

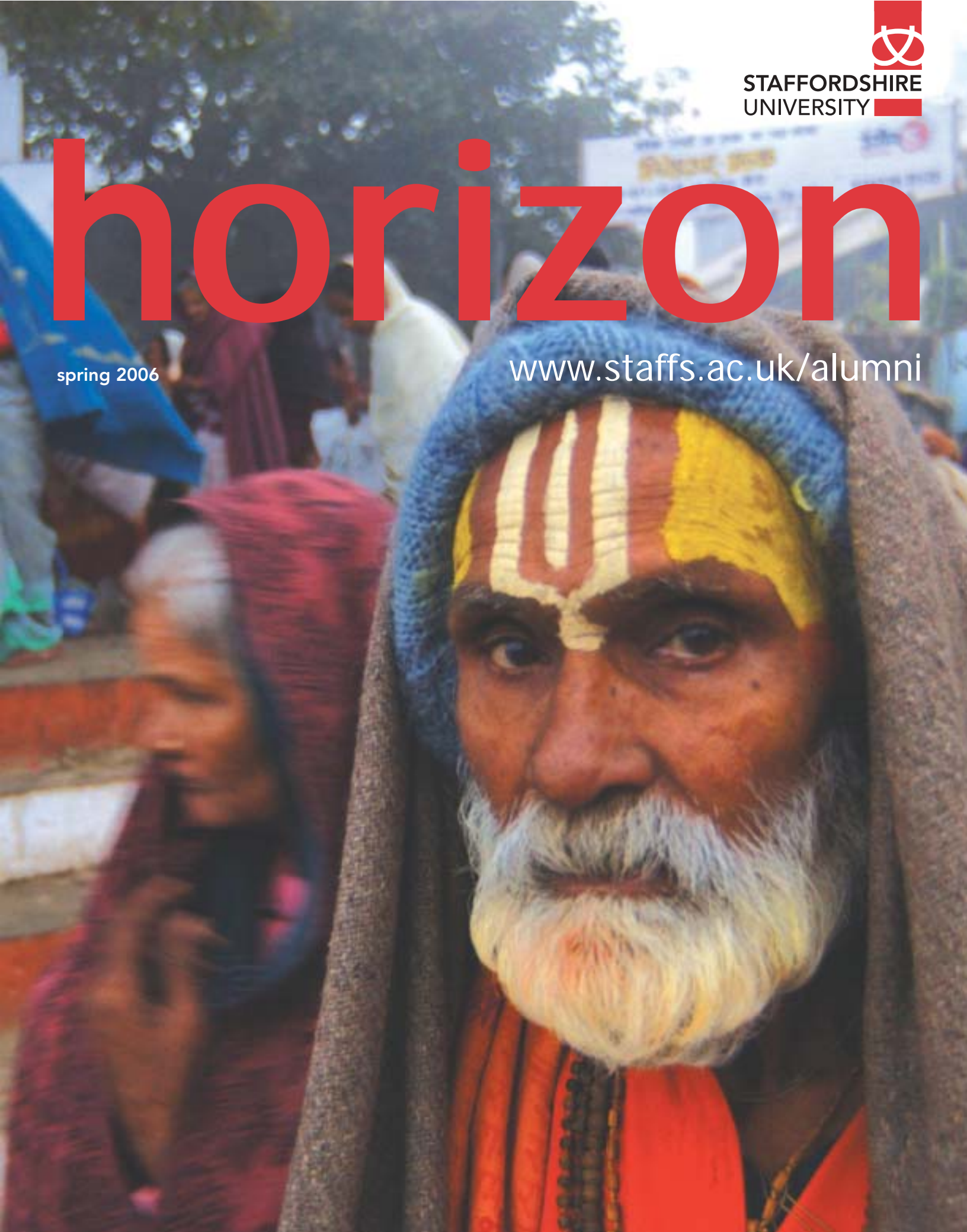


STAFFORDSHIRE
UNIVERSITY

horizon

spring 2006

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brand new

Distinctive new logo launched

The University has launched a new logo in the latest stage of its successful re-branding programme.

The new design has evolved from the University's original corporate identity and existing logo. It retains key elements, including the distinctive Stafford Knot, the emblem of Staffordshire.

A new logo was developed to provide a focus to the new brand identity that has recently been introduced. Staffordshire University's brand has impact, and the design and copy elements powerfully communicate Staffordshire University's personality. The new design confidently brings the University logo right up-to-date, making it fresh, modern and stylish to fit with the visual identity.

Director of Marketing, Giles Lesser said: "We decided that evolving the logo rather than a radical change was the right approach to take. Market research carried out among staff and students showed the previous logo to be strong and well liked, but not as strong as the new visual identity. The penant was liked but the typography was thought to be old fashioned and not easy to reproduce.

"Staffordshire University's design team were asked to develop a creative solution, building on the current strengths and enhancing the overall brand image, designed to reflect the fact that Staffordshire

University provides the best quality, affordable learning experience. "The new logo will reproduce perfectly, uses strong typography and emphasises the word Staffordshire. It perfectly complements the new brand image that is making a big impact with our student customers and other stakeholders.

"The updated logo translates strongly to all media and applications, from stationery and business cards to large outdoor posters." As part of a planned implementation programme the new logo will be in full use within the next 18 months.





A creative partnership between Kerrang! 105.2 radio station and Staffordshire University is set to produce an even more amazing student experience.

Staffs has teamed up with Kerrang! 105.2, a regional radio station that broadcasts 'music with attitude' to a diverse listening audience. The partnership is a unique collaboration and reflects the media revolution in the Midlands, with cities like Birmingham and Manchester now attracting major players in TV, radio and advertising.

