

Sheffield  
Hallam  
University

# Review

Spring 2014

Where it all begins



Sheffield  
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University

OFFICIAL SUPPORTER GRAND DÉPART 2014

# Welcome to Review

Welcome to the Spring 2014 edition of Review. This edition is a Tour de France special, showing off details of our programme of events and activities taking place over the next few months in the run up to the Grand Depart, when Yorkshire hosts the first two stages of the famous race.

It's a really exciting time, and we've got lots planned for people to get involved in, particularly students, who will be able to take on official Tourmaker volunteer roles as well as roles in organising and managing events that we're running.

More events and activities are being developed, so you should definitely check [www.shu.ac.uk/letour](http://www.shu.ac.uk/letour) for the latest information about the University's plans and how to get involved.

Elsewhere in this edition we take a look at the legacy of the miners' strike 30 years on, with contributions from three University academics, all of whom were there at the time but in very different roles.

We also talk to offender management expert Professor Paul Senior about the Government's new changes to the Probation Service, which will mean a radical overhaul of the 100 year old service.

The videogames industry has changed the world in a relatively short period of time, with billions of us playing games every single day on smart-phones and tablets. On pages 10-11 we take a closer look at the evolution of the industry in the last 35 years.

There's much more in this edition and once again we have commissioned some great illustrations from our graphic design graduate Briony Firth.

Enjoy the read and as always, feedback is very welcome - drop us a line at [review@shu.ac.uk](mailto:review@shu.ac.uk).

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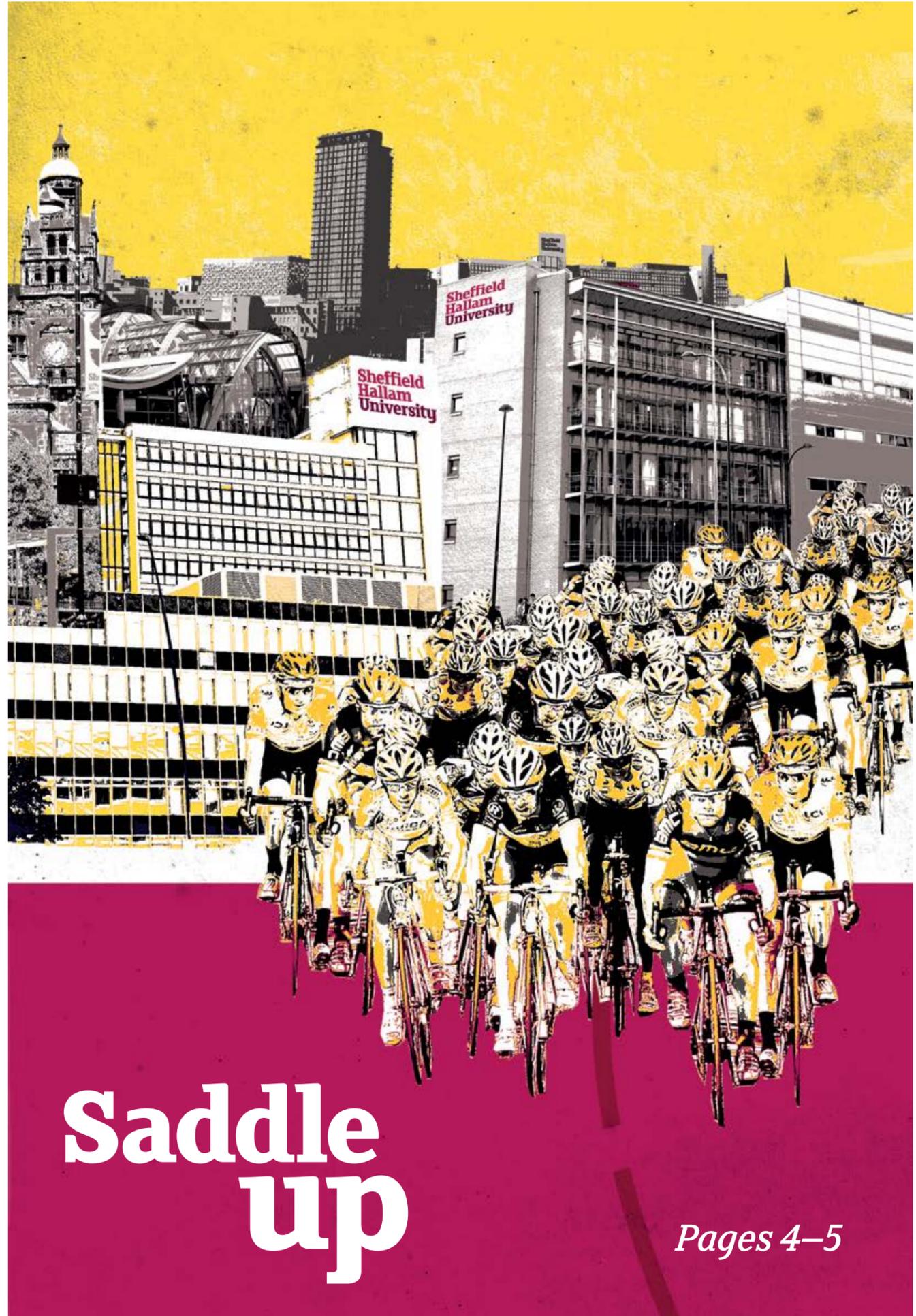
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# Saddle up

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# Where it all begins

The University made history in February by becoming an official supporter of the Grand Départ 2014, the three-day spectacular that sees the Tour de France come to the UK in July.

By Ally Mogg

NEVER before has a university taken up a sponsorship opportunity with the Tour de France, and on 17 February, Sheffield Hallam made history by becoming the first. In so doing, it was also the first organisation to be announced as a supporter of the Grand Départ 2014, the Yorkshire-based opening stages of this year's race.

The sponsorship agreement was announced by Vice-Chancellor Professor Philip Jones and Peter Dodd from Welcome to Yorkshire at a special press conference at the University.

This innovative agreement sees the University become the exclusive educational partner of the Tour de France and will provide significant benefits for students, enabling them to be involved in the world's greatest cycle race.

It will provide more than 200 volunteering and participatory roles that they would be unable to experience elsewhere, continuing the University's rich tradition of creating volunteering opportunities at major sporting events.

The University is now developing a full programme of activities as part of the sponsorship package that showcases academic expertise in art and design, sport, engineering, events management, and much more, aiming to bring the excitement of the race to Sheffield.

Activities will also provide opportunities for students to be involved in organising and managing events, enabling them to develop and hone the skills that employers will be looking for them to have in the future.

## Our exclusive partnership with the Grand Départ continues Sheffield Hallam's proud history of being a major educational partner at global sporting events.

Speaking at the announcement Professor Philip Jones said: "In July, the eyes of the world will be on Sheffield. Our exclusive partnership with the Grand Départ continues Sheffield Hallam's proud history of being a major educational partner at global sporting events. This is a natural fit for Sheffield Hallam."

"Exclusive volunteering and participation opportunities at the Grand Départ will be excellent additions to the CVs of our students. For those who are looking for careers in sport or event management, for example, they will be able to demonstrate

that they have put their learning into practice at an international event, demonstrating the skills, knowledge and experience that will make them highly attractive to employers in the future."

"This event also provides a fantastic opportunity to raise awareness of our academic teaching and research strength in sport and event management, and our creative expertise drawn from our heritage in art and design which dates back to 1843."

The sponsorship agreement sees the University partner with ASO (organisers of the Tour de France) through Welcome to Yorkshire who led the winning bid to bring the Grand Départ to the region.

Gary Verity, chief executive of Welcome to Yorkshire, said: "The Tour de France will shine a global spotlight on the whole of Yorkshire providing the perfect platform for Sheffield Hallam to showcase their exciting student experiences. We are delighted to be working with them on this unique initiative and maximising the benefits for Sheffield and Yorkshire."

Christian Prudhomme, director of the Tour de France, said: "It is great to announce this new supporter of the Grand Départ.

The UK is now the centre of world cycling due to the recent success on the road as well as the track. The Grand Départ 2007 in London was a massive success but since then Mark Cavendish has won 25 TDF stages and Sir Bradley Wiggins and Chris Froome have both brought the yellow jersey to Paris.

