

# HORIZON

from Staffordshire University

## Video star: Kevin Godley

The ex-art student, hit songwriter and father of the modern pop video revisits his most famous film clips

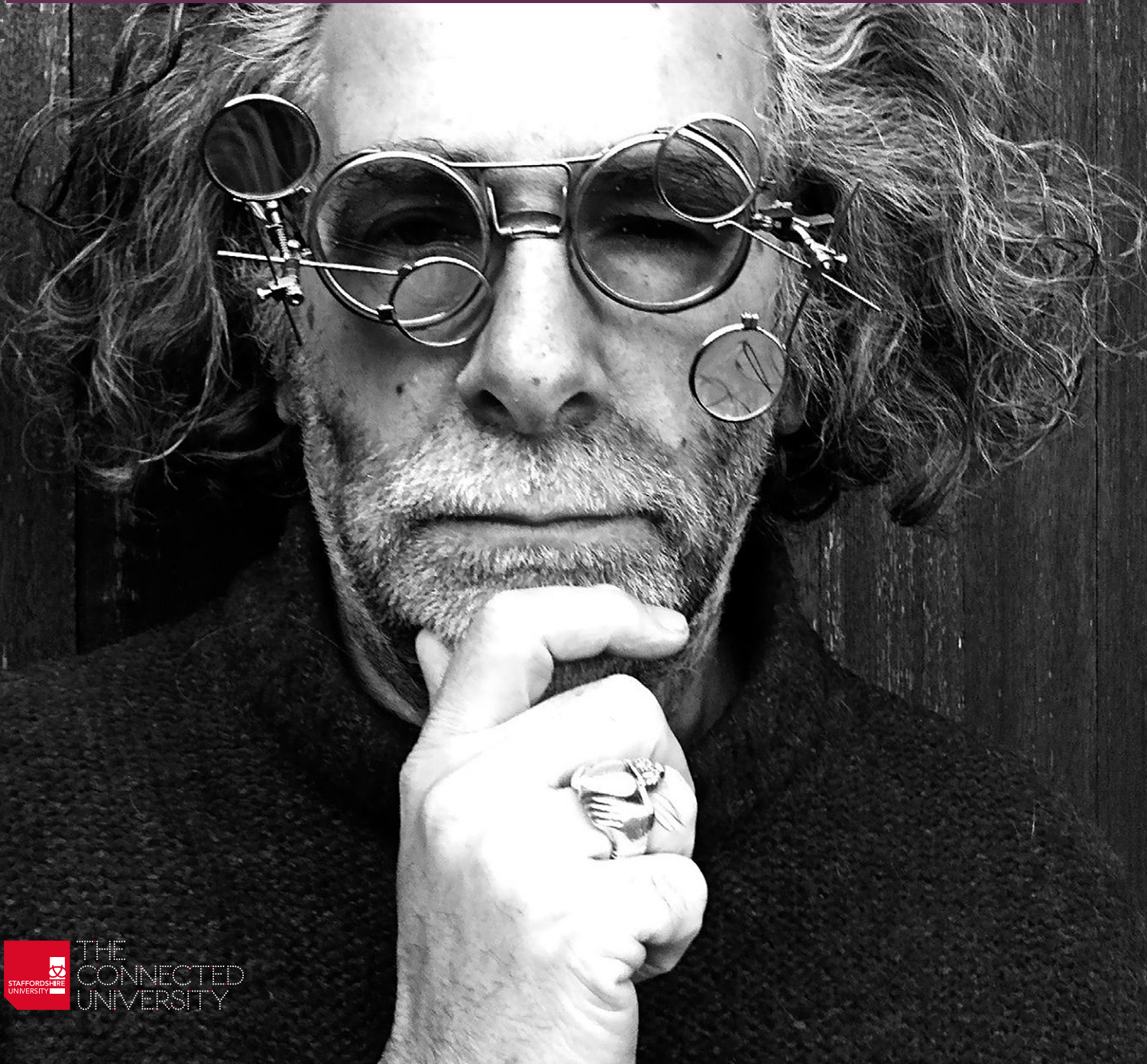
## Screen to stadium: Esports

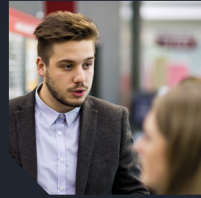
How Staffordshire graduates are making a splash in the billion-dollar world of competitive videogaming

## Justice for all: Ruby Hammer

The University's Head of Law on her crusade to open the legal profession to students from all backgrounds

WINTER  
17-18





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# HORIZON

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Kevin Godley, photographed by Sue Godley

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**RILEY RAVEN**



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## Connected to success

**I**t is difficult to believe that only 18 months have passed since I took office as Vice-Chancellor. When I arrived, the dust was beginning to settle after the most ambitious development project the University had ever witnessed. Since then, the physical transformation of the campus has been mirrored by big changes in the way we operate.

We have brought in a new academic structure, which replaced the old faculty system with six academic schools. This year also saw the launch of our ambitious Connected University strategy – an undertaking to work with civic leaders, education partners and local industry to drive the success not just of the University but of the wider region to which we belong. Both innovations will help to give students the best possible experience when they come to us.

We are already doing well. It is very pleasing that the University has been lauded in the Teaching Excellence Framework, has been shortlisted for prestigious awards and has leapt up the higher-education rankings. Our graduates are officially among the most employable in the UK. But we will always be striving to do even better.

We recently welcomed more than 3,000 new students on to our campuses, and our goal is to help them progress and succeed while having a great time. We will be putting a particular focus on personal tutoring, to ensure they are supported up to graduation and into the world at large.

At Staffordshire University we are all about transforming the lives and prospects of the people who study with us. I love hearing from students about the fantastic time they are having here, and I am proud and impressed by what they go on to achieve locally and globally. In this, the first issue of *Horizon*, you'll come across many of their inspirational stories.

Elsewhere, you'll find features on how Staffordshire University is strengthening its connections to the fashion industry, the new discipline of esports and the very different world of paramedic science. We also look at how we have been working with partners in Staffordshire to ensure Stoke on-Trent's bid to become the next City of Culture is out of this world.

I hope you enjoy this issue.

**Professor Liz Barnes**  
**Vice-Chancellor and Chief Executive**

### UNIVERSITY LIFE DOESN'T END AT GRADUATION...

As alumni, you can expect a lifelong relationship with the University. For more than 100 years, we've been the trailblazers, transformers and trendsetters – and every graduate has a continuing role to play in our success story.

The easiest way to stay connected is via our web page. Just visit [staffs.ac.uk/alumni](https://staffs.ac.uk/alumni) to access our full range of alumni services and benefits, share graduate stories and keep in touch with your peers. We're also on social media: to keep abreast of all the latest news, follow [@StaffsAlumni](https://twitter.com/StaffsAlumni) on Twitter, [@staffsalumni](https://www.instagram.com/staffsalumni) on Instagram, [StaffsUniAlumni](https://www.facebook.com/StaffsUniAlumni) on Facebook or [Staffordshire University Alumni \(Official\)](https://www.linkedin.com/company/Staffordshire-University-Alumni) on LinkedIn.

## Events on campus in 2017-18

Throughout the year, the University hosts a wide range of public events, including lectures, workshops, film screenings, open days, degree shows and exhibitions. They also include our popular "Profs in the Pav" series of talks from leading academics, in the informal surroundings of the new Beacon Building's Pavilion fusion eatery.

Most events are free to attend, but some require advance booking. To see what's coming up, visit [staffs.ac.uk/events](http://staffs.ac.uk/events).

*Thursday 16 November*

### PROFS IN THE PAV: 'WE NEED MAD LEADERS'

A provocative lecture on leadership from Rune By, Professor of Organisational Behaviour.

*Thursday 7 December*

### DOING BUSINESS AFTER BREXIT

A business breakfast including taster sessions and talks from Digital Marketing: Meet the author of *Doing Business After Brexit* and find out how Brexit will affect your company. Bookable via Eventbrite.

*Monday 11 December*

### UNIVERSITY CHRISTMAS CAROL SERVICE

The beautiful, historic surroundings of Stoke Minster provide the setting for Staffordshire University's Christmas carol service.

*Thursday 25 January*

### PROFS IN THE PAV: 'DEADLINE 2025: DEATH OF THE BRITISH PRESS'

Mick Temple, Professor of Journalism and Politics, looks at the profound challenges facing the UK print media.

*Monday 29 January*

### INAUGURAL PROFESSORIAL LECTURE BY PROFESSOR CAROLINE STURDY COLLS

To mark Holocaust Memorial Day, a talk on 'A Career in Conflict: Archaeological Approaches to Investigating Holocaust Landscapes'.

*Thursday 22 February*

### PROFS IN DUDLEYS: 'UNDERSTANDING THE HUMAN SPIRIT'

Wilf McSherry, Professor in Dignity of Care for Older People, speaks at the Centre for Excellence in Stafford.

*Tuesday 27 February*

### PROFS IN THE PAV: 'LEVEL UP – GAMES BEYOND ENTERTAINMENT!'

Eunice Ma, Professor of Games Technology, gives an informal lecture at the Pavilion.

*Thursday 8 March*

### INAUGURAL PROFESSORIAL LECTURE BY PROFESSOR LIZ BOATH

A lecture to mark International Women's Day 2018 from the Professor of Health and Wellbeing.

*Thursday 29 March*

### PROFS IN THE PAV: 'A SPOONFUL OF MURDER: THE EVOLVING SCIENCE OF BODY RECOVERY'

John Cassella, Professor of Forensic Science Education, talks through the latest developments in his discipline.

*Friday 4 May*

### GRADEX 18

A showcase of degree projects from Computing, Technology, Sciences and Engineering students at various venues throughout the College Road campus.

*Friday 1 June*

### SHOW AND TELL

The annual Art and Design degree shows, beginning with a pre-show reception and opening ceremony at Ember Road on the College Road campus.

*Wednesday 13 June*

### BLOOD, SWEAT AND FEARS: WOMEN IN SPORT AND EXERCISE 2018

A conference looking at women's participation in sport activity. Confirmed keynote speakers include Baroness Campbell of Loughborough, head of the Women's Football Association.

## WRITE TO HORIZON

*We are always delighted to receive your letters, emails and messages on social media. If you would like to connect with us to comment on the magazine, share anecdotes or suggest future articles, please get in touch.*

Please contact us by email at [graduate.relations@staffs.ac.uk](mailto:graduate.relations@staffs.ac.uk) or write to *Horizon* magazine, Graduate Relations, Staffordshire University, College Road, Stoke-on-Trent ST4 2DE.



