovery in check. What's more, I can and will be a good dad to my amazing son. I have a future."

The survey of more than 800 people in recovery groups found that 74 per cent of those in recovery reported that they have remained steadily employed. It also showed a positive impact on families, with marked reductions in children being taken into care and increases in family

reunifications, particularly among those stable in their recovery journeys. 12 per cent of people in recovery have been reunited with children taken into care as a result of a stable recovery.

Results also show the impact of recovery on the health system with marked reductions on the burden to the healthcare system through reduced engagement.

Other results show a drop in rates of domestic violence from 39 per cent in active addiction to less than seven per cent in recovery.

79.4 per cent of participants reported that they have volunteered in community or civic groups since the start of their recovery journeys.

But despite these positive figures, Professor Best issued a stark warning to healthcare chiefs saying there is still not enough help for people in short or long-term recovery, and a reliance on drugs such as methadone to combat substance abuse.

He says: "This study highlights the advantages of moving the recovery emphasis away from medical interventions and towards the role community engagement, well-being and support groups can play in securing long-term recovery from drug and substance abuse.

"There is a five-year journey from initially achieving abstinence to what is regarded as stable recovery - and only the first phase is likely to involve clinical services and interventions. The rest of the journey is about communities and about social networks and partnerships that enable people in recovery to achieve all they can.

"Sadly, the majority of so-called recovery services in the UK are delivered by people who 10 years ago were called drug or alcohol workers who have neither the skills nor the mind-set to deliver effective recovery services.

"In fact, attending most current treatment services would, in practice, consolidate lifestyles of welfare dependency."

Copies of the UK Life In Recovery survey, by David Best, Jamie Irving, Kathy Albertson, Adam Mama-Rudd and Carly Lightowlers are available on the University website.

## It's time to go public

The highlights of some of Europe's finest private collections of twentieth century and contemporary art have gone on show in Sheffield as part of an ambitious city-wide project called Going Public: International Art Collectors in Sheffield.

Many great art collections, Sheffield's included, were founded upon the philanthropy of private collectors. The Going Public exhibition explores the future of relationships between philanthropy and public galleries, and looks at the role private collections can play in bringing great art to everyone.

The project sees venues across Sheffield partner with leading international private collectors for a series of world-class exhibitions across the city.

Sheffield Hallam's Sheffield Institute of Arts (SIA) Gallery will showcase work by leading contemporary Cantonese artists drawn from dslcollection.

The exhibition at SIA Gallery explores how artists such as Cao Fei, Liang Juhui, Jiang Zhi, Zhou Tao and Duan Jianyu among others, have been influenced by the legacy of the province and its rapid urbanisation over the last 20 years.

Exhibitions take place at Sheffield Cathedral, Site Gallery, Graves Gallery, Millennium Gallery and SIA Gallery, and will run until 2016.

The exhibitions were accompanied a major summit event in October, which brought together leading thinkers, professionals, policy makers and philanthropists, to explore the emerging global trends in philanthropic funding.

## Professor Chris Husbands to take the helm at Hallam

The University recently confirmed the appointment of Professor Chris Husbands as its new Vice-Chancellor from January 2016.

Professor Husbands is currently Vice Provost (Academic Development and London) and Director of the Institute of Education, University College London (UCL). He will take up the appointment in January 2016 when current Vice-Chancellor Professor Philip Jones retires.

Professor Husbands has been at the Institute of Education for eight years, where he has overall responsibility for academic careers, reward and development, equality and diversity across UCL.

Geoff Dawson, Chair of the Board of Governors at Sheffield Hallam said: "I am pleased to announce this appointment on behalf of the University Board. Professor Husbands' appointment comes at an exciting time for our University as we look to the future. His excellent experience of academic and institutional leadership will help us shape a strong future for Sheffield Hallam and all of those who benefit from our work.

"I would also like to offer my continued gratitude and support to our current Vice-Chancellor, Professor Philip Jones, who will very much continue to lead us with his well-known drive and

enthusiasm until the end of the year. His vision and dedication over the past eight years have delivered strong institutional performances in research, teaching, student recruitment and satisfaction - achievements of which we can be rightly proud."

After completing his first degree in history and doctorate in geography at the University of Cambridge, Professor Husbands qualified as a teacher in London, before spending six years teaching in Norwich and Hertfordshire.

He has previously been Director of the Institute of Education at the University of Warwick; Professor of Research in Education and Dean of the School of Education and Lifelong Learning at the University of East Anglia; and Director of the National Evaluation of Children's Trusts for the Department for Education and Skills. He has extensive national experience in education policy and a global research and consultancy profile.