"I've no doubt the crowds will be even bigger in Yorkshire, Cambridge and London than in 2007, which is why we are so excited to return to the



UK in July. I have a feeling the Yorkshire Grand Départ will be a very special moment for Le Tour, for cycling and for all those companies involved like Sheffield Hallam. It will be a moment not to forget."

The University has a long-established reputation in sport, running one of the UK's largest ranges of sports degree programmes and is home to three world-class sports research centres. This expertise has meant that students have been able to benefit from unique volunteering opportunities at major events, including the Beijing Olympics, Delhi Commonwealth Games, London Olympics, and at the Winter Olympics in Sochi.

Information about the University's role in the Grand Départ 2014 can be found on our dedicated website: [www.shu.ac.uk/letour](http://www.shu.ac.uk/letour)

## The Programme

As well as official volunteering opportunities for students, University experts are developing a programme of activities that provide opportunities for local people and race-goers to get involved in the spirit of the Tour de France.

The Academy of Sport and Physical Activity at the University is organising a large public event which will showcase the expertise within the Academy and give students the chance to get involved in the planning and delivery of a big event. It will feature famous faces from the world of sport and combine talks, debates, demonstrations and exhibits on cycling, showing how technology and engineering have changed the sport.

Experts from the Academy will also develop an interactive exhibit called the Bike Race, which will be based at various locations across Sheffield and at special locations along the route of the Tour. The exhibit is made up of several static road-bikes surrounding a big screen, which invites participants to take on the route of the Tour or race against each other.

A free active travel app will also be developed that will help people to get active using iconic stages of the full Tour de France route. It will provide feedback on cost savings, energy efficiency and health benefits from a more active lifestyle, and connect to the city-wide Move More programme which aims to create a culture of physical activity in Sheffield.

For culture ventures, award-winning playwright Chris Bush, a writer in residence at Sheffield Theatres, is developing a production called

Bespoke with support from the University's department of humanities. Chris has launched an appeal for stories about cycling from the public in order to create a series of audio dramas that will be released throughout the 100 day cultural festival, which starts on 27 March.

These stories will be developed into a piece of theatre inspired by the Tour de France that will be performed by Sheffield Hallam students. Stories can be uploaded onto the University's special Tour de France website [www.shu.ac.uk/letour](http://www.shu.ac.uk/letour)

A project called the philosophy of making will see several short films produced by artists, designers, and engineers to demonstrate the skills they all bring to building a bicycle and associated clothing and accessories. The people involved will all be Sheffield Hallam graduates or staff. A documentary film will then be created from the short films, which will demonstrate 'precision making' by our graduates and staff across a range of disciplines.

And last but not least, the University will carry out a huge programme of activity with schools and colleges in Yorkshire to bring the excitement of the Tour to children across the region, and encourage greater participation in sport and physical activity. The fun and informative activities will focus on cycling, coaching, and nutrition alongside an art and design competition.





# First World War stories reanimated

ARTISTS from the University's animation courses have worked with drama students from Springs Academy to create a series of short films that explore the First World War.

The films, based on letters to and from soldiers on the front line, are being exhibited as part of a new exhibition marking the 100th anniversary of the outbreak of the war.

Sheffield Hallam animation graduates Zoe Genders, Ben Simpkins and James Reynolds, and current student Tom Gamble all worked on the project, which now forms part of the Sheffield and the First World War exhibition at Weston Park Museum in the city.

Museums Sheffield approached local schools to find a group of pupils who could use poetry and prose to bring the personal stories found in these letters to life. The GCSE students produced a range of written work that formed the narratives for the four short films.

Working with local artist and writer Vicky Morris, the pupils first looked at poetry, photographs and documentary footage of the front line, and from

the war effort at home. They went on to create their final pieces, which took the form of poetry, letters, diaries and spoken word pieces. The Springs Academy pupils then met with Sheffield Hallam's animation students and graduates to talk about how they wanted to tell these tragic and inspiring stories visually.

Sheffield Hallam animation lecturer Melvyn Ternan oversaw the project, and said: "The animations use a range of techniques – hand-drawn, CGI, paper cut-out and mixed media – but they are all based on real correspondences from people who lived through the war. Our students worked closely with pupils from Springs Academy to interpret those experiences of the war into works that will hopefully engage and interest a new generation."

The final animated films form an engaging and colourful part of the Sheffield and the First World War exhibition at Weston Park, providing an alternative interpretation of the source material. These moving personal stories have been reimagined and retold in a way that will speak

to a new generation, helping keep the memories of those Sheffield families involved in the First World War alive.

Sheffield and the First World War draws on the first hand experiences of Sheffield's people, both at home and on military service, and tells their stories through objects and documents from the city's collections. From poignant personal possessions, to mementoes brought back to Sheffield from the front, the exhibition illustrates the very local and personal impact of the war to end all wars.

The exhibition runs until March 2015.

**"Our students worked closely with pupils from Springs Academy to interpret those experiences of the war into works that will hopefully engage and interest a new generation."**



James Reynolds' short animated film looks at the difficulty for young men fighting so far from home.



Ben Simpkins' animation explores the devastating physical impacts of the war through a letter sent home from the front.



Zoe Genders' animation *Silent Night* recreates the moment when German and British troops stopped fighting on the front line on Christmas Day to play football.



Tom Gamble's hand drawn digital animation tells the story of a heartbroken wife awaiting her husband's return, and is based on real letters from the front line.



## Jess joins *our gym*

OLYMPIC gold medal hero Jessica Ennis-Hill visited Sheffield Hallam just before Christmas, to meet students involved in a landmark initiative to get more young people playing sport.

The heptathlon star took part in an athletics class and shared her inspirational story with the group of students, who all take part in social sports sessions that have helped the University become one of the most active in the country.

Jess's visit to the University was part of The National Lottery's tour of London 2012 athletes to community groups in their local areas where they take part in classes and training sessions.

The sessions were part of Sport England's £8million National Lottery funded Active Universities programme, which provides a range of sporting opportunities for students outside of formal competitive university teams, with the aim of increasing participation in sport and physical activity.

Jess (pictured above and right) announced in January that she is expecting a baby and will therefore miss this year's Commonwealth Games in Glasgow and the European Championships in Zurich, but she has vowed to be back for competition in 2015.

She said: "I really enjoyed meeting everyone and it is great that Sheffield Hallam has so many people who enjoy taking part in athletics and other sports."

"Athletics is a huge part of my life and I wouldn't have been able to get to where I am today without National Lottery funding."



"I think it is really important too, to support projects like this one which create opportunities for people at all levels to get involved with sport."

Sheffield Hallam was awarded National Lottery funding in 2011 to widen sports participation through Sport England's Active Universities programme. The project has been a huge success, with almost 2,000 students taking part in the first year alone. A wide range of sports are on offer including wheelchair basketball, martial arts, swimming and netball.

Budding athletes of the future are able to use the new city athletics stadium at Woodbourn Road, after the University signed a long term lease on the site from the council in 2013.

**"I really enjoyed meeting everyone and it is great that Sheffield Hallam has so many people who enjoy taking part in athletics and other sports."**



## Sports engineers help *smash world record*

AN audience of nearly two million saw sports engineers from Sheffield Hallam help celebrity daredevil biker Guy Martin smash a world record on a sled that they designed.

Scientific experts from Sheffield Hallam's Centre for Sports Engineering Research (CSER) helped Guy shatter Rolf Allerdissen's world record for the fastest gravity powered sled by more than 30kph, setting a new Guinness world record of 134.368 kph (83.49 mph).

The team from Sheffield Hallam were recommended to the production crew after their work with 2010 Winter Olympics skeleton gold medallist Amy Williams. They travelled to the Pyrenees as part of filming for Speed With Guy Martin, which was shown on Channel 4 in January.

Professor Steve Haake (above, far left) and colleagues John Hart, Terry Senior and Nick Hamilton designed a prototype for the sled and carried out a series of tests in their attempt to help Guy beat the record. A carbon fibre shell was built by the team.

Sports engineer Nick said: "We designed and tested the mechanics of the sled in Switzerland, including its physical braking systems and a parachute."

"During the testing the team also optimised the stability of the sled and braking and carried out a full laser body scan on Guy so that the sled design would be perfect for his requirements. We used computational fluid dynamics before EPM Technology manufactured the sled in carbon fibre."

Professor Haake said: "The project was great to be involved in. It required an understanding of physics, prototyping, engineering and a successful team that could overcome obstacles as they came up."