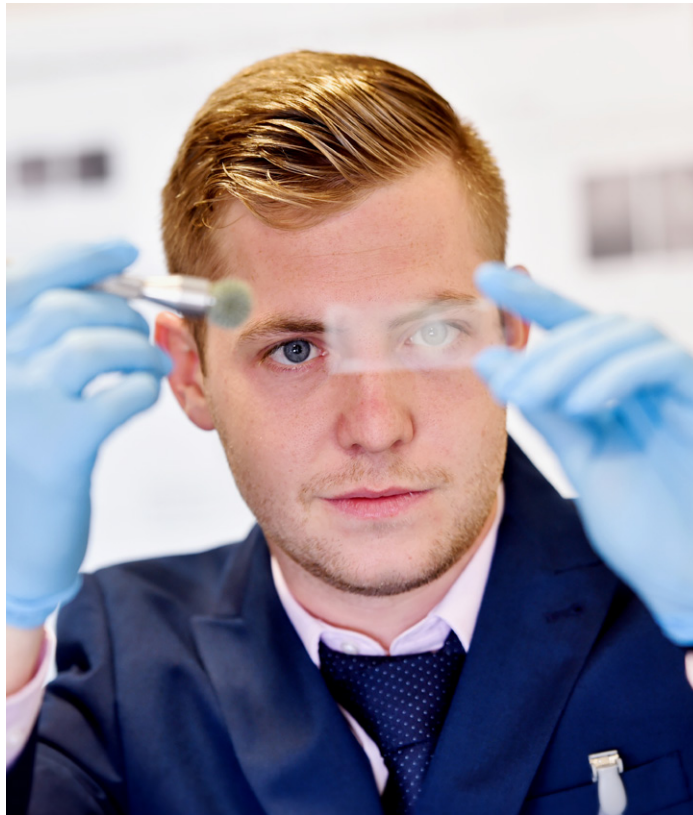
If you're happy for your message to be published in a future issue of *Horizon*, please mark it "for publication". Letters may be edited for length.

## CONNECT WITH US ON SOCIAL MEDIA

The University has a wide-ranging presence on social media. As well as our official accounts there are special-interest groups covering everything from the Careers Network and International Students to individual subjects such as Engineering, Games Design and Journalism. See [staffs.ac.uk/socialmedia](http://staffs.ac.uk/socialmedia) for the complete list. They're a great way to keep up with us and network with fellow Staffordshire graduates.



Find us on Twitter, Facebook, Instagram, Snapchat, YouTube, LinkedIn and other social media channels.



## Student innovation on show at GradEX

The ingenuity of Staffordshire students was on full display at GradEX 2017 – the yearly showcase of final-year work in Computing, Engineering, Science and Technology.

Their innovations included Down Right Perfection, an app developed by BSc (Hons) Web Development student Sam Blundred. The project was born out of his frustration at the lack of computer games he could play with his sister, who has Down's Syndrome.

He says: "I wanted to find fun activities that we could do together but discovered there's a gap in the market. Apps that are easy enough for adults with Down's Syndrome tend to be aimed at children, which seems condescending."

Vivian Murray, studying BSc (Hons) Computer Gameplay Design and Production, created a medieval cookery game to engage children with history. She says: "I've always loved history and was actually looking through a medieval cookery book when I came up with the idea. Some of the ingredients are a bit unusual, like blackbird – but I wanted to make the recipes as authentic as possible!"

Chad Rebisz from the BSc (Hons) Computing Science: Web Development course demonstrated Inkdex, an Instagram-based social media app dedicated to sharing images of tattoos. Users can follow each other, find and review nearby tattoo parlours and respond to each other's pictures.

He said: "This is a real passion project and I believe there's a market for it. GradEX is a great opportunity to get out there and will hopefully help me take the app further!"

## Strategy drives regional growth

Staffordshire University has earned high praise for its commitment to driving job creation and business growth in the region. It was one of only 13 institutions to be commended by the Higher Education Funding Council for England (HEFCE) for engaging with industry and supporting regional development.

It's a well-earned vote of confidence in the University's Knowledge Exchange Strategy, which aims to address the productivity gap facing the local economy.

Its successes include a £12million "Digital Kiln" project, which is helping businesses to exploit new technologies, and the provision of new apprenticeships to develop the regional workforce. Professor Ieuan Ellis, Pro Vice-Chancellor for Partnerships and Region, says: "As the Connected University, we are committed to driving economic development in and for our region. We're achieving this through creating an intellectual hub where education and industry can work collaboratively, using our fantastic new digital facilities."

David Frost CBE, chairman of the Stoke-on-Trent and Staffordshire Local Enterprise Partnership, says: "The University's ground-breaking work is a credit to its staff and students. This is an impressive example of the impact that a forward-thinking institution with a can-do attitude can achieve."





## Cycling champion leads honour roll

Inspirational figures from all walks of life were honoured at the University's 2017 Awards Ceremony – including Great Britain's most successful female Olympian. Laura Kenny CBE, who won two gold medals in track cycling at both the London and Rio games, was made a Doctor of Science.

Ruby Wax, one of Britain's best-loved comedians and a tireless campaigner on mental-health issues, was made a Doctor of the University. She said: "This is almost the most thrilling honour I could receive. I thank Staffordshire University from the bottom of my heart for recognising my work to break the stigma."

Carol and Kevin Shanahan, who co-founded Synectics Solutions, both received honorary doctorates at the July ceremony. The Staffordshire-based software business now employs more than 350 people – many,

like Kevin, graduates of the University. Stoke-on-Trent native Sarah Willingham, star of BBC One's *Dragons' Den*, became a Doctor of Letters for her achievements as a businesswoman and entrepreneur. An honorary doctorate in Law was awarded to Nigel Meadows, Senior Coroner of Manchester and a generous supporter of the University's Law department.

Dr Ruth Thompson, a former Director-General for Higher Education who served as a governor of the University before her death in 2016, was posthumously honoured. The University also conferred an honorary doctorate on the explorer, writer and photographer Levison Wood. Originally from Forsbrook, near Stoke, he has travelled to more than 90 countries worldwide and shared his adventures in a string of acclaimed TV documentaries.

## The awards keep on coming...

The past year has seen the University win an exceptional tally of awards and accolades.

Official figures indicated that Staffordshire graduates are among the most employable in the UK. The University significantly improved its performance in the Destination of Leavers from Higher Education survey (DHLE), which showed that 97.5% of last year's graduates went on to employment or further study.

In the new Teaching Excellence Framework (TEF), introduced by the Government to measure teaching quality, Staffordshire University received a silver award. This category is reserved for

institutions that "deliver high-quality teaching, learning and outcomes for their students, and consistently exceed the rigorous national quality requirements for UK higher education."

The University was shortlisted in the "Most Improved Student Experience" category at the *Times Higher Education Awards*, based on a poll of more than 20,000 students. And in the 2018 edition of the *Times and Sunday Times Good University Guide*, Staffordshire was the highest climber, rising 29 places up the rankings to 63rd. The same guide placed it within the top 10 for teaching quality.

## Space for learning at the YMCA

A new Education Zone at North Staffordshire YMCA is inspiring young people to think about going to university.

In partnership with Staffordshire University, the YMCA transformed one of its rooms into a welcoming environment where 16 to 25-year-olds can find out about options in higher education. Around 1,500 young people pass through the organisation's doors at Harding Road, Hanley, each month.

Staff and student ambassadors from the University visit the Education Zone to spread the word about the different education pathways that are available. These include Step Up to HE – a scheme designed for people who have taken a break from education – as well as Foundation and Degree courses, and Higher and Degree Apprenticeships.

Deborah Sanderson, the University's Head of Development and Alumni Relations, says: "We've had dealings with the YMCA over a number of years. Now, with support from the Bertarelli Foundation, we have been able to formalise the partnership so we can directly engage the young people who access its services.

"Each year we're inspired by stories of people who have transformed their lives through going to university, and we'll be using this opportunity to urge more young people to consider their higher-education options."





## Can you offer the gift of opportunity?

Can you help Staffordshire University transform lives and inspire tomorrow's leaders? Leaf through this magazine and you'll discover how our graduates are making a difference in all walks of life. By giving to the University, you'll ensure that we can keep on giving talented students the chance to realise their potential, by providing top-quality, accessible higher education.

Four years ago, we set ourselves the target of raising £1million to assist students from low-income backgrounds

– in many cases, the first in their families to study at university. Thanks to the generosity of our supporters, we have achieved that goal, allowing us to create 250 bursaries, three scholarships and a host of other opportunity awards. Ambitious plans are now in place to move beyond a million, and we want to continue seeing students from all backgrounds reaping the benefits of a Staffordshire University education. No matter how large or small, your support will make a difference.

## Putting the tea in talent

A unique scholarship provided three ceramics students with £1,000 each – and thanks to local company Steelite, they were able to repay the favour by selling mugs to raise funds for future learners.

Caitlin Darby, Holly Kemp and Emma Rose were chosen to receive the Staffordshire University Scholarship for Creativity and Innovation in Ceramics, launched in partnership with the British Ceramics Biennial. The award was part-funded by donations from supporters.

The three MA Ceramic Design students, along with their coursemate Mandy Billington, went on to design special mugs to be sold at University graduation ceremonies. Stoke-based ceramics manufacturer Steelite donated and printed 2,000 of them – and all proceeds have been passed on to the Development Fund to cover further bursaries and scholarships.

Each design featured a different decoration. Emma based her pattern on the star badges given to students at graduation, while Mandy's mug featured line drawings of iconic Stoke-on-Trent buildings including pot banks, the train station and the Cadman Building.

Development and Alumni Relations Officer Samantha Nuttall says: "We've developed a fantastic relationship with Steelite and were extremely grateful for their donation. The mugs are beautiful – they give our graduating cohort the chance to take home a piece of the Potteries as a memento of their time at Staffs, while helping future generations."





## Cash boost for trainee teachers

For the third year running, a generous donation has funded bursaries for trainee teachers from lower-income backgrounds. Jane Matthews\*, a retired teacher from Stoke-on-Trent, was inspired to support the PGCE students despite having no previous connection to the University.

She said: "I have taught people over the years who were clever enough to go to university but couldn't afford to, and I thought I could help someone have this opportunity."

Each of the eight students who received a bursary wrote to thank Jane personally. Amy Matthews said in her letter: "I would like to express my enormous gratitude. Your donation will enable me to purchase resources such as mini-whiteboards, pens, flash cards and more for the students I teach in my placement."

Jodie Williamson, who applied for the course at the age of 30, used some of the money to undergo medical tests that showed that she was both dyslexic and dyspraxic. She wrote: "I was thankful I finally had an answer to why things always seemed a little bit harder for me. Your donation helped me pay for the test and for new equipment that will help with my studies."