Looking ahead to his new role, Professor Husbands said: "I am delighted to have been appointed to lead Sheffield Hallam: it is a University which has achieved striking success in recent years, with exciting prospects for the future. I look forward to working with governors, staff and students across the University, as well as partners across the region, to build on the solid foundations which have been laid and to realise its potential for the future."

## The sack race

Football finance experts are tackling the managerial merry go-round amid growing evidence that changing a boss mid-season makes little difference to a team's final position or points tally.

The team from the Academy of Sport and Physical Activity are talking tactics after 18 managerial changes in the Championship last season. They will study final league performance in May next year to see if sacking a manager makes a difference to final standings.

Experts Rob Wilson and Dan Plumley's new study follows research conducted last year into Premier League teams who replaced their managers during the season. You Don't Know What You're Doing, co-written with colleague Stuart Flint, showed that the managerial merry-go-round was much better news for relegation-threatened teams than for Champions League chasers, who actually end up in a lower league position by the end of the season, than when the sacking took place.

That study looked at 60 managerial changes among the 36 clubs who have been in the English Premier League between the seasons 2003/4 and 2012/13.

The new study will focus on the Championship, as clubs fight for a lucrative promotion to the Premier League and a share of the spoils of a huge new TV deal announced earlier this summer.

Dan said: "In the 2014/15 Championship season, there were 18 managerial changes in total across 15 of the 24 clubs in the league. Two clubs alone, Leeds United and Watford were responsible for

a number of these changes with these two clubs having seven different managers between them across the course of the season."

The impact of managerial change in professional football has been discussed by numerous academics in recent years yet the evidence remains inconclusive.

Whilst AFC Bournemouth kept Eddie Howe as manager throughout their Championship campaign and ended up winning the title, Watford, who finished second, had four managerial changes during the season. Even securing promotion was not enough for Slavisa Jokanovic to keep his job.

The third promoted club, Norwich City, changed their manager once, at the mid-point of the season.

Rob added: "It would be surprising if the number of managerial changes in the Championship reach the levels of 2014/15 although the pressure on them in this league is substantial.

"The Premier League is the most financially lucrative in world football and the revenues on offer to clubs will rise further in light of the new television deal, which commences in 2016/17.

"If there ever was a season to push for promotion then this one is most definitely it. It's highly likely that we will see further managers lose their jobs as clubs strive for short-term success."

## PieceFall launches on PS4

Students from Sheffield Hallam's games software development and games design courses have released the first ever student-made videogame developed for PlayStation®4.

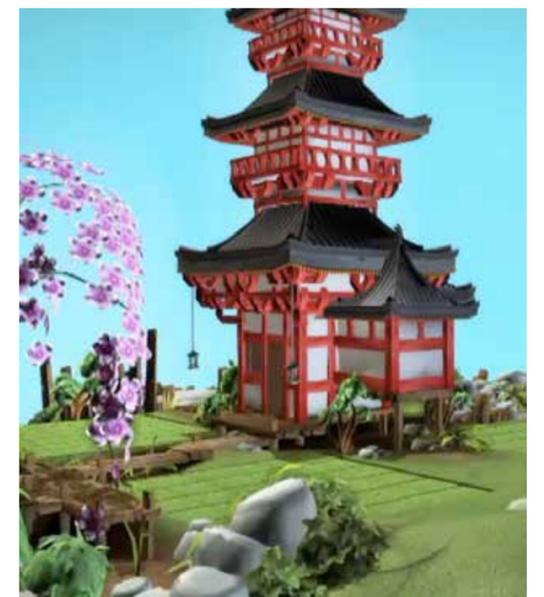
PieceFall is an agile 3D puzzle game set in a world of abstract floating islands. It has been developed through Steel Minions, the University's in-house game studio, and is published on the PlayStation® Network.

It's the second game to be released through the studio, with the first being Bounceback, published for PlayStation® Minis in 2012.

Dr Jake Habgood, studio manager and games software development senior lecturer, said: "This is the first game in the world to be released for the PlayStation®4 made entirely by a team of undergraduate students, so it's a real achievement for the team.

"A lot of talented students have contributed to the realisation of this project, and the entire team who worked on the final published version of the game have already got jobs in the games industry. Three of them are working at Sumo Digital in Sheffield and two of them are at Elite3D in Valencia."

PieceFall is available on the PlayStation® Network store, priced at just £1.



## Business School chief leaves Hallam for Liege

Professor Adrian Hopgood, Pro Vice-Chancellor and Dean of Sheffield Business School has left the University to take up the role of Director General and Dean of the Management School at the University of Liège in Belgium.

He led Sheffield Business School for four years, during which time it has grown to 8,000 students to be the largest modern Business School in the UK.

Professor Hopgood said: "I have enjoyed four great years at the helm of Sheffield Business School and now look forward to an exciting new challenge at the University of Liège.