"We're delighted that the University has helped to smash this world record."

University engineers had previously designed and constructed a series of equipment rigs and assessment tools for use by the British Skeleton team in the lead up to and during the 2010 Winter Olympic Games for use with the BLACKROC sled, which was used by Amy to win gold.

# How video games conquered the world

Just 35 years ago the development of videogames was a cottage industry. Now, it's a multi-billion pound global success story and games are played by billions of us every single day.

By Joe Field

**T**HE overnight success of smartphone game Flappy Bird has brought to attention some significant changes taking place in the games industry.

Successful games no longer need to be big-budget titles full of hours of complex gameplay. Instead, consumers are buying more games to play on the go, which are often simpler, shorter and cheaper. These games are often created at home by teams of one or two amateur developers, a model which recalls the early days of the games industry.

In 1984 two enterprising friends set up a small games development company in a tiny games shop called Just Micro in Sheffield city centre. Ian Stewart and Kevin Norburn's small shop-based software company, Gremlin Graphics – later Gremlin Interactive – found immediate success with fun, colourful and intelligent games for the ZX Spectrum and Commodore 64, such as Wanted: Monty Mole and Zool.

The company rapidly expanded, taking on a group of eager young programmers and developers, and in 1996 Gremlin bought Scottish developers DMA Design – the company behind the Grand Theft Auto series. Three years later Gremlin Interactive was bought by French company Infogrames for £24 million.

One member of Gremlin's development team, Dr Jake Habgood, went on to work on more than a dozen console titles for Gremlin and

Infogrames – and the successful Sheffield company set up by former Gremlin/Infogrames employees, Sumo Digital.

Jake is now course leader for Sheffield Hallam's Skillset-accredited Games Development undergraduate degree, and teaches students how to programme for Sony's PlayStation platforms, among others. He also organises the University's annual video games education festival, Games Britannia, which inspires children to learn how to create with computers.

"Back then you'd have a team of three or four programmers and an artist," recalls Jake. "They were often students and they'd probably get paid very little at first. But they were churning out these games – one every three or four months. Gremlin was producing as many games in the mid-1980s when it had four people working for them as it was ten years later when it had 150 people.

"But there was much less risk in those days, and it was a much less saturated market. You could guarantee that most games would sell something. Then there was a point where there were so many games available, publishers had to start to think about how to make their game stand out in the shops, and so there was a lot of money spent on marketing.

"Until we got to the stage where we had smartphone apps, games were just getting bigger and bigger. There were far more risks, and so publishers got more risk averse. Some people believe that now that phones and tablets are getting more powerful, games will get more complex and the cycle will start to repeat itself."

The emergence of smartphone technology has levelled the playing field for young, independent programmers. The massive success of low-budget games like Flappy Bird shows that games don't need to be huge, immersive, sprawling adventures for consumers to buy them – but developers need to think about how to make their game stand out in a crowded marketplace.

Jake is keen to impress on students, not only the creative opportunities that independent publishing offers, but also the dedication and tenacity they'll need to make it on their own.

He says, "Games like Flappy Bird can come from nowhere, with nothing behind them, and be such a phenomenon. But that kind of success is very rare, and there are lots of games that are much better designed than Flappy Bird that have failed to get noticed and failed to make any money. It's disappointing when you know something's good – and that's the problem with the market. There are masses of great games that just get lost.

"If you're going to be an indie developer, you can't afford to push something out the door and hope it will sell. You've got to be prepared to put the time in to get a profile for yourself, through blogs and social media, for instance."

Sheffield Hallam's in-house student game development studio, Steel Minions, gives student developers the chance to work together on their games in a studio environment, and has already had commercial success with its first finished product. Bounceback was released on the PlayStation

Network in 2012, and was developed entirely by Sheffield Hallam students working in the Steel Minions studio.

Along with the University's partnership with Sony Computer Entertainment Europe, which gives students access to PlayStation 3 and 4 development kits, placement opportunities at Sumo Digital and the chance to work on video games education festival, Games Britannia, the Steel Minions studio is making sure that students are armed with the right skills.

"The games industry still says it would employ people if it could find them – the difficulty is that there is an over-supply of graduates with the wrong skills. There are many games courses that aren't teaching students the right things: they're pandering to what students see as a fun degree, using easy tools that anyone can use. Why would an employer employ them to do that?"

"If they want to get into the game industry, they have to study the hard subjects like maths and physics, which a lot of programming uses. Everybody thinks they just need a great idea for a game – but that's not what games companies want. They want people that have really solid programming, art, animation skills, or people that can write, explain things, communicate ideas in the written form. They want actual skills that they can apply to their projects."

While overnight success can happen, it's the development of those valuable maths and science skills that will mean the next generation of games developers can contribute to the success of an industry that continues to boom.

1972

Atari releases its first game, a simple bat-and-ball game called PONG

1978

SPACE INVADERS starts the golden age of arcade games

1980

Japanese company Namco release PAC-MAN, selling over 350,000 arcade cabinets worldwide

1981

Nintendo's DONKEY KONG introduces the world to Italian plumber Mario

1983

Cult British game MANIC MINER is released

1984

Nintendo releases puzzle game TETRIS – it sells a total of 43 million copies on numerous platforms

1991

Sega's SONIC THE HEDGEHOG is released and spawns a lifetime of sequels and spin-offs

1993

Sci-fi horror game DOOM is released and becomes a cornerstone for the first-person shooter genre

1997

The first GRAND THEFT AUTO game is released. The series goes on to become the most successful in history

2004

WORLD OF WARCRAFT ushers in a new era of online multi-player games

2006

The Nintendo Wii revolutionises gaming with motion control

2009

ANGRY BIRDS is released and becomes the most downloaded free game of all time, with two billion downloads across all platforms.



# Food festival returns with new date and new venue

**T**HE 2014 Sheffield Food Festival will take place on the bank holiday weekend between Saturday 24 May and Monday 26 May, stretching from the Moor to the city centre.

Last year the city centre-based event, organised by Sheffield Hallam and the council, attracted 244,000 visitors over three days, establishing it as the leading city centre festival in South Yorkshire.

Moving the festival to a bank holiday weekend means it will be in a better position within the calendar giving more people in the region the opportunity to visit and enjoy all that the popular festival has to offer.

The Festival is a free urban event that celebrates South Yorkshire as a vibrant culinary destination showcasing the diverse food culture of the region and supports the local food economy. The programme is still being finalised but popular features such as the allotment garden, masterclasses with famous chefs, and tasting and demonstration sessions will all be making a comeback.

Festival champion Niki Baker said: "Over previous years the festival has centred on the Peace Gardens and Fargate, but this year we are working with the City Council and our new partners to introduce a new route which will include attractions from Town Hall Square and the Peace Gardens down to the Moor where the main stalls and demonstration marquee activity will take place.

"This takes advantage of the redeveloped public realm on the Moor as well as including the latest arrival to Sheffield's food scene – the new



190-stall Moor Market of which over 60 per cent of the stalls are for fresh food, produce and artisan products.

"We're looking forward to greeting food friends old and new to join in this exciting new chapter in the history of the Sheffield Food Festival."

The festival is organised by the Sheffield Food Festival Partnership, led by Sheffield Hallam and including the council's City Centre Management and Major Events team with its new partner Scottish Widows Investment Partnership Trust (SWIPT).

**"We're looking forward to greeting food friends old and new to join in this exciting new chapter in the history of the Sheffield Food Festival."**



# Work starts on education institute

**T**HE ground has now been broken at the site of what will become the new Sheffield Institute of Education.

The £30million new building on Charles Street in the city centre is part of a £110m investment programme at Sheffield Hallam.

Mark Swales, director of estates and facilities at Sheffield Hallam, cut the turf on the project in February, watched by the new director of the Sheffield Institute of Education, Professor Sam Twiselton, and Hallam Union President Howard Duffy.

The institute brings together teacher and workforce education together with two research centres, the Centre for Science Education and the Centre for Education and Inclusion Research. The new building will mean they are all based under one roof for the first time.

