

CATEGORY: BEST MAGAZINE (17)

REGION: NORTH EAST ENGLAND



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“The University is seeking to double its capacity in research and innovation”

Making a difference

Northumbria University, through its Corporate Strategy, is seeking to establish a position among the best of a new type of excellent university – strong in the fundamental activities of teaching and research, and in using these activities to make a real difference to people, enterprises and communities. Its mission is supported by the great strength of its civic partnerships, the achievements and continuing commitment of its graduates and by the vast range and substance of its entrepreneurial, social and cultural collaboration throughout the North East of England.

Impact is the University's magazine for its many partners in public and commercial life. Colleagues across Northumbria are eager to share with you the work of staff and students in a vast range of professions and subject disciplines who possess the vision and talent to achieve our ambition. From next month they will be supported by two new Pro-Vice-Chancellors, and I am delighted that we have been able to appoint senior colleagues of the highest calibre.

In the North East region, and in legal circles in England, you may already know Lucy Winstall, who is a former at Simon's LLP, a board member of the Darlington Building Society and TNS, and holds a number of other North East non-executive appointments. Lucy will join Northumbria University as Pro-Vice-Chancellor for Region, Engagement and Partnerships, leading and developing relationships with government and public bodies, shaping the University's contribution to regional economic and social development, and further strengthening its links with schools, businesses and the professions. Lucy enjoys professional links with our School of Law and is a former member of the Law Society Council of England and Wales, and a former UK President of the Union Internationale des Avocats. Professor Peter Golding has been appointed Pro-Vice-Chancellor (Research and Innovation) and comes to Northumbria from Loughborough University where he is Professor of Sociology and Head of the Department of Social Sciences from 1991 until 2005, and Pro-Vice-Chancellor (Research) from 2006 until 2009. Under its Corporate Strategy 2009-2014 the University is seeking to double its capacity in research and innovation, and Prof Golding will lead the work we undertake to achieve this. Professor Golding was a member of the Research Assessment Exercise (RAE) panel for his academic field in both 1996 and 2001. He chaired the Communications, Media and Cultural Studies sub-panel in 2008 and has been a member of HERI's Expert Advisory Group for the forthcoming Research Excellence Framework. I am confident that people throughout the University and Region, in Higher Education, and in all partner organisations in both the UK and overseas, will extend an especially warm welcome to our new colleagues, and very much together, you enjoy leading this action of impact.

Professor Andrew Whaley

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- **Strategy**

- Northumbria University's strategic communications goal has been to convey to an audience of senior stakeholders (politicians, business leaders, senior executives in the innovation, regeneration, digital and design industries) the **strength of the institution's mission to sustain economic, social and cultural well-being**.
- For many years Northumbria University has performed strongly in Learning and Teaching, attracting high numbers of applicants to its undergraduate and postgraduate programmes. It has come to be recognised as one of the leading universities established after 1992, but much of this recognition has related to its taught programmes and exceptional student experience in both campus and city.
- However, **numerous aspects of the University's everyday life story were, in recent years, being kept in the shade**: research, innovation, global impact and the ability to work with businesses and organisations, to transform their fortunes, were key amongst them.
- The goal of **this magazine** was to reassert balance and capture the attention of influential partners, Government and media, staff, students and the public. It sought to ensure the broadest possible appreciation of Northumbria University as a **research-engaged, business-focused** University, excellent not just in learning and teaching, but in a whole array of contexts.



Adding to the green debate

Northumbria is seeking to double its capacity in research and enterprise over the next five years. Organised around four central themes of Health and Wellbeing, Technology and the Environment, People, Society and Business and Design, Creativity and Digital Media, research at Northumbria seeks to enhance the lives of people and communities. *Impact* takes a look at one research project that is gauging public opinion on carbon labelling.