Kerrang! 105.2 will be regular visitors to the University's main campuses and station production bosses are set to contribute as guest lecturers as well as offering placement and work experience opportunities "This is a very exciting development for both the University and Kerrang! 105.2 and is something that is unique to the higher education sector," said Deborah Cooke, Head of Marketing Communications at Staffordshire University.

"As a University that is a national leader in developing a wide range of courses to support the creative industries, it seemed very natural to develop a working relationship with a brand that has launched a successful new radio station on our doorstep."

"Kerrang! 105.2 gives us the credibility and access to an important target audience. It is a brand with a real edge, and the potential is huge as we believe digital radio will have a major influence on how people listen to music."

The station has also been invited to work more closely with the University's Students' Union, which is planning a ball for new students in October that will feature live music and DJs. Deborah added: "We recognise we have a lot in common with Kerrang! 105.2 who are keen to use their broad musical appeal to target potential listeners across the region. Through Kerrang! 105.2 we have a partner that can add real value to the student experience at Staffordshire University."

Staffs tops the tables again!

Staffordshire University's teaching provision has again proved itself to be among the very best in the country according to recent Ofsted reports.

The Postgraduate Certificate in Education has received one 'very good' and two 'good' ratings for their provision. This makes Staffordshire a Category A provider for the Teaching Development Agency (formerly the Teacher Training Agency). The ratings are hot on the heels of those that have placed Staffordshire University as third place in the overall ratings only behind Oxford and Cambridge universities.

Head of Staffordshire University's Centre for Education, Richard Dunhill said: "This rating is a great result and testament to the hard work and dedication of colleagues at the University who are working hard to make Staffordshire one of the best providers in the country."

The department received 'two' or 'good rating' for design and technology, an excellent outcome as the course was only in its second year of operation when the inspection was carried out. The Business and Management course received a 'one' or 'very good', which is the top grade.

it's a rap

Student rap star conquers the continents

A Staffs Uni technology student is a step closer to making his name as an international rap artist following a three week tour of West Africa.

Daniel Stevens, flew out to Sierra Leone on the invitation of a DJ who was so impressed with Daniel's music that he took it upon himself to arrange an eight date tour for the artist known as Try Stevens.

"The trip was very successful and I spent most of my time meeting white African artists and recording songs with them," said Daniel. "The gigs were one of the biggest things to happen to me and performing in front of 5,000 people in the national stadium was a great experience. The people appreciate artists coming from overseas to show off their talent."

Daniel says his lasting memory was saying goodbye to his 4,000 strong fanclub although he is already planning a return in December to launch his second album.

As well as studying on the Film Production Technology course, the 22 year old from Tottenham is currently recording his second album - and views University as a means of achieving his ultimate goal.

Daniel took up production and writing at secondary school, released his first album *Make Up 4 Lost Time* at the age of 18 and earned enough money to set up his own studio.

"I worked hard towards opening my own studio in Tottenham and it's an area I'm competent in but something else I'm interested in learning more about is music video."

Daniel said staff and students at the University had taught him more about the music industry and got him airplay on a Los Angeles radio station.

Daniel is now actively pursuing major labels in the hope of negotiating a contract with a major player like Sony which boasts a worldwide distribution. Watch this space...



legal tv

Staffordshire Law School Stars

Staffordshire Law School are to feature in a new series dedicated to Law Schools around the country.

Law School Profiles will be screened on the new satellite television channel Legal TV launched on Sky recently. The new channel is devoted to legal issues and will include a variety of law related programming. Filming took place at the University's Stoke campus over two days in December during which time a number of staff, students and representatives from the Students' Union were interviewed.

"The coverage should give potential students a valuable insight into the high quality legal education available at Staffordshire University," said Miceal Barden, Faculty Director for Recruitment.

"This is another platform which allows us to publicise Law's top QAA

rating and the fact that our excellent Legal Practice Course ranking puts us among the top five Law Schools in the country."

Staffordshire University Law School is able to offer a comprehensive range of academic and professional legal education together with consultancy and support services.

The combination of dedicated staff and a purpose-built £3 million building provide an unrivalled resource for law students and the wider legal and business community in the region, providing a focus for local practitioners and a centre of excellence for legal education and professional training. Its Library and Legal Information Technology Centre provide access to wide ranging information sources, expertise and facilities.

Visit www.legaltv.co.uk for more information



eggstra special role

Over the last few months Staffs alumnus Amit Shah has been reaching for the top in his career as an actor.

Amit has been in two feature films – The Blue Tower and Like Minds – as well as branching out into commercials. He is now rehearsing the part of Felipillo at the Royal National Theatre in the Trevor Nunn production of The Royal Hunt of the Sun.

Trevor Nunn is an acclaimed director who has produced classics such as Les Miserable and Cats. Amit will be performing alongside Alun Armstrong, recently seen in the BBC drama Bleak House, and Paterson Joseph who can be seen in Aeon Flux and Channel 4's Peep Show.

Amit said: "It is a great experience for me to be working with Trevor Nunn and the great cast and crew at the theatre. It really is a dream come true to be working with professionals of this calibre.

Other credits Amit has include a role in the Nationwide Building Society commercials and also as a spaceman in the current Cadbury Creme Egg commercial.



wonders of the world

As part of a week of celebrating Diversity at Staffordshire University a World Showcase event took place at the Pavilion Restaurant at the Stoke-on-Trent campus.

Students from across the University came and participated in 'showcasing' their home country bringing along foods, pictures and items.

Each stall was from a different country and there were students from Ghana, Egypt, Germany, Pakistan, China, Malaysia and India. Dina Apedoe from Ghana said: "I hope this will bring about unity and respect for each others culture whereby nobody will think that we are more important and superior than others.

"I also hope that more of these programmes will be organised as time goes on to foster unity and togetherness among students and the University community as a whole"

Iona Huang, China Links Manager said: "The day was a great success and everyone has had a really good time. The students have put a lot of effort into displaying and talking about their home countries and we are really pleased that a lot of colleagues and students have taken the time out to attend the event.