\* Name has been changed



## Stallions take to field in new kit

Charitable donations have helped students with their sporting activities as well as their studies. The Staffordshire Stallions, the University's American football club, kicked off their new season with brand-new kit, thanks to a much-needed injection of funding.

The University Development and Alumni Relations Office stepped in with a grant of £1,400 toward the £5,000 needed to replace ageing helmets, padding and other essential equipment. More than 60 students are active players at the club, which has enjoyed great success at regional level.

Jonathan Pace, Head of Sports Development and Active Lifestyles, says: "American football is the most expensive sport at the University. The specialised kit is needed because it's a high-risk sport, with players running into each other at speed. Then there are the travel costs for such a big team, and the medical cover. It all adds up."

Anyone interested in supporting the Staffordshire Stallions should contact the Development and Alumni Relations Office on [developmentoffice@staffs.ac.uk](mailto:developmentoffice@staffs.ac.uk).

## HOW YOU CAN HELP

If you would like to support students at Staffordshire University, there are many ways to get involved. You can contribute financially by making a regular monthly donation, a one-off payment, or leaving a legacy in your will. In addition, we are always looking to meet with potential major donors who are willing to consider a partnership to help us achieve our goals.

For more information or to talk to us about making a gift, please contact the Development and Alumni Relations Office on **01782 295702** or email

[developmentoffice@staffs.ac.uk](mailto:developmentoffice@staffs.ac.uk). A gift of time can be as valuable as a cash donation. Alumni are in a unique position to pass on knowledge, offer internships and dispense career advice. You may want to get involved by mentoring subject groups, delivering guest lectures or inspiring current students by sharing your success stories online.

If you would like to find out more or volunteer your time, please email [graduate.relations@staffs.ac.uk](mailto:graduate.relations@staffs.ac.uk).

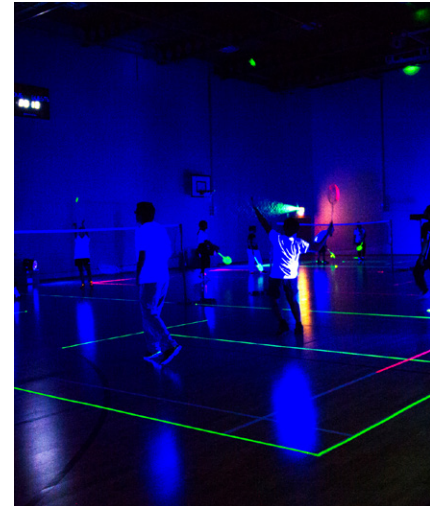
## Glowing with success

A Staffordshire University start-up is throwing new light on the benefits of exercise with its pioneering glow-in-the-dark sports.

Sports Studies graduate Daryl Day teamed up with Sports Engagement Co-Ordinator Arron Dunn to form Glow Active last October. The company offers a range of sporting activities including football, squash and badminton, played under ultra-violet light. Participants use special UV-fluorescent clothing and equipment.

The pair built up the business with the help of Staffordshire University's Be Inspired programme, which offers support and guidance for entrepreneurs. A year after its launch, Glow Active is already hosting multiple events every week.

Daryl Day says: "We've already done a lot of work within schools, and want to branch out into charity and corporate events too. We believe our concept will change the way people participate in sport for years to come. And it's a great way to engage kids, because the UV minimises competition and maximises fun."



## Why Josh is in a different league

Sports graduate Josh Gordon has been signed up by Leicester City FC – last year's Premier League winners.

The 22-year-old striker graduated with a high 2.1 in Sports Development and Coaching last summer, after playing for Nantwich Town and Rhyl throughout his studies. He moved to Stafford Rangers after leaving University, and made the leap from non-league to Premier League in April when he was snapped up by Leicester for its development squad.

He says: "The degree really helped to keep me motivated, and the fact that my lecturers supported me made a huge difference. I am really excited to have made the move to Leicester and hope I'll continue to make the University proud."

Course Leader Chris Lee says: "Josh had a real talent for coaching, and hopefully he will be able to carry that with him as a professional player. I'm sure it won't be long until we see him playing in Leicester's first team."

## Good things come in threes for Jack

A Staffordshire graduate is celebrating a personal hat-trick – all after coming to the University through Clearing.

Jack Gregson, 21, gained a first in Advertising and Brand Management, and was chosen to receive the Vice-Chancellor's Award. The annual prize is given to a student who has shown outstanding commitment and personal learning, and has made an exceptional contribution to University life.

For his final-year project, Jack and course-mate Beth Johnson designed a campaign to reduce the use of sweatshops by fashion retailers. The pair were selected to work with Google Labs to develop the concept and pitch it to real-life brands.

Despite receiving top A-level grades, Jack applied to Staffordshire University at the last minute through Clearing. He says: "None of the courses I'd applied to felt right. I think there is a massive stigma around Clearing, but there shouldn't be. It gave me an opportunity to go to the university I really wanted to."





## Academic gets top marketing honour

A professor who gained his PhD at Staffordshire University has won the most prestigious award in his field.

Timothy Keiningham, who holds the J. Donald Kennedy Chair in E-Commerce at St John's University, New York, received the American Marketing Association's highest honour at a ceremony in June. Each year, the AMA grants the Christopher Lovelock Career Contributions to the Services Discipline Award to just one individual whose career has had the greatest long-term impact on services marketing.

In his acceptance speech, he identified Staffordshire University – where he completed his doctorate in 2009 – as one of the environments that had helped to hone his thinking. He says: "I'm fiercely loyal to my institutions, and Staffordshire is where I did my PhD, so I was very glad to mention it."

Professor Keiningham is no stranger to acclaim, having won a string of previous awards and written *New York Times* bestselling books. However, he values the Christopher Lovelock Award as "the greatest honour – unless you're lucky enough to get a Nobel Prize". He says: "I've been fortunate that some of my papers have received awards in the past, but this is a very different animal. It reflects appreciation for the whole body of my work over 20 years.

"I look at the list of people who have won this in the past, and most of them are people I consider legends or heroes of the field. So the first thing you think is, do I actually belong on this list? It's humbling, gratifying and terrifying at the same time."



## Thinking outside the jewellery box

Libby Ward has won a string of British awards for her experimental jewellery. Now the 26-year-old is to showcase her work before an international audience at the prestigious Sieraad Art Fair, in Amsterdam.

She says: "It's absolutely massive news for me. It's something I've wanted to do since the beginning of my career."

The 3D Design graduate has become known for using unconventional methods and materials to make her brooches, rings and necklaces. She says: "I do use gold, for its aesthetics rather than its value, but I'm also working with materials like silicone and latex. It's all about experimenting with how we see preciousness and why we wear the jewellery we choose to wear."

Several of her pieces feature preserved moss. "I've been developing that since I left University," she says. "I've been able to mix the dried-out moss with resin to preserve



it, and then set it in 95% silver. I've been developing that range over two years."

Ward works as part of the artists' collective Fourmakers at Middleport Pottery, Burslem, along with fellow Staffordshire graduate Alex Allday. She says: "Alex did Ceramics, so we didn't know each other until we met at Middleport. We've built up a strong relationship, supporting each other with advice and doing shows together – and we've recently started offering courses at the studios."





# Short cuts

*In her new book, Photography graduate Tia Lloyd chronicles Britain's skinhead subculture*

For the project, Tia spent time with skinheads from all over the UK. "This allowed me to photograph them from an insider's perspective," she says. "They made me feel welcome and allowed me to explore their lifestyle."

She hopes the book will address the misconception that all skinheads are fascists. She says: "The skinhead subculture originated from Jamaican culture, but fascists stole their dress style in the late Seventies. It's time these people were given a voice to express the true meaning behind their lifestyle."

*Skinheads, We Never Left* by Tia Lloyd is available for £48.99 in hardback or £4.99 for PDF from [blurb.co.uk](http://blurb.co.uk).

# LET THE GAMES BEGIN!

*With millions of fans and competitors, esports is a global phenomenon. Thanks to a unique new degree, Staffordshire graduates could be the future stars on both sides of the screen*

By Victoria James

*Winning formula: This page and  
overleaf, tournaments hosted by ESL,  
the world's biggest esports company*





Imagery courtesy of ESL, Adela Szanfler, Patrick Struck and Carlton Bremer.

**I**magine a sporting event that’s watched online by more people than witness the Super Bowl. Thousands of excited fans stream into the arena, waving the colours of their team. Commentators discuss potential strategies, while the players – a mix of men and women – focus on their match. At stake is a multi-million-pound prize pool, and it’s all for a game you’ve probably never heard of: a battle-arena “esport”.

Competitive videogaming, or esports, is an industry projected to be worth a billion dollars globally by 2019. And Staffordshire University is the first higher-education institution in the UK to have recognised its potential by creating a three-year degree course devoted solely to the phenomenon. The first cohort of students will arrive at Stoke-on-Trent in September 2018, and applications are already flooding in.

“We’re working with the esports industry on the curriculum and have started developing an esports hub at Staffordshire University,” says Rachel Gowers, Associate Dean for

Recruitment. “We’ve received hundreds of enquiries already from all over the world. So much so that although we initially thought 20 would be a healthy first-year intake, we’re looking at much bigger numbers.”

The University is already a leader in games-related degrees, covering everything from design and production to art and animation. Greg Storey is a recent Staffordshire graduate in VFX and concept design. Two years ago, he founded the fast-growing company Aspartech, producing software that speeds up computer performance. He’s also a self-confessed “massive gamer” who masterminded a large-scale esports event on campus.

“I proposed a varsity competition against Keele,” he says. “We had five games played by two teams, on a large stage set-up in the University club. Hundreds turned up on the day, but more than 7,000 watched online.”

Fan passion is fuelling the global spread of an activity that is already considered a national pastime in South Korea. It has become hugely popular across Asia, and has

fast-expanding audiences in the USA, Europe and South America. “The top players are the new celebrities,” says Storey. “Twitch, the online streaming platform, is their TV. Fans talk about their favourite gamers like they would an actor or a footballer: ‘Oh, his performance was bad on this day because...’”

Back in Britain, The Association for UK Interactive Entertainment (Ukie), threw down the gauntlet in a November 2016 white paper that called for Britain to become a global esports hub. Stuart Kusters, another recent graduate from the games design degree, who is now enrolled on a Master’s, is pleased that the University has accepted the challenge. He believes the success of the varsity competition has proved that the new course is timely, and explains that Staffordshire has chosen an innovative dual framework for the course.