The supply chain can be viewed as a means of delivering combined economic and environmental improvements in businesses to business practice. New research from Northumbria is providing answers for business to be able to combine strategies for operational efficiency while at the same time achieving an environmentally sustainable supply chain.

It is to this end of knowing how consumers feel about issues such as climate change and their purchasing patterns. Zahna Gaskern, a logistics and supply chain management researcher at Newcastle Business School, asked more than 400 shoppers across all the UK's major supermarkets for their views on carbon labelling. Knowledge of their personal carbon footprint, climate change and its impact on their purchasing and whether carbon labels are easily understood.

A Carbon Footprint Label shows you the amount of CO₂ and other greenhouse gases emitted as part of a product's manufacture, distribution, use and disposal. Consumers know as its carbon footprint. She discovered that almost three-quarters of consumers want to see carbon labelling on food products and that it would help them to "think green".

For 78% of respondents, food quality and price remained the most important factors when choosing food but 63% felt carbon labels were a useful indicator for comparing environmental standards.

In addition, 68% of people said their shopping habits had changed significantly over the past ten years with a move towards more free-range (49%), more fair trade (42%), more locally sourced food (32%) and more organic and less processed food (32%).

"Environmental issues seemed to have much more evidence than I had originally expected," said Zahna in light of the high proportion of consumers expressing a definite shift in shopping habits.

These initial findings suggest that concern is indeed high with respect to climate change and food purchasing simultaneously. "Clearer and clearer use of carbon labels would help even more shoppers to associate the importance of climate change with food purchasing."

Zahna, who graduated from Northumbria in 2006 with a First Class Honours degree in Environmental Management, is currently working on her PhD at Newcastle Business School.

Part of her study involves evaluating the Publicly Available Specification (PAS) 2050:2008 - the world's first standardised method to calculate carbon using a life cycle approach.

Zahna is now taking her research forward with a series of in-depth interviews with key players across a range of national and international food supply chains.

She added: "It's important for companies to have an idea of how the public think so they can then think how they can incorporate green factors into their own behaviour."

"However, being a 'greener' shopper is about more than simply the amount of carbon produced in producing and transporting food. Issues such as animal welfare, socio-economic factors, national and international trade regimes, sustainability, GM crops and land use are equally important."

“Environmental issues seemed to have much more evidence than I had originally expected.”

• Implementation Step-by-Step

1. Concept work booked with Northumbria University in-house designers. **September 2009.**
2. Three designers looking at alternative styles for the front end, clusters and profiles.
3. Publications Team researched and benchmarked other sector and commercial magazines. **December 2009.**
4. Survey seeking stakeholder opinions on content, style, imagery. **December 2009.**
5. First concepts in. Met with University-wide staff from Corporate Communications, Design, Marketing, Schools Marketing, International Office, Student Services, Return to Learning, the Students' Union and Sport Northumbria to gather feedback.
6. Vice-Chancellor and Chief Executive with Executive Group and Director, Corporate Communications agree final concept. **January 2010.**
7. Initial work presented to Executive. **January 2010.**
8. Commissioning and staging photography. **February 2010.**
9. Copywriting. **March/May 2010.**
10. First proof stage. **April/June 2010.**
11. Sign off. **March (edition 1)/June (edition 2) 2010.**
12. Delivery. **March (edition 1)/June (edition 2) 2010.**



Law looks to the future

Northumbria's School of Law is a pioneer in clinical legal education and a revolution is underway to offer graduates an even higher standard of experiential learning. *Impact* talks to the man leading the transformation.

Paul Maharg, newly appointed Professor of Legal Education, is an expert in the development of skills and ICT-based teaching and learning, including an online virtual community and virtual learning environments. He is keen to incorporate new technology into the curriculum.

"We need to make teaching more small-scale and intimate but also interactive and flexible. That's how it should be for students."

It's partly about reimagining teaching, interactive and learning environments using the technology that's available to us today. There are more active users on Facebook than Twitter – why are we not creating games and sites for lawyers, historians, physiotherapists?