"First prize went to the Indian Team and the second prize winner was the Egyptian Team."



Visitors to the World Showcase Event looked round the stalls from a range of different countries



The new reception area of the Beaconside campus – part of the University's ongoing investment in the student experience

satisfaction

Student experience tested by National Student Survey

To ensure an ever better student experience Staffordshire University is continuing a catalogue of improvements to enhance its offer. The results of the National Student Survey of 2005 were promising and showed that Staffs has some very strong areas, with five subjects in the top quartile for overall satisfaction, although there is work to be done. Small improvements in those subject areas which were not in the top five will increase overall satisfaction rates considerably.

Dean of Students and Academic Registrar Francesca Francis said: "The student experience is one that we value highly and is at the forefront of our strategy as we head forward in the changing higher education environment.

"It is important for us as an institution to improve the student experience and thereby increase student retention. We must ensure that our students are receiving the support needed before and when they arrive at University and continuing this support throughout the student journey. It is my role to make sure that this happens."

One of the new initiatives that will be in place for this year's cohort of students is to provide almost a 'Welcome Semester' when they first arrive to help them settle in. Other enhancements include more practical space for art students and the opening of an impressive glass-fronted £1.5million media centre at the University's Stoke campus.

The Students' Union and colleagues from the University have been working together to introduce the ongoing changes and

enhancements. There have been vast improvements to the campuses and the physical environment with the opening of DolcHe Vita at Stafford, the Ember Lounge at Stoke and the updated Forensic Crime Scene House.

The latest new project to be announced is a £750,000 TV/film studio at the Stafford campus. The hi-tech TV studio is an extension to the £3.6million New Technologies Centre and the new TV studio will feature a 100-seat theatre, three camera broadcast studio, gallery control room and audio suite.

These positive results follow on from an audit by the QAA – which revealed that Staffs provides one of the best learning experiences in the UK. The six-yearly audit clearly makes Staffs a leader and the Government's audit team recognised eight areas of 'good practice', placing Staffs among the very best performers in the whole of the UK's HE sector – its score doubles the national average. The QAA's report also confirms it has 'broad confidence' in Staffordshire University's management of academic quality.

Broad confidence is the highest assurance that can be given by the agency. Dr Steve Wyn Williams, Head of Staffordshire's Academic Development Institute, said: "Staffordshire University is now setting the benchmark for excellence in learning and teaching. We are delighted with the results of the QAA audit and it is a vindication of our academic vision and the hard work and commitment of colleagues throughout the University."

howzat!

Cricket specialist takes to the stage

BBC cricket statistician Bill Frindall MBE, an honorary graduate from Staffordshire University, took to the stage in his ceremonial gowns recently.

He appeared at Stafford Gatehouse Theatre as part of Sticky Wicket – The Stars of 'Test Match Special' Live. Bill is pictured in his ceremonial university gowns with BBC colleague and former fast bowler Jonathan Agnew outside the theatre's main doors.

Bill and Jonathan were joined by former England captain Mike Gatting at the sell-out show.

"I am very proud of my association with Staffordshire University," said Bill, who was awarded an Honorary Doctorate of Technology for his contribution to statistics by Staffordshire University in 1998.

He was also appointed MBE in the Queen's Birthday Honours in 2004. Dubbed 'The Bearded Wonder', Frindall is the longest serving member of BBC radio's Test Match Special commentary team. He devised his own linear scoring system, based on a method invented by John Pendlington and first used in 1893 and publishes and retails his personally designed and drawn score sheets to international, county, club and individual scorers throughout the cricketing world. He has also contributed to many titles such as the Cricket Records section of 17 of The Guinness Book of Records and he also provides statistics for the England and Wales Cricket Board.

William Frindall was born in Epsom, Surrey and at the age of ten, he joined his first cricket club after being taught to score by a schoolmaster during a rainy sports afternoon. Educated at Reigate Grammar School, he studied Architecture at the Kingston School of Art before converting National Service into six and a half cricket seasons in the RAF (including two with NATO and two as an Accountant Officer). He became a full-time freelance cricket statistician in 1966.



in depth

Forum highlights Staffs achievements

A special showcase event broadcast live on the web revealed to stakeholders how Staffordshire University is now entering a new and exciting phase of its development.

Sir Bill Morris hosted the prestigious Chancellor's Forum for the first time since being made University Chancellor. The forum was organised to highlight the University's successes in achieving its ambitious mission.

As part of the event Sir Bill officially appointed paralympic champion and honorary graduate Dame Tanni Grey-Thompson to a prestigious ambassadorial role.

Dame Tanni, one of the UK's most successful sports personalities, was made Pro-Chancellor of the University during a formal inauguration ceremony.

Sir Bill said more high-profile voices were now needed to tell the world about Staffordshire University's successes. Dame Tanni, he said, would be a perfect ambassador.

"When deciding who should take on the important role of Pro-Chancellor we were conscious that the University's mission is to help people from all backgrounds achieve their full potential," said Sir Bill.

"Access to opportunity is the cornerstone of everything we do at Staffordshire. To do this, barriers based on prejudice and out-dated thinking have to be broken down. Someone who has smashed barriers – and world records – is Tanni Grey-Thompson."

Dame Tanni will work alongside Dr Parmjit Singh, Director of the Malaysian-based Asia Pacific Institute of Information Technology (APIIT) and also a Pro-Chancellor, to promote the University's achievements.

Another important element of the ceremony featured the University's first Vice-Chancellor Keith Thompson, who was honoured for his work in laying the foundations for the University's current success. Keith was bestowed the honorary title of Vice-Chancellor Emeritus by Sir Bill.