“We pitched it as a two-schools combined honours,” explains Kusters, who is an ambassador for the new degree. “Yes, it’s games, but it’s also business. The opportunities are fantastic. Look at the BBC – it’s just started

## “YES, IT’S GAMES, BUT IT’S ALSO BUSINESS - THE OPPORTUNITIES ARE FANTASTIC”

to broadcast esports. They recognise this is an entirely new audience. The opportunities are not just in designing and playing. There’s commentating, journalism, the technical side. There are thousands of new jobs being created, and almost no one is aware of it.”

Because of that lack of awareness, the University may find itself educating not only students, but society at large about esports. The level of media interest in the new degree has been gratifying, but not always well-informed. So how can potential students win over family members and teachers confused about the nature and value of an esports degree?

“I’m a parent and I’ve had these conversations myself,” says Associate Dean Rachel Gowers. “What convinced me that we should offer this degree is also what should convince anyone of its merit, and that’s the statistics. This will be a billion-pound industry in three years.

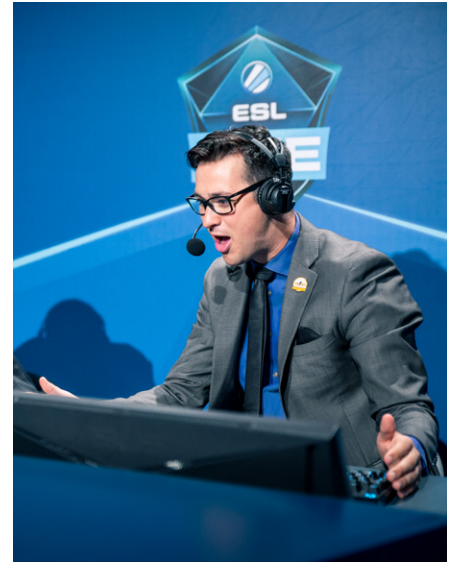
“Recruitment agencies are setting up specialist divisions devoted to esports. Our graduates will be able to work anywhere in the world, because the appeal is so global. And there are fantastic transferable skills. There’s been significant research into how esports enhance communication skills and resilience.”

The industry has responded with enthusiasm to Staffordshire University’s vote of confidence in the sector. An advisory council has been formed that includes “everyone who’s anyone” in UK esports, according to Gowers. “The industry is constantly feeding in on how we develop the curriculum. It won’t stand still,” she says.

“Education leads the way with everything,” says Storey, who plans to create a national university esports championship. “The UK may not be world-leading in players, but we can own it in design and events. For production and physical hardware, the only other places with this potential are Germany and Silicon Valley. The access to content we have here is the best in the world.”

Many of us who’ve tried our hand at gaming will have been faced with the message “GAME OVER” and the chance to enter our initials on the high-score board.

But for esports students at Staffordshire University, the rewards will be more substantial: their name on a degree certificate and the potential for an exciting and lucrative career.





# Equality before the law

*Widening access to the legal profession is a vital part of Ruby Hammer's vision for the Law Department – along with plans for new courses and facilities*

**A**s Head of Law at Staffordshire University, Ruby Hammer is determined to ensure that a legal career is within the reach of talented students from all social and educational backgrounds. It's a mission that's rooted in her own experiences. "I was a bit of a rebel," she says. "I didn't like school, and didn't want to go to university at 18. But I was very into horses, and my grandparents said, 'Unless you do something to get a proper job, we're not going to keep funding your show jumping.'"

She signed up for a two-year secretarial course, which led to a job as a medical PA. Her boss suggested that she had potential to climb higher in the National Health Service, and encouraged her to take an NHS managerial course. But on arriving at what was then Staffordshire Polytechnic, she decided to switch to a part-time law degree.

There was a problem, in that she had already booked a holiday in Acapulco; but she convinced her lecturers that she would use the 15-hour flight from Mexico to get through the preliminary reading. "So then I turned up to start this law degree, thinking I was way out of my depth," she says. "I'd missed the induction and it was already three weeks into the course. But I just loved it, and I've never looked back."

With encouragement from her tutor, she quit her NHS job to study full-time, and stayed on to do a Master's

# “IT’S ALL ABOUT GIVING STUDENTS CONFIDENCE AND SELF-BELIEF”

degree at Staffordshire University. A part-time contract teaching environmental law led to a lectureship, and she was fast-tracked to become a senior lecturer. After returning from two periods of maternity leave, Hammer refreshed her tutorial skills with an MA in education. And at the start of 2017, she was appointed as Head of Law, sitting within the new School of Law, Policing and Forensics.

Although the name may suggest a focus on criminal law and the judicial system, she points out that her department has a far wider remit and influence. “A law school sits at the heart of a university,” she says. “It’s almost like an octopus, and its tentacles reach out into every discipline.

“Take the creative industries. Anyone coming up with an idea needs guidance on how to patent the intellectual property associated with it. In something like journalism, the law of defamation and privacy underpins the work that people do. And if you think about healthcare, you have a whole body of law about medical ethics. There are cases every week in the courts that deal with end-of-life decisions and the withdrawal of treatment.

“Law reaches into everything – and a university needs a law school so that it can reach out and provide the legal framework for understanding these issues.”

Ambitious plans are afoot to expand and improve the department. Next year, a new BA (Hons) in Criminology with Offender Management will be offered for the first time, aimed at those seeking a career in the criminal justice system. There are also proposals to improve the facilities for law students, which already include a mock courtroom where they can hone their advocacy skills and a “crime-scene house” where forensic scenarios can be simulated.

She says: “We hope to add a custody suite, a family interview room and a sexual-assault interview room. We’d also like to redevelop the crime-scene house, and bring all these facilities together in the

same place.” Hammer is careful to stress that the department is “much more than just a conduit for creating solicitors and barristers”. But for those who do aspire to become practising lawyers, Staffordshire University aims to provide as much support as possible – particularly when it comes to levelling the playing field and ensuring that talent and ability count for more than an advantaged background.

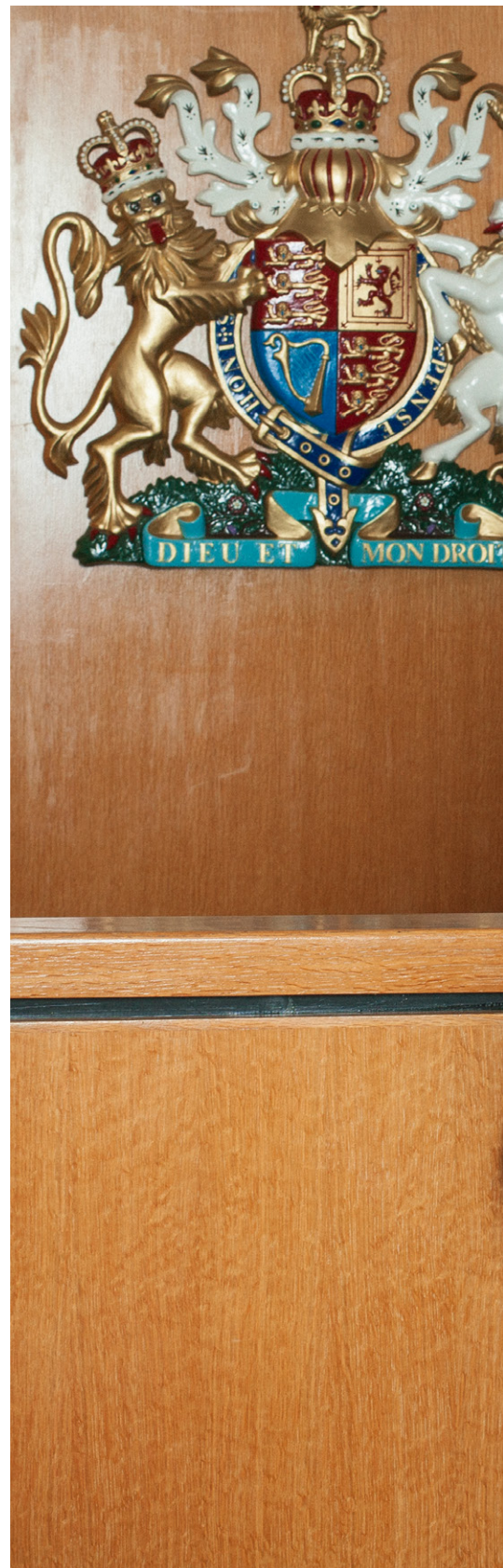
She says: “Some employers, and particularly the larger City firms, tend to have recruitment procedures that are biased toward those who are already privileged. What this means is that you don’t always get into the legal profession because of your qualifications, but because of your networks, such as parents or relatives who are solicitors.

“At this university, you don’t need to worry if you haven’t got established networks. We give you the opportunity to create them while you’re here. Every year – and this is something unique to Staffordshire University – we host our own careers fair that’s exclusively for our law students.

“It gives them the opportunity to network with representatives from a wide range of firms: local, regional and national.”

These initiatives have notched up some notable successes. She says: “We’ve had a couple of students recently who have applied for Bar scholarships, and found they were the odd one out among Oxbridge and Russell Group University candidates. But they’ve gone along, rocked it and been awarded the scholarships.”

And to Ruby Hammer, their achievements serve not only as an inspiration to future students but as a vindication of the positive, can-do ethos of Staffordshire University’s Law Department. “What we do here isn’t all about training our students to pass exams,” she says. “It’s as much about giving them the confidence, aspiration and self-belief to think, ‘Actually, I can go out and achieve these goals.’”





### A third way to a law career

Apprenticeships are providing a valuable alternative route into the legal profession. They allow employees to keep on earning a salary while training to become a Chartered Legal Executive – a status that confers many of the same privileges as being a solicitor or barrister.

Staffordshire University was among the first places in the country to offer the Government-backed Higher Apprenticeships, which lead to a qualification with the Chartered Institute of Legal Executives (CILEX). The standard programme lasts for five years, and makes use of face-to-face teaching alongside online interactive study. Candidates who already have a law degree can follow a shorter three-year course.

“These are employer-driven programmes,” says Ruby Hammer. “We don’t directly recruit students; we recruit the employers, who send us their employees for training. The main five-year scheme is a recognition that there are some people who will make an active choice not to go to university, but want to do something equivalent to degree level.”

Those who complete the fast-track graduate programme can go on to become solicitors after taking a one-year Legal Practice Course, and there’s a great advantage to choosing this route. She says: “If you’ve amassed enough professional experience, you don’t have to do the usual two-year training contract with a law firm.

“We’ve had a very successful launch of our legal apprenticeships. We’ve got lots of employers working with us, and we’re still signing up more as we go along.”