The School of Law is currently piloting a simulated professional learning environment (SIMPLE) that Professor Maharg developed while working at the Glasgow Caledonian School of Law at the University of Strathclyde. The SIMPLE environment is an open-source software platform for developing and running professional simulations. It involves

students assuming roles that they then act out in a virtual environment and enhances their professional learning and powers of critical inquiry. The approach, called transactional learning, and currency in use or development by other HE institutions in the UK, US and Australia, has led to significant improvements in student learning.

While he cites Northumbria's outstanding Student Law Office – where students work on real cases to enhance their learning – as one of the reasons he chose to work at Northumbria, he says simulation environments will allow even more students to benefit from the experiential learning this offers.

"Students like new technology but they like it to be well-designed. They come to us already with high expectations from iTunes, Spotify, Facebook, Flickr, mobile phone apps and social sites, and we ought to use that kind of functionality to design sophisticated learning environments that are student-centred, or even better, client-centred."

At such, he wants to see more staff and students involved in the development of open educational >>>

- **Creativity – what makes the campaign stand out?**

1. The core values of respect for, and sense of serving, the audience.
2. Consistent promotion of a sense of discovery and challenging orthodoxy about Northumbria.
3. The use of more sophisticated typography, imagery and mature tone-of-voice (not used in previous, successful campaigns which stressed Learning and Teaching for the 18–21 year old audience alone.)
4. Friendly, sincere and professional copywriting style.
5. Desire to demonstrate that clarity of concept runs through the entirety of the University's PR and Communications output.
6. Big pictures, in order to present the big picture.
7. Personable and accessible case-studies.

- Evaluation and Measurement, Cost-Effectiveness and Final Results against Objectives



1. Exponential growth in web traffic and excellent qualitative feedback from influential stakeholders (examples below).
2. Northumbria was invited – and accepted the opportunity – to become principal sponsor and communications champion of the CBI Regional Dinner and North East Economic Forum. Events included Rt Hon The Lord Mandelson, Richard Lambert CBE, Rt Hon Ken Clarke QC MP.
3. Sustained growth in applications – Northumbria University remains in the UK Top 10 (with greater than 3000 applications) for application growth and is a UK Top Ten recruiter from outside of the European Union and recruitment of high quality staff to new research and innovation posts.
4. Increasing media and stakeholder recognition for Northumbria Research and Innovation. (Adfero plc media monitoring and evaluation undertaken monthly.)
Examples from 2010:

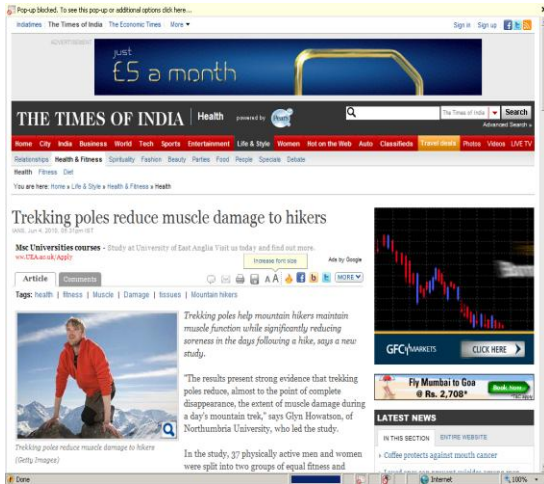


“A more immediate peril is the “domino effect”: a quarter of corporate insolvencies are triggered by another company’s insolvency. The latest Northumbria University Business Barometer of north east companies showed 23.7 per cent of respondents – up from 9 per cent last September – identified this as the greatest current risk to their business.”



“Small research stars deploy RAE gains to shine brighter”

“Partly as a result of its success in RAE 2008, Northumbria has already advertised 40 new posts this academic year and is planning to create more next year. One of its targets is to double the number of staff it submits to the forthcoming research excellence framework.”