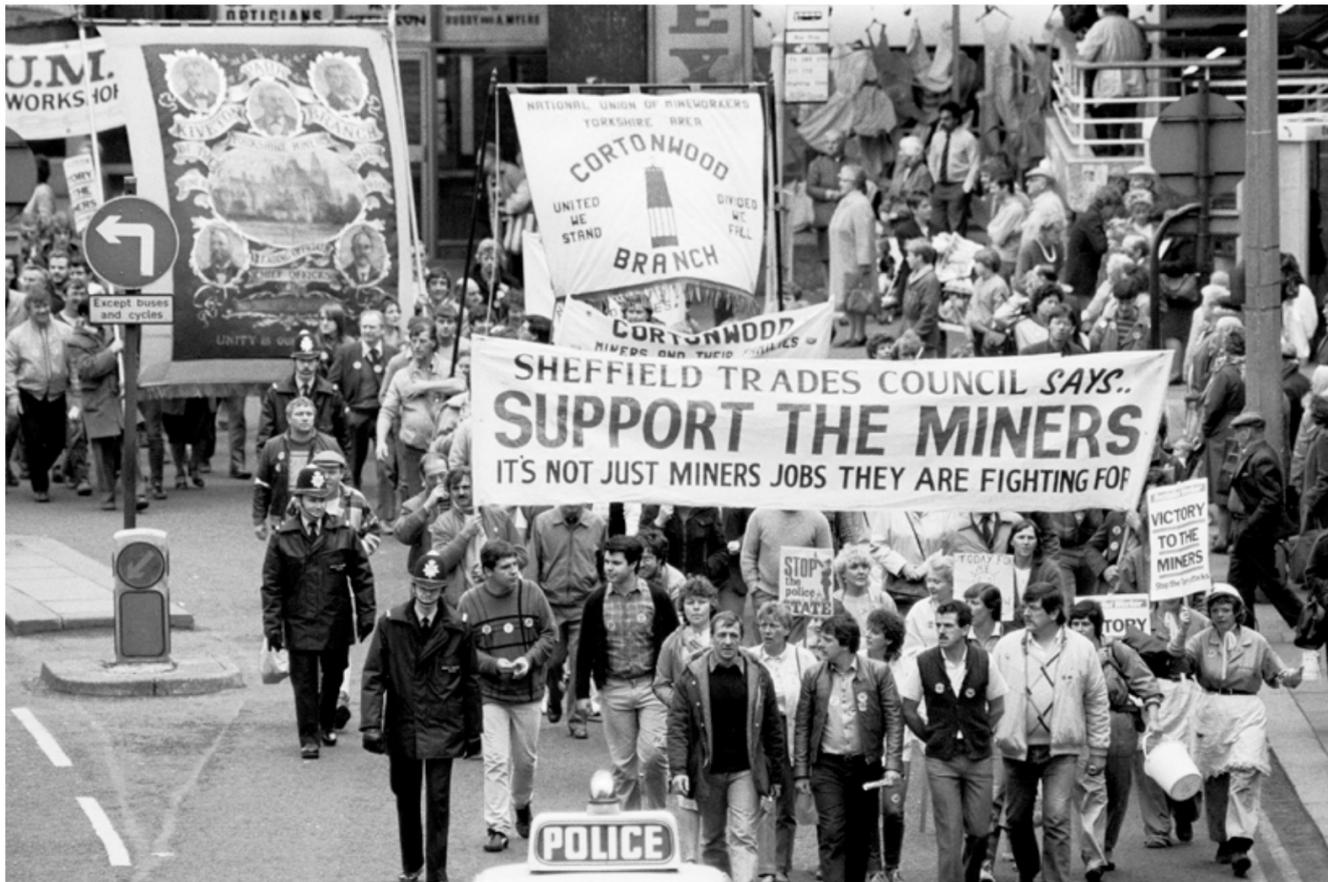
The institute will be home to around 157 academic staff and more than 5,000 students, and have a turnover of around £25 million. It will be formally launched with a major academic conference in April.

The new Charles Street building will be ready by January 2015. It features a central covered walkway and a concertina-effect bridge designed by Corin Mellor, of David Mellor Design.

Professor Twiselton said: "I am relishing the prospect of bringing my experience of working with creative and dynamic practitioners and academics to realise a vision for the Institute that will have a positive and measurable impact on policy and practice."

Balfour Beatty are the construction firm tasked with building the new development. Jon Adams, Managing Director for Balfour Beatty added: "We are committed to working with Sheffield Hallam to deliver a prestigious new University building which meets the needs of its students and faculty now and in the future."

**"We are committed to working with Sheffield Hallam to deliver a prestigious new University building which meets the needs of its students and faculty now and in the future."**



Photographs © Martin Jenkinson

“[You can’t] judge policing that happened in the past by standards today... You have to understand the miners’ strike in the context of that time.”

# Looking back at the miners’ strike

It is 30 years since thousands of miners went on strike to try and prevent the dismantling of their industry. The lasting legacy is still felt today in communities that lost mines, and informs teaching and research at Sheffield Hallam to this day.

By Laurie Harvey

IN 1984–85, striking miners took the streets in massive numbers across the UK. Here we get the views of three academics with contrasting histories but vivid memories of the events.

Dave Waddington is head of the Communication and Computing Research Centre (CCRC), and a respected author on public order policing. In 1984 he was a researcher who spent considerable time as an observer on the picket lines at Orgreave, one of the most memorable locations of the 12 month strike. Dave’s work in the last few years has been influential in promoting more ‘facilitating’ approaches to the police handling of protest, both in Britain and in Europe.

“I was living in Huddersfield,” says Dave. “I had a beaten up Volkswagen and on the day of Orgreave I drove and parked at the top of Handsworth Hill. The police surveillance at the time consisted of parked up pairs of policemen taking down number-plates. Although it was

sweltering, it seemed like just another day but there were lots of miners and even more police officers. Something was definitely afoot – there was a roadblock around Nottinghamshire and Derbyshire so that the miners weren’t allowed to reach their destinations and were pushed back to Orgreave.

“I was determined to get in the thick of it... But the horses came in quite suddenly and uncompromisingly on that day – something was really dawning. One incident was very pivotal in my view. The miners liked a laugh, and these young guys were rolling a tractor tyre from a nearby scrap-yard down the hill towards the police, and they made like they were going to propel it directly into their ranks. It spun round like a coin before collapsing, and suddenly I thought it was going to backfire on these lads because a handful of officers angrily broke ranks but immediately thought better of it. It was like a false start in an athletics race. When these

guys did it for a second or third time, these police were let off the leash. At that point a lot of people started running. Self-preservation took root and I remember rushing into the passageway of two houses, and I was cowering as the police ran up the hill like something out of a science fiction film – like the storm troopers in Star Wars.”

On 18th June 1984, with tensions at their peak, thousands of striking miners and police officers from several forces charged at each other with violence causing injury on both sides.

Dave continues, “Some of the lingering impressions I have of Orgreave still force me to do a double take and say ‘Did that really happen?’ I think for a long time the police regarded my work with suspicion but there has been a positive change enforced partly by more enlightened thinking on their part, and partly as a result of technological change. I think the police now occupy more of a societal goldfish bowl: social media and citizen journalism holds up a mirror on their behaviour that just wasn’t there at Orgreave.”

Richard Severns was a detective in the Derbyshire Constabulary in 1984. Now, he’s an associate lecturer in policing and counter terrorism at Sheffield Hallam. During the miners’ strike he was part of the damage squad, a group of officers that investigated criminal damage as a result of mass picketing.

He explains, “We used to get a lot of conflict between groups of striking miners and those who were still working – there was a lot of criminal damage and assaults. A lot of the damage was when working miners were bussed in in cages and they used to get ambushed by some – not all of course.

“There were differing views between police officers as well. We had a lot of Metropolitan Police bobbies involved who had a totally

different view to us. But I’d worked in the industry at a coking plant in Chapelton so I had worked with a lot of NUM members, in fact I lodged in Shirebrook with a family who were on strike.

“The police learnt a lot from the miners’ strike and have moved on. The police force used to be very defensive – you’ve got to accept mistakes were made. But now you’ve got to understand where people are coming from and facilitate that protest.

“[You can’t] judge policing that happened in the past by standards today... You have to understand the miners’ strike in the context of that time.”

Professor Steve Fothergill is a welfare reform researcher at Sheffield Hallam and national director of the Industrial Communities Alliance. In 1984 he was a researcher at Cambridge University. Steve says the miners’ strike provided the trigger for a 30-year career inspiring regeneration in former coalfield communities across the UK.

“The miners’ strike has proved to be a pivotal event in my life. I was based in Cambridge running a research team – I was not on picket lines or a striking miner but I was a supporter. I remember on several occasions driving my estate car full of food to striking miners in north Nottinghamshire.