From solid foundations Sir Bill said the University was making significant progress in a fast-changing sector under the current leadership of Vice-Chancellor Professor Christine King.



Sir Bill Morris is pictured with Keith Thompson



Dame Tanni Grey-Thompson

'On the ball' pioneering MA

Staffordshire University has recently secured the services of two experienced industry professionals to help fast track students towards a career in sports broadcasting.

Former professional footballer and freelance journalist Lawrie Madden and award winning TV sports producer Mitch Pryce will be overseeing a pioneering postgraduate course in Sports Broadcast Journalism. The MA course – the first of its kind in the UK – offers students a unique insight into the theory and practice of working in television and radio sport.

Lawrie Madden's football career spanned nearly twenty years with Charlton Athletic, Millwall, Sheffield Wednesday, Wolverhampton Wanderers and Chesterfield. His reporting career includes print, broadcast and online journalism. Lawrie is a regular contributor to the Daily Telegraph, News of the World, Sky Sports, GMTV and the PFA website www.givemefootball.com.

Former ITV producer Mitch Pryce has a wealth of experience in news, features, documentaries and outside broadcasts. He's covered football and rugby world cups, European Championships, UEFA Champions League and the Olympics. His producer credits include Goals Extra and Soccer Sunday. Mitch also produced the sporting documentaries Barry's Blues and Losers Limited – both of which won him top awards by the Royal Television Society.



News team: Lawrie Madden, Mitch Pryce, Gary Hudson and Mick Temple

The Sports Broadcast Journalism MA adds to Staffordshire's growing portfolio of industry acclaimed courses. The University's BA and MA in Broadcast Journalism are already accredited by the Broadcast Journalism Training Council.

your future

Since its inception in July 2005, over 97 graduates have taken part in the free Graduate Futures employability course run at Staffs.

David Williams, a BA(Hons) Drama and Theatre Arts graduate from Staffs attended the first course. He said: "I knew about looking for jobs in the usual way and I had a CV, but felt I needed extra advice on the approach to take to my career plans. The course covered areas such as CVs, assessment centres and mock interviews."

David explained how the course helped his confidence: "I applied for a position at Britannia Building Society and was invited to a fairly gruelling assessment day. For example, we were asked to work as a team and come up with a marketing plan for a new sports drink – a few weeks earlier I had done a similar project on the course, so it was not nearly as daunting as it could have been!"

"I felt the course prepared me for the real world and I am now on the Britannia product training programme. Importantly, for me, I was able to discuss my thoughts, plans and concerns with the careers advisers on the course and with fellow students."

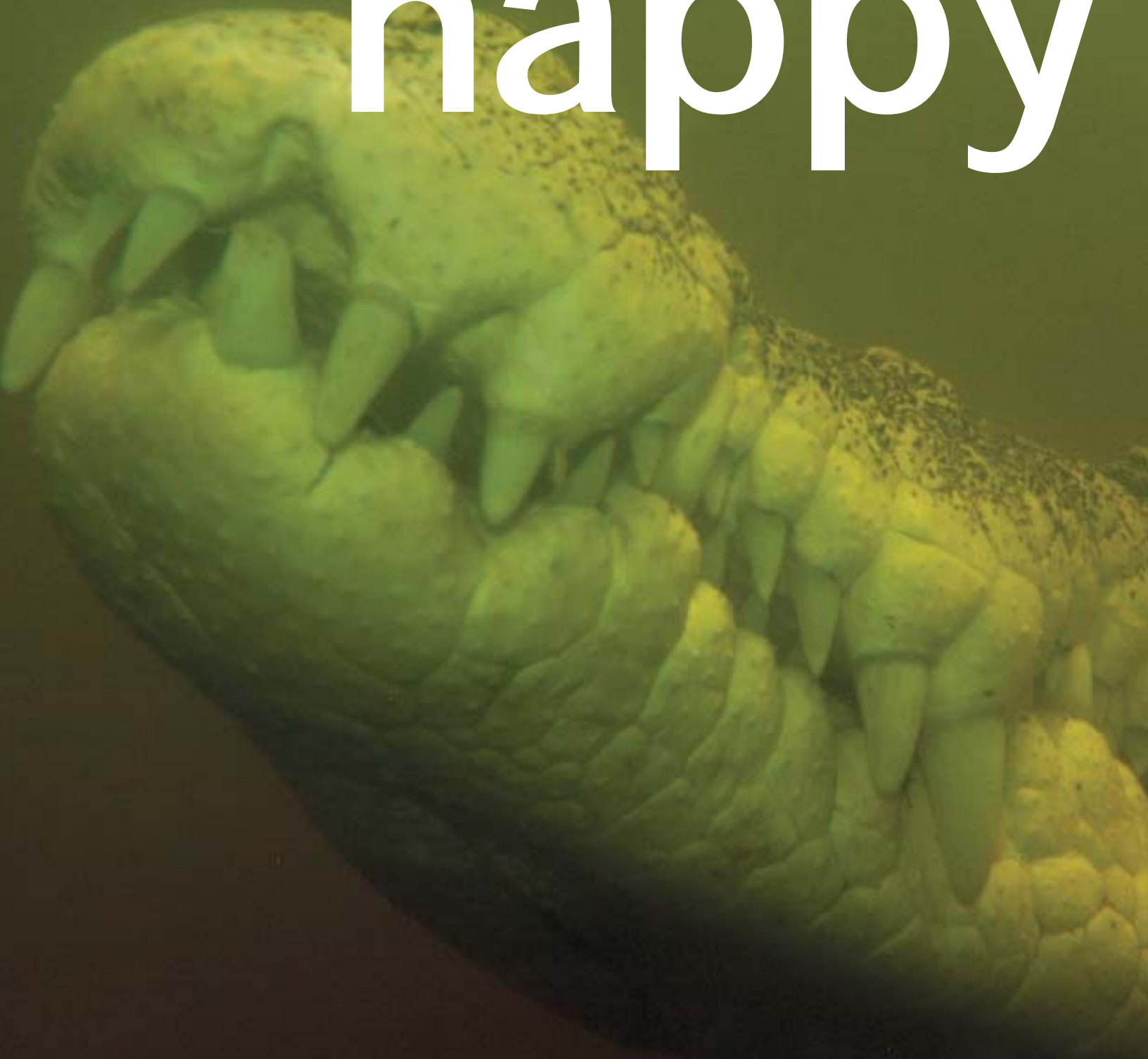
Since Graduate Futures employability courses started in 2005 a total of 97 graduates have participated from 27 different universities. Clare Keegan, Project Manager said: "The main aim of the course is to