"I would like to thank my colleagues at the Business School and across the University for their hard work in helping us achieve a great deal in the last few years. I am confident that I'm leaving Sheffield Business School in a great place to achieve more success in the future."

Sheffield Hallam Vice-Chancellor Professor Philip Jones paid tribute to Professor Hopgood. He said: "Adrian will leave the Business School well placed to build on the success that he has overseen. I would like to thank him for his dedication over the last four years, during which time the Business School has achieved a great deal."

## Universities minister makes trip to Hallam

The Minister of State for Universities and Science, Jo Johnson MP, visited Sheffield Hallam over the summer to see how the University is playing a key role in driving economic growth within the region.

The Minister toured the Materials Engineering and Research Institute (MERI) new £5.7m laboratories, and learned about the institute's work with local, national and international businesses to solve industrial problems, increase productivity and profit.

The Minister, who visited Sheffield to deliver a key speech on science and innovation, said: "Our universities play a vital role in fostering innovation, productivity and growth. It was a pleasure to learn more about Sheffield Hallam's important work and its contribution to the local community and wider research base."

Vice Chancellor Professor Philip Jones said "We were pleased to be able to welcome the Minister to Sheffield Hallam and demonstrate how we work with business to drive growth, improve productivity and create jobs.

## Ryder Cup boost to Scottish economy

The 2014 Ryder Cup generated more than £106million in economic activity for Scotland, researchers from Sheffield Hallam have found.

The benefits of The 2014 Ryder Cup were revealed in August, in the publication of an independent study by the Sport Industry Research Centre (SIRC) which shows the event attracted more than 63,000 visitors from outside Scotland and supported spend in excess of £106m for the host country.

Held at Gleneagles in Perthshire during September 2014, the event was part of a landmark year for Scotland during which it also held the Commonwealth Games.

It was hailed as the best ever staging of a Ryder Cup by the media, public and organisers, delivering a host of benefits including programmes that aim to get more Scottish families playing the sport.

SIRC's report revealed a bumper period for hotels, with the event accounting for more than 133,000 bed nights during the week of the competition, and 22 per cent of visitors travelling from overseas to attend.

## STEM investment

Sheffield Hallam's Sheaf and Eric Mensforth buildings are set to benefit from a £10m refurbishment to support high-quality science, technology, engineering and maths (STEM) teaching and research.

The redevelopment will provide staff and students with the very best in learning and teaching spaces, cutting edge labs, and a striking new atrium, which will create an impressive entranceway to the University's City Campus.

Stephen Hustler, assistant director of estates development and sustainability at the University, said: "This refurbishment presents a great opportunity for us to improve both the student and staff experience in these locations.

"It follows a decade of investment which has delivered state-of-the-art facilities as part of our commitment to provide the very best learning, teaching and research experience for our students and staff."

Work on the buildings is set to be complete in 2017.



## Footballer and acrobat sporting new careers in education

**A performance artist and a former professional footballer have used their sporting skills to become part of a new generation of specialist PE teachers in primary schools.**

Former Leeds United and Doncaster Rovers midfielder Jamie Price, and trained performance artist Hannah Baird are among 66 students signed up to a landmark postgraduate teaching qualification at Sheffield Hallam which allows them to specialise in physical education in primary schools.

They took part in a summer school at the University with a keynote lecture from Baroness Sue Campbell, chair of UK Sport and chair of the Youth Sport Trust.

Course leader Sarah Williams said: "This summer school brought together the students who enrolled in February and the new intake starting this September.

"What is clear is that there's a huge appetite for developing high quality PE in primary schools which supports a wider wellness agenda.

"Now we need more schools to join us in our vision to deliver healthier curriculums by offering placements for these talented new teachers."

Jamie, who is also the assistant manager at Bradford Park Avenue football club, said: "For us to be taught how to produce specialist PE teaching for children that will hopefully excite, intrigue and instil positive habits towards exercise, eating healthily and participating in sport is such an exciting opportunity.

**"Early positive experiences in PE are vital for longevity of participation and specialist courses like this one are the foundation of the long term target. Children will grow up with a better understanding of the benefits that sport brings physically, psychologically and socially."**

Hannah added: "I've grown to understand the importance of teachers, how influential they are in our lives and how no one can have achieved what they have achieved without them. Being a primary school teacher is so important, this is when children learn attitudes, passions and enthusiasm."

Sheffield Hallam was the first University in Yorkshire and the Humber to offer the PGCE Primary PE Specialist with qualified teacher status (QTS). It came after the government pledged funding of £150m to improve PE lessons for Key Stage one and two pupils, with schools getting £9,000 each to develop better quality PE provision.

The new course has been commissioned directly by the National College for Teaching and Leadership.

Research has shown that since funding increased, more than 90 per cent of schools reported improvements in children's health, behaviour and lifestyle.