Drilling into the unknown

A Northumbria academic is part of a unique research project which could provide vital clues to life on earth, climate change and rising sea levels.

Dr John Woodward from Northumbria's School of Applied Sciences is working with a team of scientists to explore one of the last unexplored corners of the earth – a subglacial lake hidden deep beneath Antarctica's ice sheet.

A series of experiments has been conducted on the site in what has been the first detailed characterisation of the physiography of a subglacial lake. These have included topographic radar surveys to investigate ice thickness, satellite imagery to calculate lake water depths and flow measurements to calculate how the ice sheet flows over the underlying lake.

Now the team has discovered the optimum drilling site for exploring Lake Ellsworth – a body of water that is thought to be 10m deep and about the same size as Lake Windermere.

No one has yet drilled into an Antarctic subglacial lake. However, microbiologists believe that such lakes could harbour uniquely adapted life forms cut off from other lines of evolution, possibly for millions of years. Over 300 subglacial lakes have been identified in Antarctica, but off from the outside world by thick caps of ice for tens or even hundreds of thousands of years. Any life forms will have had to adapt to complete darkness, very low nutrients, crushing water pressures and isolation from the atmosphere. Palaeontologists also believe that sediments on the lake floor could contain records of ice sheets and climate history that would revolutionise research into global warming.

Lake Ellsworth has been selected by the International Committee on Antarctic Research as the ideal candidate for the first drill site.

In order to access the lake water and the underlying sediment containing the climate record, it is essential to drill in the right place. The optimal drilling site needs to avoid possible zones of floating water that would disturb the sediment as well as areas of so-called basal fracturing – where lake water freezes to the underside of the ice. It must also miss any concentrations of trapped gases which could rush up the bore hole to cause a potentially dangerous blowout at the surface.

It is planned to use a hot-water drill to bore through the ice and then a slimline robot will be lowered into the depths. This will carry sensors to detect life and collect sediment samples.

Dr Woodward said: “Being able to pinpoint the optimum site allows us to conduct the science safely in an environmentally-friendly way so as not to risk contaminating such a pristine and isolated environment.”

“Drilling will take place in the Antarctic summer of 2012/13. Whilst we don't expect to find any monsters, the microbial life adapted to this subglacial environment may have unique genetic adaptations that will be of broad interest to such diverse fields as medical researchers and astrobiologists.”

The ambitious exploration of Lake Ellsworth involves scientists from 14 UK universities and research institutes, as well as colleagues from China, USA, Sweden, Belgium, Germany and New Zealand.

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Designs on the capital

Northumbria's internationally-renowned School of Design is expanding its reputation in the UK's creative capital with the launch of a new London base. *Impact* talks to Sean Chiles, Director of the School of Design, London, about his background and the strategic importance of this move.

Northumbria has produced some of the world's most talented design graduates, among them fashion designer to the stars Scott Herring and iPod creator, Jonathan Ive, lauded by *The Observer* as 'Designer of the Decade'.

But for many students – particularly international – nothing compares to studying in a capital city. And when it comes to studying design, London can hold its own with the likes of Paris, Milan, Rome and Tokyo as one of the top design capitals in the world.

At the helm of the new base is Sean Chiles, a man with an impeccable background whose career has spanned firm work with leading designers and design companies and has taken him all over the globe.

In true entrepreneur style, from his studio in Covent Garden in the 1970s he designed and made lip-stop, nylon bags, semi-punk clothing and hand-

printed shoes and sold them on his weekend stall at Camden Lock Market to the likes of Boy George, Annie Lennox and Dave Navro.

His passion for design led him to St Martin's School of Art and Design in London, first for foundation and then to a BA in Fashion. During his time at St Martin's he also worked with the late Tommy Nutter on Savile Row, dressing Elton John, Princess Diana and Celine Dion.