“In the wake of the miners’ strike the local authorities in the thick of it got together and formed the Coalfields Communities Campaign – they knew they were in for a beating and were going to lose lots of jobs. They were trying to keep the coal industry alive and pick up the pieces when pits shut. In 1985 they looked for sympathetic academics that would work with them and they got me involved writing background pieces on regeneration. Three years into the campaign, the chairman – a wonderfully named man called Hedley Salt – asked me to run the organisation.

“So I came north in 1988 to become national director of the Coalfields Communities Campaign and in all the years since I have led the charge to regenerate mining areas. I needed a northern academic base and so I approached a colleague who I knew well at Sheffield Hallam, and I joined the University on the very day it became a University – 1 October 1992.

“And at the University myself and my colleague Tina Beatty have helped solve a huge puzzle. At the start of the 1990s where the pits had shut unemployment hadn’t gone up, and no-one quite knew why. So our very first substantial piece of work was to look at labour market adjustment in the former coalfields. We picked this jigsaw apart and saw a huge diversion away from unemployment on to incapacity benefit – so the government was hiding official figures by packing them on the sick. That discovery has triggered a whole chain of work [that we do] here at Sheffield Hallam.

Steve and his colleague Tina have been commissioned by various organisations to research labour market trends and economic deprivation. Last year they found that government welfare reforms would take £19 billion out of the UK economy.

Steve continues, “It was always obvious to me that the miners strike was about the trade union movement and the working class. If [the government] could defeat the miners, they could defeat working class movements. Of course the miners did lose and we’ve seen that growing social divide – governments once upon a time were very frightened of unions but once the miners were beaten the trade union movement was broken.”

# Busting the myths about obesity

Exercise psychologist Stuart Flint is helping to tackle the obesity epidemic with tailored solutions based on individual needs, and is exploding some common misconceptions in the process.

By Joe Field

ACCORDING to the Health and Social Care Information Centre, the proportion of adults that are overweight or obese has increased from 58 per cent to 65 per cent in men and from 49 per cent to 58 per cent in women between 1993 and 2011.

With around 25 per cent of adults in the UK now obese, this is putting extreme pressure on the NHS. Hospitals in England reported 11,740 inpatient admissions with a primary diagnosis of obesity in 2011/12.

Dr Stuart Flint is a lecturer and researcher in exercise psychology at Sheffield Hallam University, and he specialises in the psychosocial effects of obesity and factors that influence exercise participation. For Stuart, there are a number of barriers to solving the perceived obesity crisis – one of which is how we actually measure obesity and how we communicate the facts around obesity.

"Body mass index (BMI) doesn't take into account muscle mass, which can weigh almost three times as much as fat," says Stuart. "Then there's the 'skinny obese', where an individual may look normal weight, maybe even skinny, but in fact their fat percentage is quite high and they might be overweight or even obese.

"Most people don't know their fat percentage, and that's more of an issue than weight. People are hooked on weight as the primary predictor and we're socialised, sometimes through adverts and media, to think we need to lose weight to be healthy. If you're doing exercise as an intervention you may be building muscle and gaining weight even though you're burning fat."

So although it's easy to stand on a pair of scales at home and interpret the results of a diet or exercise programme, the information doesn't necessarily reflect what's happening to your body. In order to effectively measure body fat, specialised equipment is needed, such as the DEXA (dual energy X-ray absorptiometry) scanner.

"It's essentially an X-ray," explains Stuart, "but it tells you body fat, muscle mass and bone density. It also tells you segmentation – how much fat you have in your right arm or your left leg, for example. That helps us tailor a programme to individuals' needs. It also tells us possible issues with bone density for osteoporosis, which is linked with obesity, and other conditions."

Having detailed information on individual patients is useful, but also important is knowing as much as possible about the local population in order to tailor regional interventions, rather than having a 'one size fits all' approach.

**"Research shows that the characteristics that people associate with obesity are poor intelligence, social ineptitude and laziness"**

Stuart says, "All population groups are different – we have different opportunities for healthy or unhealthy consumption, physical activity, socio-economic background, green spaces, for example. I've done some mapping with NHS Sheffield, and we can identify where the highest level of obesity is in Sheffield, where the highest level of cardiovascular disease is, and so on. Yes, there are benefits to having a national programme, but it needs to be flexible enough for local areas to tailor it to their population needs."

Stuart is part of the team of Sheffield Hallam experts who are involved in the city's National Centre for Sport and Exercise Medicine (NCSEM) – a London 2012 Olympic legacy commitment that is part of a broader attempt to encourage sport and physical activity participation. The centre will develop a 'hub and spoke' model to bring together sport and exercise medicine specialists, allied health practitioners, researchers and patients to enhance the delivery of sport and exercise medicine across the UK.

"We have a Sheffield-wide programme, and we'll be using our mapping to target certain areas and certain groups with tailored interventions," says Stuart. "In the less affluent areas, for example, we won't offer opportunities that are out of that population's reach financially – they might not have the right equipment or clothing. So we've been looking at lots of ideas such as street games and things which reduce costs."

Stuart's research also looks at stereotyping of overweight and obese people, how society reinforces those stereotypes, and how those stereotypes act as a barrier to participation in sport and physical activity.

He looked at 349 newspaper articles about obesity over a year to examine the tone and content. He found that articles often reinforced negative stereotype of obese people and failed to report facts around genetic propensity towards obesity.

"Research shows that the characteristics that people associate with obesity are poor intelligence, social ineptitude and laziness," Stuart says. "There are lots of characteristics that people tend to associate with obesity that are often unfounded.

"Research tells us that people have those opinions, and we have media information that reinforces those views. We need more accurate information and we need more responsibility to be taken by the media.

"There are often different reasons why someone becomes overweight or obese in the first place and just focusing on the physical aspects doesn't deal with the issue. You have to find out what is causing a person to be unhappy and consume so much."

For Stuart, while the figures don't lie and the often-mentioned 'obesity epidemic' is creating a very real strain on public services, there is much more to be done to tackle the biggest health issue facing our society.

# European LGBT communities face barriers and bullying

A European study by Sheffield Hallam University into the barriers and bullying faced by lesbian, gay, bisexual and trans (LGBT) young people in education and employment has been launched at the European Parliament in Brussels by MEP Michael Cashman.

The West Midlands MEP said more needs to be done to end bullying at the launch of the new Sheffield Hallam-authored report from the International LGBTQ Youth and Student Organisation in partnership with the Intergroup on LGBT Rights and the Intergroup on Youth.

The study of LGBT people aged 15 to 38 from Croatia, Denmark, the Republic of Ireland, Italy and Poland found 73 per cent had experienced name-calling at school and one in three had considered suicide as a result of homophobia in schools.

Some of those questioned had managed to overcome the bullies and were more motivated to achieve success in their careers.

The study was commissioned by IGLYO, a Brussels-based international NGO, and carried out by Eleanor Formby from Sheffield Hallam's Centre for Education and Inclusion Research.

In the report, almost nine out of 10 also said their experiences hadn't affected their educational aspirations, with a number of respondents saying their experiences had heightened their motivations to achieve.

Upon leaving school, nine out of 10 participants also said they had felt left out or isolated on occasion, while more than one in four of those seeking employment had less confidence in their abilities as a result of bullying or discrimination.

Hardly any of the study participants had LGBT advice or support offered to them either in schools, employment or youth work settings.

Michael Cashman MEP said: "This important report proves that discrimination kills, literally and spiritually. It is a timely reminder ahead of European elections that we need to do more, not less, when it comes to ending the bullying,

defamation, and discrimination which lesbian, gay, bisexual and transgender people face on a daily basis."

Eleanor said: "This study shows that the experiences of young LGBT people in different European countries have many parallels. We are still seeing people losing confidence, feeling isolated or struggling to achieve their goals as a result of discrimination, which isn't always bullying among peers, but also includes teacher and employer prejudice.

"Identifying as LGBT can impact upon a person's plans or aspirations for the future, but it is important not to portray people as victims, because experiences can also be positive, meaning that a 'one size fits all' approach to support isn't suitable.

"But more needs to be done to make schools inclusive environments for all young people, and to improve general awareness about LGBT lives and identities."