For more information, please visit [www.staffs.ac.uk/apprenticeships](http://www.staffs.ac.uk/apprenticeships), email [apprenticeships@staffs.ac.uk](mailto:apprenticeships@staffs.ac.uk) or call **0800 169 2148**.

# MAN OF VISION

*After topping the charts with 10cc, Kevin Godley became one of the fathers of the modern pop video. The Stoke-on-Trent art-school graduate tells us how he created music's most memorable clips*

**I**n the late Sixties, Kevin Godley spent three years training to be a graphic designer at Stoke-on-Trent College of Art, now merged into Staffordshire University. He recalls: "There wasn't a notion back then that people could work in lots of different media, like music and design. I don't think the word polymath was used very much."

It's difficult to come up with a better word for someone who has mastered so many creative fields. As one quarter of the Manchester group 10cc, he wrote, sang and played on some of the most inventive pop of the Seventies.

But at the peak of the band's success, after two UK number-ones, he and Lol Creme left to start their own musical

partnership. As well as having hits of their own – and inventing an eccentric guitar effect called the Gizmotron – Godley and Creme soon moved into video production. They became two of the most sought-after directors of the 1980s, making ground-breaking films for artists including Duran Duran, The Police and Frankie Goes to Hollywood.

Godley split from his working partner in 1989 and continued to direct videos for major acts such as U2, Bryan Adams, Katie Melua and Snow Patrol. He has recently published an autobiography, *Spacecake*, and developed Youdio – a music platform for the iPad that allows artists to collaborate in both sound and vision.



**Horizon:** What did you make of your time at art college? In your book, you said that you learned a little about graphic design and a lot about yourself.

**Kevin Godley:** I suppose what it did more than anything was instil an appreciation of all things visual, and a certain freedom of expression. The revolution was just beginning, and I felt that we were part of something special that was going on across the country. The most exciting moment was not to do with the course at all; it was the day the Beatles' *Sergeant Pepper* album came out. Every department in the college was playing a different track at the same time and everyone was poring over the album cover.

It was a cultural high. I sort of aspired to all that because it was so free, whereas I think the course was about giving you the basic tools to become a very specific type of professional: an illustrator or a graphic designer. But I was in a band while I was there, and much more enamoured with that than about learning anything.

**H:** When you had so much musical success with 10cc, did you feel you had to put your visual art to one side?

**KG:** That wasn't by design, particularly. I was open to whatever was going on, but I think every kid of our age wanted to be in a group at that time. We followed that path and did well. But it's not actually that different from design – you're doing the same things, but with sound.

It was only at the beginning of the 1980s, or slightly before, that we were driven backwards to rediscover our visual roots when we got involved in music video. They had lain there dormant for quite a while, but obviously hadn't gone away.



All made up: Visage's *Fade to Grey* video

**H:** Today, music videos are everywhere, and there are degree courses that teach the art. But when you made your first video [for the Godley and Creme song *An Englishman in New York*], there was much less out there to draw upon. Did you instinctively know what to do?

**KG:** Well, whenever Orson Welles was asked how he found the confidence to do something he hadn't done before, he'd say: "Ignorance – sheer ignorance." To a great degree, that's what it was about. We were never afraid of jumping into this new medium, because we were driven by enthusiasm and what we thought we could do.

**H:** Your first video for another artist – *Fade to Grey* by Visage – became a hit. How did that kick off your commercial career as videographers?

**KG:** We did that for £5,000, and £2,500 went to the make-up guy. But it was the beginning of a movement: people like Duran Duran and Toyah Willcox started coming to us, and before we knew it, we were doing more videos than music. Once MTV came to the fore, it changed everything. It meant that there was essentially a global art gallery for videographers, or whatever we called ourselves, to show our work in.



## SELECT VIDEOGRAPHY

### WITH LOL CREME

**Godley & Creme** – *An Englishman in New York* (1979); *Cry* (1985)

**Visage** – *Fade to Grey* (1981)

**Herbie Hancock** – *Rockit* (1983)

**Duran Duran** – *Girls on Film* (1981); *A View to a Kill* (1985)

**Frankie Goes to Hollywood** – *Two Tribes* (1984); *The Power of Love* (1984)

**The Police** – *Every Breath You Take* (1983); *Wrapped Around Your Finger* (1983)

### SOLO

**U2** – *Even Better than the Real Thing* (1991); *Sweetest Thing* (1998)

**Blur** – *Girls and Boys* (1994)

**The Beatles** – *Real Love* (1996)

**Snow Patrol** – *Crack the Shutters* (2008)

**Elbow** – *Gentle Storm* (2016)



**H: What are your favourites from the videos you produced in that era?**

**KG:** We did three for the Police, which I think were really good. And we did two for Frankie Goes to Hollywood, my favourite being *The Power of Love*.

**H: That video was a straight retelling of the nativity story, with Mary, Joseph and the infant Jesus. Did people find that a startling idea for such a controversial band as Frankie?**

**KG:** Yes – and that’s why it worked, I think. Our goal was always to try to do something that was different from what was out there. One thing we tried to avoid at all costs was telling the story of the song. I hate that. If a guy’s singing about meeting a girl and taking her to dinner, I want to picture in my mind a girl I want to meet. I don’t want to see your girl. You’ve already told me about her; I don’t want to see her as well. It’s bad audio-visual practice.

What a music video should be is something that captures the spirit of the music. It doesn’t need to tell the story of the music, and it doesn’t necessarily have to show the band playing. But if it’s a good music video, then whenever you hear the song, it should bring those visual images to mind.

**H: One of the most innovative videos that you and Lol Creme produced was for another of your own songs, *Cry* – just a series of faces in close-up, merging into each other. How did that come about?**

**KG:** The first idea was to film the skaters Torvill and Dean doing an ice-dance routine. They said they’d love to, but they were busy in Australia or somewhere. So we had to think of another idea very quickly. We felt the song was one that anybody could sing, so why not get a load of different people to sing it, and

do a visual mix between them? We then found that when you wipe between two faces, what you get is a non-existent person on the way from face A to face B. That was the magic of it. The technology was very simple. It was all analogue, and there was no such thing as morphing or anything.

**H: What do you think of current music videos?**

**KG:** Music is now far more of a commodity than it used to be, and a lot of the stuff looks like no one has really thought about it. There seems to be very little art out there. Of course, there are artists who transcend that rule consistently: people like Björk and Radiohead and so on.

The thing to me and to most of my contemporaries was that when you did something, you wanted it to stand out. But so much stuff that’s made today, both musically and visually, seems to be afraid to do that. The music business is so much in a state of panic and change that it’s playing safer and safer.

**H: What advice would you give to today’s aspiring film-makers and videographers?**

**KG:** The landscape’s so different today. But in the end, it’s really all down to your idea. You have to feel confident that the idea you want to transmit to film is great: it’s something that has to be seen on screen. If you put something up there that makes you say: “That’s amazing,” then there’s a good chance that other people will feel the same way about it.

So you have to do something that makes people sit up – and then you need to ensure you’re known for doing it and that you’re sought out to do it. There’s no point in doing what everybody else is doing. You probably wouldn’t do it as well as them, anyway!



**Camera ready**

*Staffordshire University offers a BA (Hons) in Advertising, Film and Music Video Production that supplies all the skills needed to thrive as a commercial film-maker. Award leader David Wheeler says: “We’re all from the industry, and we know what it needs. We’re totally career-focused. We have our students working with clients, developing a brief and then delivering it.*

*“As well as learning the craft of film-making, they develop their digital profile and learn about working as a freelancer and running an independent company. Crucially, they also go out and do work experience, and we help them network and develop professional links in the industry.*

*“When they graduate, they’ll have a show-reel with the highlights of three years of film-making, they’ll have experience and they’ll have contacts. That’s how they’ll get work in a very competitive industry.”*

# Diplomatic incidents

*Twenty-five years on from graduation, a group of International Relations alumni regularly meet up in Stoke for a nostalgic weekend. We caught up for a chat about pubs, hashtags and run-ins with the emergency services*

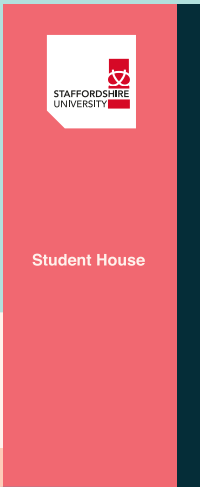


Illustration by: Pietari Posti



One night in February, shortly after closing time, a student house at Leek Road received an unexpected knock at the door. The residents were somewhat surprised to find a gang of fortysomething alumni on their doorstep, including Anna Mawson. "It was a house where some of us had lived in our third year, and we thought we'd pay a visit," she says. "The students were very hospitable and let us in. I don't know what they thought of this bunch of oldies in their living room, saying 'Do you remember this?'"

Future occupants of the house would be well advised to keep a pack of biscuits in the back of the cupboard, as Anna and her fellow International Relations graduates regularly return to Stoke-on-Trent for a totter down memory lane. "I'm the only one who's still local," says Anna, who works at the University's Institute for Research and Knowledge Exchange. "But this time, 25 of us made it back – around half of our year group, which is pretty good going."

The reunion weekends began soon after the group graduated in 1992 – the year Staffordshire Polytechnic became a university. Sheila McCabe, now business manager of a London primary school, says: "Our first was in 1996. It was hilarious, but we all were still pretty much the same people, as not much time had lapsed. The best was the second reunion held in 2009, the 20-year anniversary of when we started, as we had more than 50 people attend. One of our lecturers, Mike Brereton, held a lunch for us all in his house. It was interesting to see what life had thrown at us, and how fabulous and resilient we were!"

The use of social media – originally Friends Reunited, and now Facebook – has helped the group keep in touch. David Morley, a deputy headteacher and one of the organisers of the most recent reunion, says:

"There were 62 people on our course and we're in contact with around 56 of them. Some have travelled over from Finland, Holland and Spain, or even the US and China. We can't track down the others, but we'll keep on trying: we're planning the next reunion for 2022, in five years' time. That'll mark 30 years since we graduated."

Over the 20-odd years since the group first reconvened in Stoke, the weekend timetable has been honed to perfection. Jim Parker, who entered the armed forces after graduation and now works as a teacher, says: "On the Friday we meet up at the North Staffordshire Hotel, where we tend to stay. We remember it in its glory days, when it was where all the posh balls would be held by the University societies. It used to be quite a thing to push through all night and go for breakfast at the hotel in your ball gown or dinner jacket."

Saturdays normally involve a look around the campus, a tour of old haunts – many of them licensed premises – and a meal at a local curry house. "Then we go to the Students' Union on the Saturday night," says Jim. "That's always a bit of an experience!"