He went on to work in Hong Kong before moving to New York, Melbourne, Bangalore, Istanbul and Barcelona before coming back to the UK to work as Managing Design Team Leader for Debenhams, then as Associate Director of the Corvair Design Group and Prologics.

Throughout his career he has maintained an interest in student work, acting as Head of Fashion, Visiting Professor and external examiner on

undergraduate and postgraduate courses in the UK and Italy. For the Royal Society of Arts he initiated the fashion promotions section and joined the Student Design Awards panel as a judge while also acting for several years as a mentoring judge at Graduate Fashion Week in London.

Before his latest role at Northumbria, his corporate career included Head of Design for Guess, Vyleta, India and Madura Garments, and board level Director of Design, Buying and Merchandising for Guess Vyleta Emerald Montrose where he was responsible for brands including Van Heusen, Vyleta Merrow and Aster. His international consultancy work has seen him build design studios around the world. He is Director of two private companies involved in creative development and brand acquisition and regeneration.

In his current role, Sean is primarily responsible for driving, evolving and delivering the strategic direction of the School of Design, London, focusing on the creative industries while, at the same time, building a national and international profile.

With a clear focus on the postgraduate market, the London base is adding another three postgraduate pathways to join the successful MA Fashion Management and Entrepreneurship – MA Lifestyle Trends and Publication, MA Consumer Lifestyle Retail Behaviour and MA Creative Intellectual Property Division and Protection – all of which will run from September.

Sean said: "A base in London allows us to offer the Northumbria experience and excellence in a city at the centre of the design world. It brings our programmes within easier reach of international markets and will consolidate our links with industry. With a key focus on entrepreneurship, design integrity and intellectual property development, we are building a division to guide, direct and encourage lateral creative thought tied to fast-track commercial implementation of ideas and IP across all areas of the creative industries."



The costs of *IMPACT* have been reduced by limiting hard copy publication and relying on electronic circulation to the University's 3500 staff and 35000 students. Hard copies are provided to the principal audience, honorary graduates and in the University's waiting and meeting areas of greatest footfall.

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14/11/10

Dear Professor Wainwright,

(As one of your Honorary Graduates),
I was delighted to receive a copy of *Impact*. If I may say so, it was excellently presented. Those responsible should be congratulated.

In particular, I applaud the University's efforts in sleep. As a 11P, (living near, and representing the notorious-for-accidents 3 way A8, between Edinburg and Glasgow), Neuro-sleep related accidents brought me into contact with Jim Horne at Leicester, and the Edinburg Department run by Neil and Nicola. Yours sincerely, Tam Dalzell

LETTER OF COMMENDATION,
TAM DALYELL (former MP)



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9 March 2010

Dear Mr Ray

Thank you for sending me *Impact*, which makes for interesting reading.

I look forward to seeing you when I receive my Honorary Doctorate from the University in July.

Yours sincerely

Maggie Atkinson
Maggie Atkinson
Children's Commissioner for England

LETTER OF COMMENDATION
CHILDRENS COMMISSIONER

DR. HARI SHUKLA, OBE, DL, HON DCLT, MA
82 HILLHEAD PARK WAY
CHAPEL HOUSE,
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NE5 1LS
6th March, 2010.

Dear Mr. Ray,

I would like to thank you for sending me a copy of the *Impact* a new magazine for our external partners. I enjoyed reading it and was greatly impressed the achievements. Professor Andrew Wathey's setting out the University's principal objectives were impressive and it clearly highlights Vice-Chancellor's vision for the University led for the region also. Northumbria University is ranked as one of the most outstanding universities in the country and credit goes to Vice-Chancellor and all his colleagues. As a honary graduate of the University I take a keen interest in the development. I shall be most grateful if you would keep me updated about the activities. I work very closely with International students and help them to integrate with the life of the community.

Once again thanking you,

Yours sincerely

Harri

LETTER OF COMMENDATION
DR HARI SHUKLA OBE DL