Copies of the report are available at [www.shu.ac.uk/research/ceir](http://www.shu.ac.uk/research/ceir)

# Leading the way to increase autism support in Sheffield

A lecturer from the University is helping to pioneer a transformation of services to support thousands of adults with autism in Sheffield, which could provide a blueprint for 40 NHS Trusts nationwide to follow suit.

John Kay, who himself has Asperger's Syndrome and is a senior lecturer in health and social care, has helped to secure £500,000 of funding to allow adults in Sheffield to have access to diagnostic support for Autistic Spectrum Conditions (ASC).

Previously, the 'out-of-area' referral policy followed by the Sheffield Primary Care Trust meant adults living in the city could not access its Asperger's Syndrome Service for autism alone. They would only qualify for diagnosis and support if they had additional mental health conditions.

After a letter campaign to local MPs, John, who is the lead governor of the Sheffield Health and Social Care NHS Foundation Trust (SHSC), helped the Trust to secure the funding from Sheffield

City Council and the local Clinical Commissioning Group after identifying a need for service provision for autistic adults living in the city.

John said: "I used the Sheffield Asperger's service following my diagnosis and was able to do so because I lived out of the area in Chesterfield. When I subsequently became a governor of the SHSC Trust, I was made aware of many cases in Sheffield where access to the service had been denied and that prompted me to do something about it.

"I found patients would often find themselves on a carousel of referral programmes with social workers, charities and other, non-clinical networks and would only receive treatment and support once their condition became critical or there was a threat to life.

"Now, thanks to the support of MPs and our partners in the NHS we have appointed a team of clinical specialists to help provide a service that can assess, diagnose, treat and support all adults with ASC and we've already had our first referrals accessing the support."

**"Now, thanks to the support of MPs and our partners in the NHS we have appointed a team of clinical specialists to help provide a service that can assess, diagnose, treat and support all adults with ASC."**

# Funding success for cancer rehab programme

HEALTH researchers from the University have secured funding for plans to develop a cancer rehabilitation programme for patients and survivors living in Sheffield.

A team from the University's Centre for Sport and Exercise Science (CSES) and Centre for Health and Social Care Research (CHSCR), joined forces with clinicians and local service providers and have been awarded £34,000 by Weston Park Hospital Cancer Charity to develop the programme.

It will seek to use exercise to benefit the health of those who have suffered or are suffering from cancer and funding will be used to train up exercise and cancer rehabilitation instructors that will offer patients and survivors an exercise screening consultation and a personalised exercise prescription to support their recovery.

Research has established that cancer survivors can reap a multitude of physical and mental well-being benefits by participating in regular exercise during and post-treatment.

Dr Helen Crank from CSES said: "For those who have undergone treatment such as surgery, chemotherapy and radiotherapy, getting back into exercise can be a daunting prospect. We have seen hundreds of cancer patients safely participate in exercise programmes during and post cancer treatment. Patients say the benefits of exercise, such as improved fitness, reduced fatigue, increased self-confidence, improved strength and general feelings of enhanced mental and physical well-being are achievable and worth the investment in terms of time and effort.

"In Sheffield we are fortunate to have world-class cancer facilities and clinicians such as those at Weston Park Hospital, and we are really pleased to be able to work with them to bring all relevant expertise in clinical and exercise science together.

"It is now vitally important that we learn how to connect our clinical and physical activity resources in the city to further support our cancer patients on the road to recovery."

The project is being run in partnership with the National Centre for Sports and Exercise Medicine (NCSEM) in Sheffield, Sheffield Teaching Hospitals NHS Foundation Trust and Weston Park Hospital Cancer Charity. It is part of a wider initiative led by the NCSEM that aims to create a culture of physical activity in the city.

# International Women's Day

SHEFFIELD Hallam University marked International Women's Day with a series of activities that celebrated its female academics, staff and students.

The Women's Professor's Group together with the University's Athena Swan team held a career development event for female staff members.

Sheffield MP, Meg Munn spoke to female academics and staff before taking part in a panel discussion alongside the University's deputy vice chancellor, professor Liz Barnes.

Professor Nicola Woodroffe, head of the Women's Professor's Group and head of the Biomedical Research Centre, said: "We held a very similar event last year and we had a really good response to it which is why we decided to run it again this time around. We want to be able to celebrate the achievements of women at Sheffield Hallam University and to profile successful women in academia to inspire future female academics on a career trajectory."

Elsewhere in the University, the Women in Science, Engineering and Technology (WiSET) team, hosted Café Scientifique – a weekly event for keen scientists in the city to discuss topics related to their fields of interest.

The event, 'It's different for girls' saw Sheffield Hallam PhD student, Deborah Thorley, present the findings of her research into why girls don't choose Physics as an A Level subject or a possible career avenue.

# Strengthening foundations for the housing industry

STAFF at one of the country's biggest housing developers have become the industry's first ever students to study on a bespoke foundation degree programme at Sheffield Hallam University.

The first cohort of 40 students started the tailor-made course in January 2014 and will study for a foundation degree in residential development and construction.

Barratt Developments have provided funding for 100 employees to study on the three-year, part-time course that has been designed by Sheffield Hallam's natural and built environment department in partnership with the house-building company.

The course will equip staff with the skills and expertise to help strengthen the firm in the future and will see them combine practical skills with classroom-based learning.

On completion of the programme, they will have the opportunity to study an 18-month top-up course after which they will be awarded a BSc Honours degree.

Professor Paul Watson, director of partnership development in the natural and built environment department, said: "We've worked really hard to create this unique programme, designed specifically for Barratt to help up-skill its workforce and enable it to compete with the increasing demands of the industry.

"We have listened to the firm's aims and aspirations to create a programme that will allow the students to have an input into the future of Barratt and help it to strengthen and grow."

Mark Clare, Barratt Developments Group Chief Executive added: "This degree is a first for us and for the industry. Barratt site managers are a vital part of our workforce in underpinning the quality and sustainability of the homes we build.

"They face new challenges in terms of the increasingly technical build processes, so we're investing in our people today for future growth. Our new Trainee Assistant Site Managers are already proving to be great assets to our divisions."

**"We've worked really hard to create this unique programme, designed specifically for Barratt to help up-skill its workforce and enable it to compete with the increasing demands of the industry."**

# A rehabilitation revolution

With just weeks to go until the privatisation of part of the probation service, one University professor is determined to keep fighting for a service that has rehabilitated thousands of offenders in its 100+ year existence.

By Laurie Harvey

THE Probation Service has been in operation for more than 100 years, and will soon be controversially remodelled by justice secretary Chris Grayling. Yet despite questioning the nature of the government's new outsourcing model, the director of Hallam Centre for Community Justice at the University (HCCJ) still has a passion and a vision for the service's future.

Government proposals to remodel the NHS and education in the UK have received huge public attention. Changes to the Probation Service, which manages the rehabilitation and recovery of Britain's offenders, are also under the spotlight, yet the evolution – shadow justice secretary Sadiq Khan calls it a “reckless gamble” – of probation, has not received the same media scrutiny.

Professor Paul Senior, who worked as a probation officer in Doncaster in the 1970s, has a reason for this. He says: “I think, in a soundbite age, probation is not a soundbite organisation. There's something about it that's hard to explain in a few words. Those who have spent their careers doing it will continue to get out of bed for it though. And I do care for it massively.”

“The probation service has such a broad church of people in it – Christians, Marxists, graduates, black and minority ethnic groups, people who have found a home in this peculiar profession. After 40 years I'd hate to think it didn't exist anymore.”

Paul has led HCCJ for almost 20 years after a 17-year career with South Yorkshire Probation Trust, has been in demand as a public speaker over the past 12 months, speaking at various events including the influential Bill McWilliams lecture in Cambridge. Next month he will address delegates at Sheffield City Hall as the special guest of South Yorkshire Probation Trust at their AGM.

Under plans set to be implemented by the Government at the start of June – the original deadline of 1 April has been pushed back – it might be the last time South Yorkshire's probation community meets in this way.

Grayling plans to privatise 70 per cent of the probation service, terminating the government's contracts with the 35 public sector Probation Trusts from 1 June. The trusts will be replaced by 21 new community rehabilitation companies, responsible for managing nearly 300,000 offenders – with staff of the probation service split between the new companies.

Paul argues that it's a risky strategy, but change is nothing new to him. He says: “When I started in 1975 they were talking about the death of rehabilitation so probation has always had this ‘back to the wall’ existence. But I don't think I've ever felt the death knell striking so constantly as in the last year. I didn't expect to be defending its very existence.”