Some topics of conversation are guaranteed to crop up sooner rather than later, such as lecturers (including one who famously delivered the same lecture for weeks in a row) and what

went on during residential study trips. One such excursion to London has gone down in infamy, having ended with three students in police custody after a tipsy attempt to borrow a flag from outside the headquarters of a shipping company. "The problem was, the building was opposite Kensington Palace," recalls Jim.

The group's time at the University was a particularly turbulent one, as it went through one of the biggest expansions in its history. "Things were changing dramatically," says David. "We'd all applied to go to North Staffordshire Polytechnic. By the time we arrived, it was Staffordshire Polytechnic, and then we graduated from Staffordshire University. Student accommodation was just the little Leek Road houses – they were building the new blocks when we left. But when we first came, there was an enormous housing crisis."

In 1989, many of the freshers arrived to find they had no accommodation, and were billeted in the sports hall at Leek Road. David says: "Everyone had a bed and a wardrobe, but there were no room dividers. They didn't close the viewing balcony, so people could come in and look down on the poor students below. It looked like a refugee camp."

An ingenious solution was found. "The University bought a job lot of second-hand caravans and put them



in the car park," he says. "And these weren't modern caravans – they were the sort of ones from the Seventies that your grandparents might use to go on holiday."

Sheila McCabe and her housemates had an even worse housing experience. She says: "We were all getting ready for a night out, when the census man came knocking and told us if we didn't fill in his forms, we would get fined. So we all trooped down in towels, or half dressed.

"One of our merry band of girls had left joss sticks and candles burning in her bedroom: not the best idea with the flowing hippie throws she had everywhere. They caught fire and gutted half the house.

I had run to call the fire brigade from a phone box as we didn't have a phone. When we got to the Students' Union that night, we were feted as heroes, as we were all rumoured to have died."

There is always plenty of chat about the pubs that were once frequented. Some are still in business, such as the Terrace and the Glebe. Others have disappeared, including the Old Corner Cupboard and a particular favourite, the Roebuck. Jim says: "That was the highest-taking pub in the area until the old landlord left. They didn't tell the new guy it was a student pub. He started in the summer holidays, and couldn't understand why his only regulars were a couple of postmen from the sorting office over the road.

"Then, on the first Wednesday of the academic year, we all rolled up there, standing on the chairs and singing. The landlord had a pink fit, and we all got barred – so everybody moved down to the Terrace. Needless to say, the Roebuck stopped being one of the highest-taking pubs very quickly."

One task of organising a reunion is to phone ahead to the Students' Union, to arrange entry for Saturday night. It's an outing that offers the chance to mix with current undergraduates, and to reflect on how much the facilities have changed since the early Nineties.



“WHAT ARE #STONEHENGE DOING HERE?!”

Something that has disappeared, according to Jim Parker, is the strange smell that once permeated the bar. “One of the janitors eventually told me why this was,” he says. “A lot of people used to drink snakebite and black. This would soak through the woodblock floor and was eating through the bitumen underneath. I can’t help wondering what it must have done to your insides. I’m glad I drank Guinness.”

On occasion, the generation gap can cause communication difficulties. At the first reunion, a request for “music from our era” led to the DJ playing “Oh Mickey” from 1981, rather than the expected Stone Roses or Happy Mondays from 1991. Other nights have ended with the alumni helping final-year students with impromptu career-advice sessions; but the most recent one saw them on the dancefloor till the early hours. One

of the Union’s new features – a big screen that relays text messages from the students’ smartphones – led to the alumni getting their very own hashtag. Sheila says: “We confused everybody by being old enough to be their parents. I think ‘What are #Stonehenge doing here?’ was asked a couple of times. But we embraced the Henge!”

The opportunity to revisit old haunts is only part of the reason why the International Relations group continue to meet in Stoke. Above all, it’s about keeping up a camaraderie that has lasted a quarter of a century. David says: “People are

put off reunions because they think people are going to spend all their time talking about how great they are, how much money they’ve made, how successful they are. We don’t get any of that. It’s just old friends hanging out.”





# Stoke on trend

*How do you break into Britain's world-leading fashion industry? We look at a Staffordshire University degree that's made-to-measure for success, and get career advice from two style magnates at the top of their game*



**I**n September, London Fashion Week welcomed the world's top designers to the capital for a five-day spectacular of catwalk shows, launches and after-parties. As ever, it was a glittering reminder of Britain's status as a powerhouse of the style industry. Highlights included a rare appearance from Tommy Hilfiger (and his collaborator, supermodel Gigi Hadid) as well as the first-ever Emporio Armani show in London.

While the models sashayed and the shutters clicked, a group of young hopefuls arrived in Stoke-on-Trent to take their first steps toward a career in fashion. Freshers on the new BA (Hons) in Fashion will be furnished with the best possible chances of breaking in to a notoriously competitive industry. They'll receive their own studio space, the use of an enviable set of facilities, and close personal attention from their tutors as they learn the secrets of the trade.

They'll also have the benefit of some high-profile supporters, who will be visiting the campus to deliver guest lectures, workshops and seminars. Some, such as Simon Whitehouse, are themselves Staffordshire graduates (see panel, right).

Staffordshire degrees such as Surface Pattern Design, Photography and Graphic Design are highly regarded in the fashion industry and university league tables alike. They have already helped hundreds of students to develop their talents and gain a foothold in the business. The University is also home to the Betty Smithers Collection, which ranks among the nation's foremost design archives. But until now, there has been no course specifically geared to a fashion career.

Those who succeed will become part of a UK success story. Figures from the British Council suggest the fashion sector is worth £28billion to the economy, and supports almost 900,000 jobs. London Fashion Week is well established as one of the "big four" trade shows (along with New York, Paris and Milan) and 21st-century labels such as Ralph and Russo, JW Anderson and Emilia Wickstead fly the flag for British flair and elegance across the world.

It's no accident that the new course is simply called "Fashion", according to



course leader Rachel Heeley. She says: "People tend to think fashion courses are just about design, but lots of graduates don't go down that route. They may want to become a fashion buyer, a stylist, creative pattern cutter... there are many different opportunities. Our new degree covers the fundamentals of fashion from designing to communication, and from styling fashion films and photoshoots to networking and learning the business. This ensures our graduates can step into the industry from day one."

Accordingly, the most distinctive aspect of the course is its flexibility. Once they have covered the fundamentals, students can negotiate their own study modules to match their interests and career aspirations, and have access to workshops from other disciplines throughout the University.

Applicants can choose a standard three-year degree or a four-year sandwich course that includes a year-long placement. "Whichever they choose, work experience is embedded in the degree," says Heeley. "And again, where they do it depends on the individual. Some will want to work at a design house, while others may go to a commercial supplier or even be a stylist's assistant at a magazine.

"What we have to get across is this: work experience is absolutely vital. There are thousands of fashion graduates each year, and many of them have good degree results but little practical experience. That's not what employers want. And that's



On the catwalk: Top and previous page, Gucci Spring-Summer 2017. Above, from top, styles from Marques Almeida, Victoria Beckham and Tod's



**“It’s a non-stop relay race, and everybody is important.”**

## A pattern for success

*As CEO of JW Anderson, Simon Whitehouse is at the helm of one of Britain’s most dynamic and innovative fashion brands. The company is part of LVMH, the world’s largest luxury-goods group, which appointed him at the age of just 37.*

*Simon entered the industry in 2000 after graduating in Business Administration and Management. A job with the footwear brand Camper led to high-profile roles at Donna Karan, Matthew Williamson and Diesel. Between 2006 and 2009, he ran SIE – a social enterprise centred on children’s soccer. He often returns to his home city of Stoke-on-Trent, and we caught up with him for some advice on making it in the fashion industry...*

*“For a start, you’re going to need courage. Fashion seems glamorous from the outside, but it’s not an easy choice. The reality is long hours and relentless hard work in a very fast-paced industry. You need the courage to work against the odds and know when to speak your mind. And to be frank, you need talent.*

*“You should try to get experience quickly, and there’s nothing like working in retail.*

*I was 19 when I started working with a friend who had a shop – he was only 15 years old when he opened it! Once you see the way people buy clothing, and understand what they’re looking for and what motivates them, you can join up lots of dots. You start to understand the importance of fit and quality.*

*“Teamwork is the biggest thing. Fashion is like a relay race: it starts with the design, then the baton gets passed to the development team to make the samples and then to the merchandising team to make sure the product is what the market wants.*

*“Then it gets approval from the creative director, goes to the sales team and the production people, and to the PR team. Only then does it go to retail and the final consumer, and you find out whether they’re going to buy it or not. Then you get the feedback and that’s what influences the next collection.*

*“It’s non-stop, and everybody is important. You may have Usain Bolt on the final leg, but that’s not good enough. If there’s one weak link in the relay, that’s when everybody starts feeling the pressure – because there will be better teams out there that are collectively stronger.”*



## Industry figures...

### £2.4trillion

Estimated value of the global fashion industry

(McKinsey & Company | The Business of Fashion)

### 880,000

Jobs supported by the UK fashion industry

(British Fashion Council)



**“AT THE END OF THE DAY, IT’S ALL ABOUT HELPING STUDENTS TO LAND THE JOB OF THEIR DREAMS.”**



why we get every student involved with real-world, live projects, learning the skill set required to be of part of a team.”

The fashion degree embodies Staffordshire’s theme as a “connected university” in more ways than one. There are opportunities to work on collaborative projects with colleagues on other courses, such as Textile Surfaces, Photography and Film Studies. Students can join the new Fashion Society within the Students’ Union to meet like-minded people – not just to collaborate, but to go on trips and visit exhibitions.

Heeley says: “The broad portfolio of courses here is really great, and there are so many links that can be made with fashion. It also means they can make the most of facilities elsewhere, such as laser cutting and digital fabric printing.”

Students are also expected to connect with the wider fashion world by developing an online presence. “This is all part of being a digitally connected university,” she says. “Social media understanding is

embedded in the course. By the final year, they’ll have a digital portfolio that will make it easier to apply for roles.”

Heeley is well qualified to lead the degree. After leaving university in 2004, she set up her own fashion label, marketing her pieces at London’s Fashion and Textile Museum. Alongside her work as an academic, she continues to engage in collaborative projects, styling her own and other designers’ work.

“In fact, everyone who’s part of the team has practised in the fashion industry,” she says. “And we have guest lecturers who will come in and talk about their company, and pass on their experience. The students will continually be getting a diverse input from different experts.

“Eventually, we plan to offer a wider portfolio of courses alongside the Fashion degree. But at the end of the day, it’s all about helping our students to land the job of their dreams. They’ll gain so much from this course that will help them to stand out against other candidates when it comes to finding employment.”