increase graduates' employability. We are really pleased that from the first course we ran, we know that 13 out of the 14 graduates have secured employment or gone on to further study. From feedback graduates have given us we understand that confidence is a key issue."

For course dates and information visit www.staffs.ac.uk/graduatefutures

happy



snapper

From crocodiles to discovering the magic of the Far East — it's all in a days work for one Staffs Uni alumnus

Emmy award winning husband and wife team David Wright and MiMi McGee spend their lives travelling across the globe to shoot television documentaries for clients including National Geographic, The Discovery Channel, Animal Planet and the BBC.

A Staffordshire University graduate in 1985 in Multidisciplinary Design: Photography, David now specialises in documentary film production and is an award winning cinematographer and producer. He said about his time at Staffs: "I enjoyed being able to have the freedom to pick which projects interested me and start to travel to cover stories whilst at University."

In 1985, David worked as a staff cameraman at Oxford Scientific films, training in special effects, time-lapse, natural history and social documentary. In 1988 he became a member of the production team for the Discovery Channel and Central Television series Nature Watch.

Since 1990, he has worked as an independent documentary filmmaker and cameraman for clients including National Geographic, Discovery, BBC, Channel 4 and Animal Planet. In addition to this he has been a radio reporter for BBC Radio 4 and lecturer at the Maine Photographic Workshops. Frequently joining expeditions as a one-man crew, he is skilled in all aspects of production from scripting and budgeting, shooting and sound and post-production. On most recent productions, David has worked as director, producer and cinematographer

Currently based in Georgia, USA, David travels internationally for much of the year. He said: "Travelling to remote corners of the world and being lucky enough to get to know the place from the perspective of the locals is one of my favourite things about my job."

The diverse nature of the work means David has developed a wide range of other skills related to survival in extreme conditions from the Arctic to the Australian desert. Plus, climbing, off road driving in extreme conditions, electronic and mechanical engineering and cooking a great meal in any location.

The last project took David to Australia "we have just finished a quirky story for National Geographic on the invasion of Australia by the cane toad. This unlikely villain is eating its way across the continent and wiping out many native animals along the way.

"102 toads were released about 70 years ago and now a plague of over 100 million are spreading rapidly. Not only do they eat anything that moves but they are highly toxic and kill anything that attacks them. Many top predators like snakes and even crocodiles are disappearing as the toads reach their area.

"We followed a group of biologists that hope to stop the toads by range of means from trapping them to designing a genetically altered virus to stop their advance."

The next project David and MiMi are working on is a BBC story on saltwater crocodiles in northern Australia. The animals have been fitted with satellite transmitters to monitor their movements and since hunting of these animals was banned, populations have grown and crocodiles are now re-establishing themselves in places that have not seen them for a long time.

David added: "Many of these locations have become popular tourist and swimming destinations. The project hopes to find a way to best manage the interaction between people and crocodiles to keep everyone safe. After the completion of that project, we hope to move onto a similar satellite story following whale sharks in the Indian Ocean."

The nature of David's work takes him across the globe in extreme weather conditions. He visits Australia a number of times a year and says he loves the space and unique wildlife. "The people are always friendly and it is still one of the wildest places on the planet. I do best in cooler places but have spent much of the last six months in the tropics."

He adds that: "You basically have to make weather a 'non-issue'. While filming for a long period in the Arctic, a Norwegian friend told me that there is no such thing as bad weather, just bad clothing! I have gone by that rule ever since."

When asked about the dangers involved with the work and situations he may find himself in David says: "I try to minimise the risks but have been chased by elephants, stalked by polar bears and bitten at by more venomous snakes than I care to remember. I seem to have been working mostly with snakes and crocodiles. I find them quite fascinating. Currently I am shooting a BBC film on crocodiles. It always makes you keep alert when you are not top of the food chain."

"The most dangerous times are, however, caused by people. I was in a car that rolled over in an accident in the Congo jungle and I had to get the driver and passenger to safety in a nearby village."

"I have also carried out a number of 'under-cover' projects shooting stories on the illegal trade in ivory, rhino horn and whale meat. I felt more threatened by these characters than by any animal!"

In the future, David hopes to change direction slightly after his vast experience in the world of television. Has said: "While shooting stories for TV has been good to me, the style of TV is becoming more tabloid in the US. It would be good to have more control of the end product."

"The alternative is to move into shooting more stock video and photographs to be marketed through an agent. I would like to focus more on this aspect of the industry and increase the time I spend on still photography as opposed to film or video."



Film Credits

Winner of an Emmy award for Outstanding Achievement in Documentary Film Making for Realm of the Great White Bear National Geographic Television

(Producer & Cameraman) A one hour film following the first year of life of a polar bear.