**“The pace of change is too rapid – there's no pilot scheme, it's a root and branch change in how the service will operate and there are huge risks.”**

“The line coming out of Westminster is that these measures will reduce reoffending through an innovative, reflexive service driven by private and voluntary sector creativity. But what's happening is fragmentation, dismantling the one service which statistics say is successful and has always been innovative and adaptable.”

“In probation you're trying to manage complex risks so why fragment this service? There's the potential for a complex bureaucracy to unfold with more input from voluntary and private sector providers, but with different groups responsible for different aspects of a prisoner's rehabilitation. And all while resources are being squeezed. We've seen the prison system begin to creak, teaching programmes getting cancelled and offender management problems developing so how can you innovate and expand when resources are reducing?”

“The pace of change is too rapid – there's no pilot scheme, it's a root and branch change in how the service will operate and there are huge risks to such an implementation plan whatever you might think about its appropriateness.”

But Paul does think that the current probation service may still have a card or two up its sleeve. In his lectures he talks about the resilience of probation – and the fact that developing countries are still keen on creating services devoted to the rehabilitation of offenders. “Even the current dismantling of the service will pave the way for something similar in the future,” he says. “We will always need rehabilitation services.”

And HCCJ has a key role to play. One of the proposals in Grayling's manifesto is to create a Probation Institute to give the new-look service a recognised teaching and learning programme, and its own Chartered Institute that will become a centre of excellence for evidence-informed policy. Paul believes that the University is well placed to deliver this programme, with its reputation for quality community justice courses and research profile.

He says: “I see us having a much greater policy forming role. I don't want to use the word think-tank but I do think there's a role to play to undertake pieces of work [that] influence future policy... We'll continue to do contract research with new providers hopefully and I'd like to see us involved in the shaping of a probation institute.”

“I think you've got to now view the delivery of rehabilitation services as a continuum of services for which there are different skills needed. You are no longer just a probation officer – people could be working with housing or mental health, so there needs to be a continuum of training and not only that but post-qualifying training as people's careers develop.”

“Any society that wants to do something to control or care or rehabilitate or protect the public needs a probation service if it doesn't want to fall into lawlessness.”

“I'll continue to fight for that.”





**“We have the knowledge, the theory and expertise in social work here in Sheffield and by developing social care services in Slovakia, it will help families to function better over there.”**

# Bridging the gap

**Simmering community tensions in one area of Sheffield have led to University social work experts seeking to establish a professional European network to try and better integrate Slovak-Roma communities into society.**

By Sarah Duce

THE discrimination and marginalisation of Roma communities has existed for centuries but tensions increased dramatically across Eastern Europe in the economic difficulties following the collapse of communism in the early 1990s.

Many Roma attempted to escape to what they hoped would be a better life in the West, yet those who did often experienced similar community problems. Most recently in the Page Hall area of Sheffield, where many Roma migrants from Slovakia have set up home, community tension has resurfaced.

The community was recently thrust into the national media spotlight after David Blunkett MP spoke of his fears that the neighbourhood was on

the brink of one of the worst urban disorders since the 2001 race riots in Bradford and Oldham, due to escalating tensions between local residents and the Roma community.

But while Roma people are fleeing to the UK to escape extreme poverty in Slovakia, in the UK they still find themselves in deprivation and subjected to discrimination.

Dr Anne Hollows, a principal lecturer in social work at Sheffield Hallam, is now developing plans to establish a European network of professionals in social care, education, health and housing to create a better understanding of how authorities can work with Roma communities both in the UK and in Slovakia, to help improve the ways in which they integrate into society.

“In this country, Roma are not entitled to benefits apart from child benefit and it takes a while before they get housing benefit,” says Anne.

“They are not entitled to council housing so they go to the private sector, where up until recently, there was no control over rental prices. Because a lot of them are in low paid work or are unemployed, there are often two families, some with four or five children each, in one small house and therefore the refuse and noise can be enormous. They have a very outdoor culture and tend to do things on the streets, that’s their way of life, but it can pose problems for community cohesion.

“The problem we have as social workers is that we sometimes try to second guess one another and that’s unhelpful. They don’t understand our system and we don’t understand their values.”

Anne has been working closely with local authority practitioners and colleagues at Pavel Jozef Safarik University in Kosice, Slovakia to explore the possibility of establishing a network of professionals in areas where Roma are living in Slovakia and in Yorkshire.

“By working closely with our colleagues in social work, health, education and housing across South Yorkshire and Slovakia, we’ve become aware of the challenges faced by the rising numbers of Slovak-Roma in the region, particularly in Sheffield and Rotherham,” said Anne.

“The Roma community is quite mobile in that they come and go a lot. They tend to follow family and close friends and whenever there is a family funeral or similar event, they will go back to Slovakia for weeks or months. This mobility is [part] of their culture and therefore integrating into society is difficult.

“We have the knowledge, the theory and expertise in social work here in Sheffield and by developing social care services in Slovakia, it will help families to function better over there.”

Staff from Sheffield Hallam travelled to Slovakia four years ago as part of an exchange programme with the University of Prešov where they learned of the circumstances that prompted Slovak-Roma families to move to South Yorkshire.

Lunik IX (pictured above), a social housing project in Kosice, eastern Slovakia, is home to around 8,000 Slovak-Roma – the majority of them children – and many live in squalid conditions with no gas, electricity or running water. Almost 100% of the population is unemployed and

common illnesses such as hepatitis, head lice, diarrhoea, scabies and meningitis are rife in the area.

Anne says: “Lunik IX was built for them but it deteriorated very quickly. The flats became multi-occupied, with two or three families living together. The refuse built up and the local services were unable to meet the demands upon them.

**“By working closely with our colleagues in social work, health, education and housing across South Yorkshire and Slovakia, we’ve become aware of the challenges faced by the rising numbers of Slovak-Roma in the region.”**

“They call England, ‘The Great Splendour’ and they talk about ‘going up’ to England. The majority come here because they perceive that they have a chance of getting work and improving their families’ lives and access to education. So, to a large extent they are moving for human rights issues because the conditions in which they live in can be dreadful.”

Schools in Sheffield are also working hard to accommodate the 1,500 Roma children currently living in the area, with some recruiting Slovak-Roma teaching assistants to help children to integrate in the classroom.

“The number of Slovak-Roma children in Sheffield equates to two primary schools worth,” explains Anne. “Fitting those children in, and getting siblings into the same school is proving to be a

huge burden on the authorities. Then there’s the added pressures of trying to integrate children that don’t speak English when they arrive, are from a different culture, or have experienced high levels of exclusion and discrimination.”

There is a strong need to bridge the differences between the two countries’ healthcare systems which Anne believes will go some way towards creating better integration. Children born in Slovakia don’t have regular access to midwives or GPs in their infant years which has often led to conditions being missed or untreated until they arrive in the UK. Sheffield health visitors have established strong links with colleagues in Slovakia to ensure better understanding of the two health systems and to enable professional cooperation.

Anne says: “One example of this was in Sheffield when a six year old girl arrived at school and appeared to be bored, disengaged, emotionally flat and unresponsive. There were a lot of concerns about how that had arisen. She was assessed, found to be visually impaired, was subsequently given a pair of glasses and she was transformed.”

Anne says that Sheffield is “moving mountains” to address the issues surrounding Roma and is now preparing a funding bid to the European Union’s Erasmus+ scheme to set up the professional network that will help create a better understanding of Roma communities living in our societies.

Anne adds: “The other element to this professional network is to develop an understanding of anti-discriminatory practice in Slovakia because, until professionals fully understand the structural discrimination and institutional discrimination that is taking place within their public services, things aren’t going to change.”



## Team GB turns to Sheffield Hallam again

THE English Table Tennis team has turned to sports science experts at Sheffield Hallam to bring them more medals at the Commonwealth Games in Glasgow.

Members of the team include several medal winning athletes, and they have been receiving sessions of intensive training in Sheffield Hallam's performance labs from strength and conditioning coach Dave Hembrough, one of several experts in the University's Centre for Sport and Exercise Science.

Dave, who has recently worked with Sheffield boxer Kell Brook, put team members including four-time national champion and current British men's number two Paul Drinkhall, number three Andrew Baggaley (pictured) and women's number two Joanna Drinkhall, through a series of tough fitness tests to give the team extra momentum as they prepare to compete for England at the Glasgow 2014 Games.