*In the workshop:  
Above left, the new  
Fashion facilities at  
the University*

**£82.3billion**

Yearly household spending on fashion products

(British Fashion Council / Oxford Economics)

**£28billion**

Direct contribution of the fashion industry to the UK economy

(British Fashion Council / Oxford Economics)

**1,500**

Overseas students enrolling in UK fashion courses each year

(British Council)



**“We had no real agenda: neither of us had considered being designers”**



## Cornering the market

*Wayne Hemingway has enjoyed 35 years of success in the creative industries. With his wife Gerardine, he started Red or Dead from a stall in Camden Market, growing the brand into a major fashion chain. After winning multiple industry awards, they sold the company and formed HemingwayDesign, an enterprise that champions affordable housing among other endeavours.*

*Both Wayne and Gerardine were appointed MBE in 2006 for services to the design industry, and made honorary doctors of Staffordshire University in 2008. In June, he returned to the campus to give a public lecture entitled “My Creative Life Story”, beginning with the inspirational tale of his early years in fashion...*

*“We went down to London from Lancashire with £50 each in our pockets. Both of us were from working-class families. We had no real agenda: neither of us had considered being designers, but we’d both grown up with mums and nans who made their own clothes. I’d learnt how to customise when I was 15, and there was a sewing machine always running in our house.*

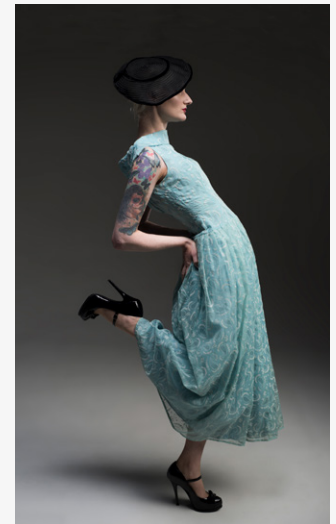
*“Gerardine had read in a magazine that there was a market in Camden, so we emptied our wardrobes. I sold all my old punk clothes and*

*Gerardine sold anything she could remake. Over the weekend we took over £300. Suddenly from having £50 each, we had £150 each. So I spent all my time at jumble sales, second-hand shops and auctions, buying old clothes, shoes... anything!*

*“Before we knew it, we were taking thousands of pounds a weekend. Then other great things happened. Gerardine rented a little space in Kensington Market and took her sewing machine in there. There were lots of people in the market doing similar things – Boy George was two stalls along from us. Gerardine had been there a few weeks when I got a phone call from her saying ‘We’ve just had our first wholesale order, and it’s massive... it’s from Macy’s, New York.’*

*“We found a phone box and called my mum who was working behind a bar. She bought the machinery, rented the space and recruited the workers. We delivered the order, and came up with the label Red or Dead. Over the next 17 years, it turned into a company that turned over £25million in a year with 300-odd staff and 23 shops around the world from Tokyo to Manchester.*

*“We never borrowed a penny and we made a lot of money. My nan used to say, ‘Where there’s muck, there’s brass’. She was a Yorkshire woman and she was right!”*



## How we used to dress

**Freshers on the new Fashion degree have a unique resource at their fingertips. The Betty Smithers Design Collection is a treasury of clothing and other everyday objects from the 20th century.**

It was established in the early 1980s, when fashion designer and historian Betty Smithers donated her personal collection to North Staffordshire Polytechnic.

Rachel Heeley says: "She lectured at the old Stoke-on-Trent College, and she used to show the pieces that she'd designed and collected to the students. Her possessions still make up a large part of the collection, but there have been many more donations over the years."

The clothing section mixes high fashion and high-street style. Iconic outfits from Biba and Mary Quant sit alongside wartime utility garments, wet-look bikinis and early terylene skirts from Marks and

Spencer. Elsewhere, there are archives of advertising posters and magazines, plus a small assortment of plastic objects. The main product collection is the most eclectic, encompassing typewriters, cameras, early Apple computers, hair straighteners and even Britain's oldest washing machine.

The items in the collection are not museum pieces, only to be viewed behind glass; any member of the university can borrow and handle them. Heeley says: "I'm unaware of any other institution in the UK that has such an amazing handling collection. Our students can borrow the pieces for photoshoots or drawings, or just to examine them and see how they were made."

And does she have any personal favourites? "The entire garment collection is amazing," she says, "but there's a beautiful mustard-coloured coat [pictured, right] that's gorgeous!"



# WHERE CAREERS TAKE FLIGHT

*For more than 20 years, Airbus Helicopters in Germany has been welcoming Staffordshire students as interns. Many have returned after graduation to start a career in the aerospace industry*

Roughly halfway between Nuremberg and Munich is the small town of Donauwörth, home to the German headquarters of Airbus Helicopters. The vast design and manufacturing facility employs around 5,700 people, working on both civil and military aircraft; and thanks to a long-standing partnership, a significant number are graduates of Staffordshire University.

One is Rebecca Moore, 27, a software test engineer who joined the company in 2012 after gaining her degree in Aeronautical Technology. She says: "I'd done my placement here, before returning to University to do my final year. A couple of colleagues told me that a position was going to become available and that I should apply. I loved my internship and living in Germany so much that I thought, why not?"

Computer Science graduate Robert Mayo, 28, works as an avionics software engineer, primarily on the NH90 military transport helicopter and the HForce Generic Weapons System. "I think I'm the only one of the ex-Staffordshire students who didn't do an internship here," he says. "I did mine at a media company in Munich. But I was drawn to the opportunity to work in Germany again, and I'd heard good things about Airbus. The head of placements at the University passed on my CV, and made a personal recommendation on my behalf."

The company's relationship with Staffordshire University began in the early Nineties. Lecturers John Hopkinson and Dave Tomley arranged for undergraduates on the joint-honours German and Computing degree to spend their sandwich year at Eurocopter, which was renamed Airbus Helicopters in 2014 as part of a rebranding exercise by its mother company, EADS. Among the first students to benefit from the arrangement were Emrys Jones, Colin James and Jason Hunt, all of whom worked their way up to leading roles at the company.

Since then, many students have benefited from the chance to spend a year in Donauwörth – around 120 in the past 13 years alone, according to Maria-Louise Feenan, the University's placements manager. On the Airbus Helicopters side, Michael Homscheidt and Steffen Schmitt are responsible for recruitment and visit the University each year. "We're there for one or two days and interview the applicants," says Homscheidt. "We share our impressions with the tutors, and then we decide together which students should be offered an internship."



There is no expectation that the candidates will have any experience or knowledge of avionics. Rather, the recruiters are looking for a certain set of more generalised soft skills. Schmitt says: "The students have to be autonomous, self-confident and able to organise their lives by themselves – that's important if they're to thrive in a foreign country. And we'll be thinking about how they would fit into the team."

Schmitt explains that one of the advantages of recruiting students from England is that a whole year's industrial placement is factored in to the degree timetable. He says: "Students from Germany and many other countries are only available

for half a year or less. And if you look at the learning curve of a new employee or student intern, you realise that it takes a couple of months before they become productive. So if they're only here for four months, there will only be a two-month window when they're fully productive."

The large number of Staffordshire students and graduates at Donauwörth means there's a ready-made support network for interns when they arrive. A two-week crossover period in July gives the departing cohort a chance to pass on all their local knowledge to the newcomers.

"There's a good working culture and the staff are very helpful," says Rebecca Moore. "They know when they're going to get a



new group coming over from Staffordshire, and they look out for them. And before the students go back, we always make a big deal of it with a leaving party.”

Graduates who have successfully completed an internship are at an advantage whenever a full-time position becomes available. Michael Homscheidt says: “After they’ve been here one year, we know someone really well. We’ll know whether we have a good reason to offer them a contract or not.”

Jürgen Grossi, Head of Military Software Products, says: “The former interns remain on our files, and as soon as I know that the department is able to absorb a newcomer, I make sure they know that the position has been opened. They can then apply for the job, and I have the possibility of indicating to HR that this person should go on the shortlist.”

Those who are offered a position at Airbus Helicopters get the chance to work with cutting-edge avionic technology. Robert Mayo says: “It’s a good job – it pays well, and the products we work on are highly complex. It has been said that if you work on avionic systems, you can work on just about anything.”

“I have two different projects. I work on the mission tactical computer for the NH90, the military transport helicopter. That’s responsible for things like the guidance system for the pilots. My second project is the Generic Weapons System. I write code and work as a ‘scrum master’, making sure that processes and rules are followed and collecting performance metrics so we can improve.”

On starting her degree, Rebecca Moore had expected to be steered toward a career on the mechanical side of aviation rather than the IT side. “But on doing my placement in the software department, I found I really enjoyed it,” she says. “What I now do is benchmark the software that will eventually be put on the helicopter and control the navigation systems, autopilot and so on.”

Her choice of career has brought an additional benefit. Rebecca met her husband, Christopher – a fellow Staffordshire graduate – at the company. “When I came back to work here in 2012, he came over on his one-year internship. That’s how we met. After he graduated, he also came back to Germany, and worked for one of our subcontractors. He rejoined Airbus Helicopters last September and we got married in December!”

**“THE PRODUCTS WE WORK ON ARE HIGHLY COMPLEX. IF YOU’VE WORKED ON AVIONIC SYSTEMS, YOU CAN WORK ON ANYTHING”**

*Blades of glory: Above and top right, the NH80 helicopter. Right, engineers at Donauwörth. Images courtesy of Airbus*

Sacred space: Lek Kok Si Temple is among Penang's most famous heritage sites. Right, DISTED marks its anniversary

# Twenty years and counting...

*Staffordshire graduates in Malaysia have been celebrating two decades of international partnership – and the chance to strengthen alumni links between Stoke-on-Trent and Penang*



This year, DISTED has been celebrating a double anniversary. The Malaysian college accepted its first students 30 years ago, and its partnership with Staffordshire University has reached the age of 20. The occasion was marked in June by the first-ever reunion of graduates who studied for their Staffordshire degrees at DISTED, and a delegation of staff travelled from Stoke-on-Trent especially to meet them.

Deborah Sanderson, Head of Development and Alumni Relations, was among those who made the trip. She says: "This was our first attempt to bring our Malaysian graduates together. They were invited to a seven-course banquet on the Friday evening, with each of us from Staffordshire hosting a table."

Though separated by almost 6,500 miles, Staffordshire University and DISTED have much in common. They both share a mission to open up higher education, and to furnish graduates with skills relevant to the real world. Both institutions were founded through philanthropy, on land gifted by a local benefactor – indeed, DISTED, based across two campuses on Penang Island, remains fully owned by a charitable body, the Wawasan Education Foundation.