Sarah added: "This programme is designed to develop specialist primary PE teachers with skills to support colleagues to develop their practice and impact on wider school agendas. This will make a significant contribution to the education of children and skills of teachers now and in the future."

## International hat-trick for Hallam's goal line technology testing

Sports engineering experts have helped to kick off the new football season in Europe, after being drafted in to help test goal line technology across the continent's top leagues.

Since 2013 Sheffield Hallam experts have tested the accuracy of goal line technology installations at every English Premier League ground prior to the start of the season. They were also involved in testing the system for the 2014 World Cup in Brazil.

However, this season the team expanded their operation, and were contracted to test the goal-line technology systems in use by Ligue 1 in France and Serie A in Italy, as well as undertaking testing in the Premier League.

Expert staff and postgraduate students from the Centre for Sports Engineering Research tested technology in 60 stadiums over the summer, in order to give each stadium the green light before the opening weekend of the new season.

Working in partnership with Labosport UK, Sheffield Hallam sports engineers put each goal line system through a rigorous protocol of experiments designed to test the technology to its limit.

Dr David James, Director of the Centre for Sports Engineering Research, said: "The expansion of goal line technology reflects the 100% success rate since its introduction. In fact, this season most of

the top leagues in Europe will have the technology, with Spain being the only major exception.

**"It's been a great opportunity for us to be heavily involved with the growth of the technology over the Summer. Apart from many of our staff and students having the chance to travel around some of Europe's most iconic football venues, it's exciting to be part of a new era in which technology is used to make top-level football fairer."**



## Designs for new college

Architects have set out their plans for the city's second Sheffield Hallam sponsored University Technical College, due to open at the Olympic Legacy Park in 2016.

Bond Bryan Architects are aiming to create an outstanding educational experience that inspires and nurtures young people to have the skills and talent to work in computing, healthcare technology, sports science, exercise medicine and wellbeing sectors.

UTC 2 Sheffield is being led by The Sheffield College, with Sheffield Hallam and Sheffield Chamber of Commerce and Industry as co-sponsors.

Construction of UTC 2 Sheffield on the Olympic Legacy Park has begun and it will open in September 2016 for 600 pupils.

The Olympic Legacy Park will also be home to Sheffield Hallam's Advanced Wellbeing Research Centre (AWRC), which will be the most advanced research and development centre for physical activity in the world.

## Gold standard training available to all

Local people will be able to train like elite athletes thanks to the installation of Olympic-level technology at the Sheffield Hallam University City Athletics Stadium.

The unique project aims to increase participation and promote physical activity at the facility at Woodbourn Road, which has been fitted with the same technology used to support elite athletes.

It will give everyone a chance to perfect their training by monitoring lap times, receiving tips on their technique and viewing instant video replays.

The project has been developed by Sheffield Hallam's Centre for Sports Engineering Research and is funded by the University and Sheffield City Council.

Dr John Kelley, Project Lead and Sports Engineer at Sheffield Hallam University, said: "Our unique project allows schools, running clubs, students and anyone else access to gold-standard facilities. Whatever your ability, anyone can come along and have the experience of using the kind of technology used by our sporting superstars."

## Probation expert takes top job

Professor Paul Senior has been named as the new chair of the Probation Institute after a 40-year career in which he's become one of the country's leading experts on offender management and rehabilitation.

Professor Senior is head of the Hallam Centre for Community Justice, and has been a widely-quoted opponent of the Government's probation reforms.

He has been involved in education and research for more than 40 years, having worked in various roles across the justice sector. He played a key role with the Youth Justice Board in developing youth justice training, and has published widely on the probation service, the resettlement of offenders, staff training and development, and criminal justice policy.

Paul said: "I am absolutely delighted to be taking on this role at a formative time in the life of the Institute. I am determined to help establish the Institute as the place where the probation world in all its complexity can find a place to further its professional goals and aspirations whether working in the public, voluntary or private sector."

"I believe passionately that in this changing world the Institute can be a voice of continuity and aspiration to ensure that probation practice retains its historical ability to provide high quality trained practitioners and managers working with a strong evidence base and to this end I will dedicate my time to support these goals."

# In Pictures: Instameet at the Head Post Office

Sheffield's former Head Post Office (HPO), which has been empty since 1998, is currently being redeveloped as a home for the arts in Sheffield. The Grade II listed building will become an impressive new home for the Sheffield Institute of Art (SIA), after it is restored and refurbished by its owners.

In September, we organised the first ever Sheffield Hallam 'Instameet' – a gathering of Instagram users – at the HPO, for an exclusive look round the redevelopment. Contractors M3 joined representatives from the University on the guided tour, showing 12 Instagrammers round the building.

Here are some of the photos they took. You can find more online, by searching for #homeforthearts.