Hunt for the Lost Serpent, Animal Planet / Discovery

(Producer & Cameraman) A one hour pilot for a new APL series following Biologists Craig and Jackie Adams during their research in Australia's remote Kimberley region

Snake Wranglers, National Geographic Channel

(Producer & Cameraman) Seven episodes of the new action led series on people who work with snakes

King Rattler, National Geographic Television

(Producer & Cameraman) A one hour film about the Eastern Diamond Back Rattlesnake

Hidden Worlds, Fraser Island, Devillier Donegan Enterprises

(Cameraman) A one hour film studying the wildlife of the world's largest sand island

Deadly Liaisons, BBC Natural History Unit

(Director & Cameraman) The story of Australia's giant black Tiger Snakes

Animal Detectives, Rhinos Carlton Television (UK)

(Cameraman) An undercover investigation into the trade in Rhino horn in China

Whale Wars, Nature Special BBC

(Cameraman) A film looking at the illegal trade in whale meat in Japan

Invader of the Outback, Central Television (UK)

(Cameraman) The history of introduced animals in Australia

A Land fit for Quolls, Central Television (UK)

(Cameraman) The work of the Australian conservationist John Wamsley

Photographs courtesy of David Wright



five fathoms down

A world surrounded by tales of horror awaits one of Staffordshire's graduates as his new novel is published

Christopher David Roberts, who lives in Birmingham, graduated from Staffs with a BA(Hons) English degree in 2005 and set about making his mark on the world. He has recently had his first book published by Author House. Called *Five Fathoms Down*, he describes it as a "a psychological horror."

Christopher said: "I'm not sure why I started writing really, I think everyone has an in-built desire to create or produce something; people choose this in various ways, mine was words.

"I've been writing horror fiction since I was around 13, but it was only for my own entertainment really. Getting my first book published has been great and I am now toying with a few ideas for the next one, but as I'm sure you can imagine I'll keep these ideas quiet for now!

"I want any further books to surpass *Five Fathoms Down* in sales and effectiveness. I want my writing to effect people, shock them I guess. The more horrified my readers become the more effective my writing is.

"There is a short story, *A Murder of Crows*, at the back of *Five Fathoms Down* that I think is particularly horrible, there is an underlying theme but I want people to read their own meanings into the story."

After graduating, Christopher got a job as a proofreader in central Birmingham, gaining experience and training which helped him get his new job as an internal auditor. He currently lives with his partner Felicity and added: "All I really have time to do is promote the book and work at the moment. Still, it's better to be busy I suppose!

"In a few years time I hope to be married and financially stable and on the way to building my career in auditing, and who knows, maybe as a writer, we'll see how it goes from here."

Five Fathoms Down can be purchased in bookshops across the UK and US, although it may be necessary for smaller book shops to order it in. The book can also be purchased online at www.amazon.co.uk, www.amazon.com, www.barnesandnoble.com, alternatively you could visit www.chrisdroberts.co.uk. and pick up a copy from there.

"Like a bloody road traffic pile-up, Roberts draws the unwitting reader into events which should be repugnant, but are, instead, frighteningly compelling. His prose cuts to the chase, carving nightmares out of the tapestry of the everyday, and those succubae will suffocate you even as they enthrall you. Roberts has the potential to dethrone James Herbert as the UK's number one horror exponent, perhaps even to usurp the King himself." *Dark Tales* (UK Horror Magazine).



"There is a well conceived pace to these pages, it never drags, instead they take you on a course you would ordinarily wish to avoid. But of course you can't, once you have been drawn into this tale's introduction there is no escape. This is an unsettling tale and Chris should be congratulated for his craft." *From the Tomb* (UK Horror Magazine).

the real deal

Reality TV takes graduate to the top

Lyndon Tovey hit the ground running after graduating with a 2:1 in Film, Television and Radio Studies from Staffs. Lyndon was one of a panel of former graduates and media professionals invited back to the University recently to talk to current students about their experiences working in the media industry.

"I wanted a job as a runner. I didn't want anything else and was very focused," said Lyndon, 22, who graduated in 2004. "I found out things were setting up in my home area." Lyndon's focus and enthusiasm paid off and he was offered employment with Endemol West – a division of Endemol UK – who set up the Bristol Studios Project whose brief was to work on programmes for Channel 4 and E4.

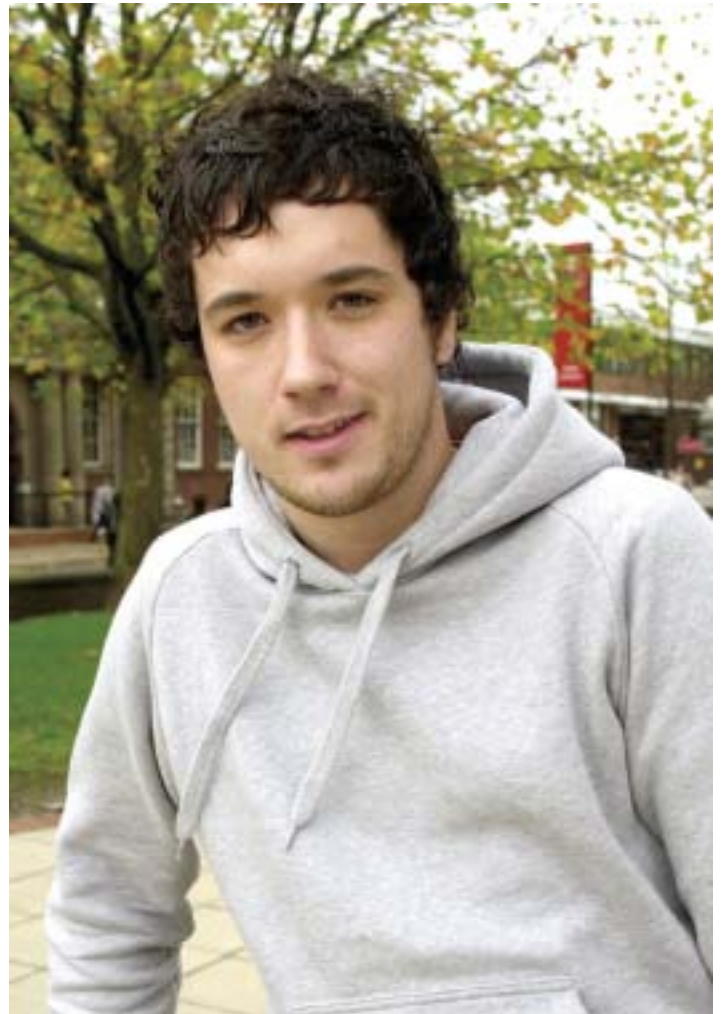
"I started off there quite naive and came up against some quite difficult challenges but really enjoyed it. I also went in there with the idea that I would be there for some years to come but the work dried up four months later. I realised that I had to make it again on my own initiative – that I'd had great experience but there was a need to get different production companies on my CV. I'd had experience with awkward people asking me to do menial things."