And the team will link up with Dave and other University experts several times over the next few months to benefit from psychology and nutrition support, as well as strength and conditioning training.

English Table Tennis Association coach Alan Cooke, himself a former Commonwealth medal winner admitted that the Sheffield Hallam expertise could prove crucial.

He said: "We turned to Sheffield Hallam because we know that their expertise could make the difference between gold and silver medal, or just being on the podium.

"The package Sheffield Hallam offers is fantastic – great equipment and expertise to really give us the edge."

Dave added: "It may surprise people but table tennis is a highly intensive and demanding sport, requiring huge dedication, mental stamina and physical agility. The sessions were very successful and over coming months we'll be providing more support. We look forward to seeing the results in July."

**"The package Sheffield Hallam offers is fantastic – great equipment and expertise to really give us the edge."**

## Business School courses secure international accreditation

TOURISM, hospitality and international business management courses at the University have received an important benchmark of international quality, after being accredited by the European Foundation for Management Development (EFMD).

The University is one of only three institutions worldwide to obtain EFMD accreditation for its undergraduate hospitality and tourism courses, and is one of only six institutions worldwide to have obtained this accreditation for a postgraduate international business course.

The MSc International Business Management, BSc (Hons) Hospitality Business Management, BSc (Hons) International Hotel Management and BSc (Hons) Tourism Management are all delivered by Sheffield Business School, and have now secured accreditation from the EMFD Programme Accreditation Scheme (EPAS).

The scheme evaluates the quality of business or management degree programmes that have an international perspective. The recognition means the courses will benefit from international partnerships, and students will have more opportunities to work or study abroad.

Professor Adrian Hoggood, Pro Vice-Chancellor and Dean of the Sheffield Business School at Sheffield Hallam, said: "It is our students who really benefit from this accreditation through international market recognition of our high quality business and management programmes.

"It gives Sheffield Business School greater potential for cross-border recognition by national quality agencies and other EPAS-accredited institutions.

"The accreditation process particularly focuses on academic rigour, the quality of the student experience, the level of business engagement, the international dimension of the programme, and linkages with alumni and their career progression."

EPAS is currently the only international programme accreditation system able to assess individual programmes in the full range from bachelors to doctoral degrees (including masters and MBAs) in the business and management education field.



## Gripple chief launches new careers centre

THE University's new Careers and Employability Centre, was officially launched in March by the chief executive of Sheffield-based engineering firm Gripple, Hugh Facey as part of National Careers Week.

The centre, located at City Campus, is dedicated to helping students plan their careers and find work, and has been providing students and graduates with careers workshops and employer-led networking sessions since it opened in November 2013.

Hugh (pictured above with Professor Liz Barnes, deputy Vice-Chancellor) chatted to students at the event.

Students were also able to network with some of the employers the University works with, which include Morrisons, IBM, Nestlé and Network Rail.

Paul Helm, assistant director of student and learning services and lead for employability at the University, said: "This new centre provides us with a focal point where we can help students develop the skills needed to launch their careers.

"In this brand new centre, we're providing workshops to help them plan their careers and find jobs, improve their online presence for networking with potential employers, fill in application forms and shine in interviews."

Staff at the Careers and Employability Centre also hosted a celebration event to mark three years of the innovative Sheffield City Council funded internship programme, SHINE. The programme has placed suitable students in roles at 89 companies and organisations since it started in 2012.

Simon Thompson, head of employer engagement in careers and engagement at Sheffield Hallam, said: "This programme is an excellent example of the Council and both universities working together with local businesses to provide students with rewarding opportunities that allow them to develop their skills and gain valuable work experience.

# News in brief

## Re-building the Iraqi health care system

Healthcare education provided by the University to Iraqi medical leaders and physicists will have a major impact on helping to rebuild their country's health care system, the Iraqi ambassador to the UK has said.

His Excellency, Ambassador Zaid Noori the Consul General of the Republic of Iraq met with 40 Iraqi medical professionals who have been studying at the University and presented certificates to celebrate the completion of their courses.

As part of a project run in conjunction with the Iraq Ministry of Health, doctors, nurses, physicists, dentists and pharmacists from Baghdad have learned about British healthcare, gaining hands-on experience in many areas.

Since the project launched in 2012, the University has welcomed 139 Iraqi healthcare professionals through its doors.

Ambassador Noori said: "The healthcare system has suffered a lot in Iraq. There's a lack of physicians, lack of experts and a lack of surgeons who have all left the country under different circumstances.

"Then you have the violence [which] brings with it a lot of casualties and this makes the situation even worse. This is why the Iraq Ministry of Health launched this initiative with Sheffield Hallam University to train more and more physicists and doctors outside Iraq.

## Education conference

In January the University held the Primary and Early Years Education Conference, at which Chair of the Youth Sport Trust, Baroness Sue Campbell CBE gave a keynote address.

Her message was the health and wellbeing underpins our whole education system and Sheffield Hallam can play a major part in ensuring every child in the city gets a good, physical start in life.

"If a child is not physically and emotionally well, they are not going to learn," said the former Chair of UK Sport.

"The Olympic legacy inspired a generation but what we need to do more of now is translate that inspiration to participation. You only have to look at the health figures and obesity figures to see that we have a challenge.

The conference brought primary and early years teachers and researchers together to look at how the profession can tackle the challenges in the education system at a time of great reform.

A series of workshops also explored behaviour management, bringing literacy to life, developing the study of foreign languages and supporting vulnerable children.

## Student's silver designs on display

A metalwork and jewellery student from the University has had her work exhibited in the city's Millennium Art Gallery after being specially selected for a bursary to create a piece of silverware.

As part of the Designing for Clients module on her course, second year student Hannah Chapman, designed a pouring vessel for biologist and author, Richard Dawkins.

She was subsequently picked to receive a bursary of £400 from the National Association of Decorative and Fine Art Societies (NADFAS) to bring her design to life which is now on display in the gallery.

Her work was chosen as the recipient of the bursary by Chris Knight, senior lecturer in Metalwork and Jewellery at Sheffield Hallam and Claire Starkie, Museums Sheffield's curator of Decorative Art.

## Sports economists forecast golf windfall

An independent study commissioned by The R&A and carried out by the University's Sport Industry Research Centre (SIRC) has forecast that golf's The Open Championship at the Royal Liverpool course this year will deliver an economic benefit of £75m to the regional economy of Wirral and Liverpool.

The headline figure includes a forecast economic impact of £30m derived mostly from spending in the local economy by an anticipated 200,000 spectators.

Researchers at SIRC based their forecast on the results of more than 10,000 interviews with spectators, players, the media, event staff, sponsors and organisers carried out over the last four Open Championships.

## Global finance study launched at House of Commons

The first ever study to look at improving international financial reporting for not-for-profit organisations (NPOs) was presented in the House of Commons in February.

Experts from the University were commissioned by the Consultative Committee of Accountancy Bodies (CCAB) to conduct the comprehensive study, alongside colleagues from the University of Dundee, to establish whether there is a need for developing better international standards for NPO financial reporting.

Their findings were officially launched at an event hosted by Catherine McKinnell MP, Shadow Economic Secretary to the Treasury, at the House of Commons on 24 February.

Leading the study for Sheffield Hallam was Gareth Morgan, professor of charity studies and leader of the Centre for Voluntary Sector Research based in Sheffield Business School.

# In pictures: Sochi Winter Olympics 2014

Sheffield Hallam has once again partnered with a major sporting event to provide exclusive volunteering opportunities for students, staff and recent graduates. 30 volunteers took on press operations roles in Sochi and received great feedback for their professionalism and commitment.



The Alpine skiing press operations volunteers included several from Sheffield Hallam



Will Rodnight and Amy Clayfield



George Pratt's photograph of the Olympic flame burning in Sochi



Some of the team at the press operations centre where Team GB's curling teams won a silver and bronze medal



Lucy Broad's photograph of the Sochi sunset



Andrew Stayley and Luke Tinker at the Olympic Park



Will McGlynn at work with colleagues for the Olympic news service



Sheffield Hallam volunteers at the Olympic rings in Sochi



Left: Will Rodnight gets in on the action with the Jamaican bobsled team



Right: Students pose under the Olympic rings



Volunteers fly the flag at Lizzy Yarnold's gold medal ceremony



Volunteers take time out in Sochi

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