Last year Lyndon was offered a job with Endemol UK on Big Brother 6. "I started off as a runner finding the audience for the Big Brother offshoot Big Brother's Big Mouth. I'm a really good people person and quite persuasive and I loved it. I then took on a researchers role and worked quite closely with the assistant producer and producer. Creatively it was amazing." To date, Lyndon has worked for Endemol West, Endemol UK and Mentorn where he worked on Britain's Worst Celebrity Driver Live.

He is currently working as a researcher on the new BBC programme Millionaire Manor. Lyndon's ambition is to remain working in the industry and he hopes to combine business with pleasure by working in a music environment.

He is also grateful to the University for setting him off on his career path. "University was great and I wouldn't change it for the world. It was the pinnacle of everything I've done. The course was good, I love Stoke-on-Trent and I still feel very upset that I'm no longer a student but then I'm busy managing my career. The greatest achievement for me was getting into the media and working as a researcher."

He added: "If I had any advice to offer it would be – be nice to everyone, be enthusiastic, and recognise an opportunity and grab it with both hands. Contacts are everything in this business." Lyndon was joined on the panel by Matt Clyde who graduated in 1999 and works as a freelance assistant director on television commercials, short film and pop videos. Joining them was Phil Bland, JVC award winner and co-director of the video production company Reels In Motion Ltd, based at E2-The Station.



Lecturer Stephen Griffiths said: "This was an extremely valuable event for students across all three levels of our media awards and gave a valuable insight into what it is like working in the industry on a daily basis. They also got tips on applications, interviews, and securing employment in the media industry."

Another student, Emma Jeffries who graduated last summer secured a job as a television researcher at Granada TV in London just a week after handing in her last assignment for level 3 and has worked on recent ITV1 programmes "Britain's Youngest Boozers", "Naked Celebrity" and ITN documentaries.



serene goddess

Creative talent blooms through University bursary

An entrepreneurial spirit, commitment and dedication has helped a Staffs alumna aim for the top with her range of fashion and beauty products. Alliyah Dawud, 22, from Stoke-on-Trent, created the company Serene Goddess. She offers Asian inspired clothes, footwear, jewellery and bath and beauty products through her website.

The bath and beauty products, which include bath bombs, moisturisers and bath salts are handmade with few, if any, chemicals. They are made from natural ingredients and contain no animal fats or alcohol with minimal packaging to help preserve the environment.

The range of clothes, footwear and jewellery is inspired by Bollywood and is aimed at females who want something different to a pair of Jeans and T-shirt.

Alliyah graduated from Staffs in 2004 with a degree in Journalism and found inspiration for a business idea whilst at a wedding in Pakistan. She said: "I suppose most entrepreneurs have a Eureka moment, mine happened whilst at a wedding in Pakistan, whilst talking to some of my relatives I was surprised to see how few products they had, and I wanted to make a difference. That is where Serene Goddess came from.

"My mum has had a lot of influence on me, she brought me up on her own as a single parent and that takes a lot of commitment. My aunt is a writer and other family members previously ran their own businesses, so I know what hard work running your own business is.

"The idea of Serene Goddess is to provide beautiful yet affordable products to anyone concerned about chemicals in their moisturisers, bath bombs or even lip balm. The clothes, footwear and accessory line provides everyone with a glamorous preview of what Asian fashion is all about, from traditional Lenghas (a long skirt and top) to costume jewellery."

Alliyah received a bursary from Staffordshire University's HE Full Circle project. She said: "I would advise anyone who is thinking of starting a business to contact the team as they have so many contacts you will wonder what you did without their support. HE Full Circle is fantastic."

One of the most important pieces of advice Alliyah can give to would be entrepreneurs is to "research like your life depends on it. Read any book you can get your hands on and ask the questions you need the answers to. If you need information, look for it don't expect it to come to you. And don't be afraid of hard work either."

But the rewards are great, she said: "Being your own boss means you have the final say in everything. It's also great to have independence and be able to work to your own needs rather than a big company who have lost the meaning behind what they set out to do in the first place." Alliyah also received support from the Prince's Trust. Visit www.serenegoddess.com or the eBay shop at <http://stores.ebay.co.uk/serenegoddess>

40:40:10

Reunion welcomes back alumni

Colleagues recently celebrated the successes of the Faculty of Computing, Engineering and Technology at an event for current and former students called 40:40:10.

The 40:40:10 theme was decided upon because Staffs has been providing computing and engineering for 40 years, and technology provision for 10 years. The event was organised to reflect and remember the successes and achievements in the areas studied within the faculty and the day was a great success with alumni travelling from across the country and as far afield as Germany.

Guests arrived to a welcome from Vice Chancellor Professor Christine King and a presentation and reminiscence of the changes and developments that have taken place over the years.

Visitors also had the option to take a tour round the campus to see what developments had been made since they had attended the institution. There were also demonstrations and presentations of different types of equipment, as well as a jazz band from the Faculty.

The event was organised by Administrator Mark Brandon and Faculty Director Adrian Low. Adrian said: "We are really pleased that the event went so well, and we got a great turnout. Guests were really impressed with the way that the University has changed over the years."

The Faculty of Computing, Engineering and Technology is a leading centre for innovation and practical scholarship. Modern programmes of study are offered along with enterprise partnerships with business and industry and an active research programme.

Staffs is nationally recognised for being dynamic and innovative in the provision of Engineering and Technology. The portfolio of courses is designed for the 21st Century.

The aim is to produce the computing, engineering and technology innovators of the future. Studios, laboratories and technology centres are equipped with state-of-the-art software and hardware, which reflect the latest developments needed to support students.



Photographs courtesy of Mark Brandon



futuristic fuel

Graduate company uses cooking oil to fuel the future

Staffs alumna Rachel Foster-Borman hit the ground running after she was made redundant from her marketing post with the struggling telecommunications organisation Marconi.

Rachel saw it as an opportunity to “make a difference” and within two months she had been accepted on to the University’s Enterprise Fellowship Scheme which has played a major role in helping her to launch her business, Bio-Power Stafford Limited. “It’s been brilliant and I wouldn’t have believed that this much help was available,” said Rachel who has benefited from free desk space in Stafford Business Village and a wealth of business development training.

“The reason I’ve gone into business is that I wanted to do something that mattered,” explained Rachel. “Although I love marketing, I’m conscious that it’s not going to improve the wealth of mankind. This has been on my mind for several years, it’s about using what I can do more constructively.”

Rachel, who graduated with a degree in Technology Management in 1994 and a Masters in Business Administration in 1999, has been interested in green technology for some time. It was as the owner of a narrowboat that Rachel first became aware of bio-diesel as a green alternative to traditional fossil based diesel and both she and her

husband attended a course organised by the Bio-Power UK which looked at the techniques employed in producing it.

For her business, Rachel has opted for a technique known as MUVO (Modified Used Vegetable Oil) which produces an ‘ultra-green’ transport fuel which can be used in all diesel engines. To these ends, she has already lined up a network of local suppliers and a confirmed supply of 40,000 litres of used cooking oil per year. Rachel added: “It’s quite an attractive proposition for users of cooking oil as its an excellent recycling option and ordinarily they have to pay to have it disposed of as kitchen waste.”

Bio-Power Stafford Limited was incorporated on February 1 and thanks to a £7,000 grant made available through the EFS, Rachel is now eagerly awaiting delivery of her Mercedes Sprinter van which will enable her to carry out the collections and deliveries.

She has also secured the use of industrial premises for the production of the bio-diesel. “I am looking to sell Bio-Diesel directly to both individual drivers and businesses and will be operating a ‘milk-round’ service whereby I deliver full containers of fuel and pick up the empties for re-filling. I am currently in negotiations regarding several large-scale opportunities and have a network of potential customers lined up.

“I’m delighted with the level of customer interest. This is a new product to most people, I’m working on the basis that initially there are a small proportion of people who are innovative / early adopters of new products and that in time the customer population will grow to a majority. Bio-diesel is here to stay and ultimately either via my local supply or through the government’s commitment to a Renewable Transport Fuel Obligation everyone will come to use a form of bio-diesel. Launching a marine fuel for the inland waterways and opening a green diesel station is part of my five year plan....”

For more information contact Rachel at info@bio-power-stafford.co.uk



EFS factfile

- The Enterprise Fellowship Scheme is funded through the Higher Education Innovation Fund
- The scheme has been running at Staffordshire University for four years in which time it has provided business support to 22 young businesses.
- There were six places available on the 2005/06 programme - all of which were taken by December 2005.
- There are set to be a further 15 places available to Staffordshire University final year students, graduates and alumni commencing this Autumn.
- For more information visit www.staffs.com/efs, or contact Rob Snell on r.snell@staffs.ac.uk or 01785 353809

a taste of the orient

Ceramics company creates the difference

ITEM, formerly Earthworks, is a ceramics business founded by Staffordshire based designers Emma and Mark Welsh. With grounding in ceramic sculptor, ITEM use their creative skills to add an essence of sculptural beauty and global influence to everyday home objects. With the help of Different by Design, they launched their first products last year and two of these – the “inori” sushi set and “kou” chandelier – have been exhibited at the London design exhibition 100% Design.

As the company goes from strength to strength, Different by Design advised them to add more products to their successful portfolio. Their latest creations include a range of unadorned white bone china serving dishes that are multi-functional as well as beautiful. Inori tableware is made entirely in Staffordshire using the finest bone china. The centrepiece of the range is a five piece stacking oriental dining set comprising a rice bowl, sushi platter, sauce dish, teacup and chopstick holder. Conceived first as a purely sculptural form when assembled, the set is perfectly functional when dismantled for use as a place setting.

All the serving dishes in the Inori range share the same Japanese circular foot. Both the three piece (Inori-San) and four piece set

(Inori-Shi) feature space saving stacking design in which the smaller dishes nest inside the larger and the lids form bowls of their own. ITEM has taken the advice of Different by Design to use local manufacturers to create the products, to allow them to fully concentrate on the designs and future inspirations for their product portfolio.

“We’ve learnt so much from working with Different by Design during the past year. University taught us how to create great products, but not how to use those products to build a business. Mo has shown us the ropes and guided us in the right direction.”
Emma Welsh, ITEM

“Emma and Mark have the ability to turn a seemingly ordinary household object into a beautifully sculptured piece of ceramic design. We’re proud to continue to work with them, to help them grow their original and clever portfolio of products.”
Mo Trudel, Different by Design



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For further information please contact: Barbara Nicklin on
t: 01782 294243
e: b.j.nicklin@staffs.ac.uk
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delivering the post

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