"Educationally speaking, it was the first private non-profit organisation to be set up in Penang," says Paul Dobson, Senior Lecturer in Digital and Strategic Marketing at Staffordshire University Business School. "DISTED are now our longest-standing international partner. They have always been a warm, welcoming college and we have a very close working relationship."

Staffordshire University programmes in three disciplines are currently offered at DISTED. There are BA (Hons) courses in Accounting and Finance, Business Management (plus International Business Management) and Marketing Management; and they have attracted applicants from a wide area.

Paul Dobson says: "Students have come from China, Thailand, Indonesia and Korea – even Canada. And we've had a number of



these students coming over to Staffordshire University to complete their level six [third-year] studies. Successes include many students achieving firsts and 2.1s."

Likewise, many alumni were keen to attend the reunion and travelled from far afield to do so. "We had graduates come back from Kuala Lumpur, Singapore and elsewhere," says Dr Gwee Sai Ling, Head of DISTED School of Business and Administration. "It was really successful, and I hope these reunions can be continued every year if possible. We can invite different alumni each time to return and meet the people from Staffordshire, strengthening their relationship with DISTED and our partnership with the University."

Dickkiew Lois Lim, who gained his International Business Management degree in 2010, met the Staffordshire University delegation and was delighted to talk about his experience of studying at DISTED and how his life has changed since. After graduating, he worked for a local pharmaceutical company before setting up a fusion café, Paul Loies, in the historic centre of George Town, Penang. The visitors from Staffordshire University were able to sample Dickkiew's fusion dining and listed it as their favourite culinary experience in Penang – a city that's known as a gastronomic hotspot.

He says: "I chose a Staffordshire University degree because it was affordable and I could complete my studies locally, in Penang. What I loved most was learning about international business procedure and foreign direct investment. The lecturers always gave us examples using big international companies – telling us why they made their decisions and

telling us what the consequences were when they got decisions wrong."

Also on the list of attendees was Amy Lim, who graduated from her Accounting and Finance degree with first-class honours in 2010. After leaving DISTED, Amy worked for Intel and Nestlé, ending up at AIMS AMP Capital Industrial REIT – an investment trust based in Singapore. She continued her education with CPA Australia and was accredited as a Chartered Accountant in 2016.

She says: "My degree programme's subjects gave me basic knowledge of accounting and finance, and this allowed me to obtain my CPA Australia qualification comfortably. Also, the number of presentations we had to do helped me to improve my level of self-confidence and my command of the English language."

Both Amy and Dickkiew would relish the chance to get more involved in alumni activities, to the extent permitted by their thriving careers; and plans are afoot at Staffordshire University's main Stoke-on-Trent campus to help them tap into the global community of Staffordshire graduates.

Deborah Sanderson says: "We were overwhelmed by the response from our graduates. They were delighted to reconnect with both DISTED and Staffordshire University, and we were impressed to hear about their varied and interesting career successes. There was a really positive vibe from the graduates at the reunion, and we found lots of enthusiasm for starting up an alumni chapter in Malaysia. As well as DISTED, we have partners in Kuala Lumpur, at Asia Pacific University (APU) and Asia Pacific Institute of Information Technology (APIIT). It could provide a big push for our worldwide alumni network."

## The difference a year makes...



Stoke-on-Trent will find out in December from the Minister for Arts, Heritage and Tourism whether its bid is successful.



The designation of UK City of Culture brings with it a £3million grant from the Heritage Lottery Fund for planning and events.



# We're fired up for 2021

Will Stoke-on-Trent be Britain's next City of Culture? Staffordshire University alumnus Paul Williams, who is leading the bid, believes Stoke's creative energy and ceramics heritage are a winning formula

Positive energy: Top left, Stoke City striker Peter Crouch and friend backing the bid. Clockwise from top, a colourful artiste, DJ and presenter Sara Cox, and stilt walkers all celebrate the launch of the new campus



*The status is only awarded every four years because of the preparation needed to mount the year-long cultural programme.*



*More than a million people from around the world visited Derry-Londonderry during its reign as the first UK City of Culture in 2013.*



*It's estimated that Hull, the current City of Culture, will have received a £60million boost to its economy by the end of 2017.*

Since it was announced that Stoke-on-Trent had made the shortlist to be UK City of Culture in 2021, we have been working harder than ever to make this goal a reality. Along with the other four shortlisted cities – Coventry, Paisley, Sunderland, and Swansea – our focus has been on using the feedback we received from the Department for Digital, Culture, Media and Sport to refine and further develop the final bid.

This is a city with culture in abundance. From the outset, we have used the bidding process to bring communities together, build local pride, change external perceptions, develop new partnerships, attract more visitors and re-energise the city.

The Wedgwood Institute's motto reminds us that "Science with art reads nature's book". The Potteries have always been a place of innovation and experimentation. Our bid to become the successor to Hull, the current host city, proudly states that nowhere but Stoke-on-Trent can tell a story that links the earth we walk upon to the process of creation. We make art from dirt, and this has been the basis of the social and economic development of a community and a city.

It has led to Stoke becoming globally famous for ceramics. But as the television presenter Nick Hancock reminded me recently, this city is like the Staffordshire Hoard: beautiful, full of creativity, under-appreciated and undiscovered for far too long.

That is why it's so important that the cultural programme starts by exploiting our ceramics heritage; but there's so much more to this city. We have a strong cultural base with award-winning theatres, museums, galleries, participatory arts events and creative spaces, all of which deserve a larger audience. We have an outstanding Arts Council-funded Creative People and Places programme, Appetite, which has introduced many more people from across the city to world-class culture and contemporary art.

And it's why I passionately believe the culture campaign is the right effort at the right time. We must promote Stoke-on-Trent as a centre of creativity not just for ceramics, but across all art and culture forms – including relative newcomers such as digital technology, gaming and esports.

Our vision for the 2021 programme, entitled "Together We Make the City", is built on two principles, making and togetherness. This city has always been a place for makers, artists, artisans, and producers. But it is also a place where ordinary people can share in the extraordinary experience of artistic creation.

We have set out our ambitions to curate a high-quality cultural programme that reaches a wide variety of local, national and international audiences. This programme will help us to rediscover, in a new century and in new ways, the lessons and experience of Stoke-on-Trent's incredible heritage and past.

The entire city region will be the stage for our world-class, year-round programme. We will open the doors and shine a new lens on our respected cultural venues, attractions and universities. And we will bring unused and redundant factories, buildings and public spaces back to life.

Being the UK City of Culture is more than just taking on a title. We believe that culture matters, and that it can make a difference to people's lives. And yes, we will challenge and disrupt as part of our cultural journey to ensure that the programme will be ambitious, innovative, inspiring, and full of surprises.

We are now preparing for a panel presentation in Hull in December. This is not the time to go quiet. Rather it's a time for everyone connected with the city and the University to come together and shout up Stoke-on-Trent's claim to be not just the next UK City of Culture, but the best one.

• For more information about the bid, see [sot2021.com](http://sot2021.com) or tweet your support using #sot2021

## “THIS CITY HAS ALWAYS BEEN A PLACE FOR MAKERS, ARTISTS, ARTISANS AND PRODUCERS.”

*Aiming high: Sara Cox and Professor Liz Barnes test out the University's new TV studios. Below, the City of Culture bid launched into space*



# Skills for life


*We open our new series of subject profiles with a look at Paramedic Science, and how one graduate has helped bring the work of the ambulance service to prime-time television*

For eight weeks this autumn, *Ambulance* made for compulsive Thursday-night viewing on BBC One. The fly-on-the-wall documentary followed several crews of the West Midlands Ambulance Service as they faced the challenges of an average shift – from road traffic accidents, stabbings and suicide attempts to unexpected births and belligerent drunks.

One of the crew members to be featured was 31-year-old Darren Neeld. He says: "I think anyone who wants to be a paramedic would get a good insight into what we do from the programme. It has showed that it's not all blood, guts and gore. People don't realise what we do as a service – a lot of it isn't about action, but dealing with social problems, or helping the elderly."

The series was a great advertisement for Staffordshire University: Darren qualified as a paramedic after graduating from the Foundation Degree in Paramedic Science in 2015. "Without Staffs Uni, I wouldn't be doing what I'm doing now," he says. "The lecturers have all been paramedics themselves, and have all the experience from being on the road. There's nothing they've not been to. They really prepare you for the job."





In the UK, “paramedic” is a job title that’s protected by law. It’s reserved for health workers who have passed an approved course of study and registered with the Health and Care Professions Council (HCPC). Staffordshire University is among the education providers authorised to provide these programmes, which are delivered at its Centre of Excellence in Healthcare Education at Stafford.

The main qualification that’s offered is currently the Foundation Degree, which is equivalent to the first two years of a full Bachelor’s degree. Award leader Mark Garratt says: “There are two routes through to graduation. We have what’s called the direct-entry pathway, and that’s a two-year course for students who have come to us in the traditional way.

“They apply through UCAS, either with A-levels or BTEC qualifications, or after completing an Access to Higher Education course. Half the course is spent out on placement with real ambulance crews, while the other half is spent learning the underpinning theory such as anatomy and physiology, clinical skills, and the legal side: the Mental Health Act, the Incapacity Act and so on.

“We also have a professional pathway to the degree, which is restricted to qualified ambulance technicians. They are sent to us for a special shortened course of 30 weeks, and come out with the same award.”

There is the possibility of progressing to a full BSc (Hons) for qualified paramedics who have done the Foundation Degree, and can show evidence of being able to study at the appropriate academic level. They can “top up” their qualification by taking extra modules equivalent to the third year of a degree. Garratt says: “They come to us directly, and study part time. We’ve been working to let them complete as many as possible of the modules online, so they don’t have to come in to the campus.”

All this is set to change. The HCPC has recommended that in 2019, the threshold level of education for anyone registering as a paramedic should be raised to a full Bachelor’s degree. Staffordshire University is rising to the challenge, retiring the Foundation Degree in favour of a new BSc (Hons) for all entrants. Garratt says: “We’ll have a three-year, full-time route,



but we're also planning to have an apprenticeship pathway with the West Midlands Ambulance Service."

One of Staffordshire University's unique selling points is its superior facilities. When most other departments and courses were centralised at Stoke-on-Trent, the decision was taken to keep healthcare degrees at Stafford, and build a dedicated environment for Paramedic Science, Nursing, Midwifery and Operating Department Practice. More than £4 million was invested in the Stafford Centre of Excellence, which reopened to students in September 2016.

Mark Garratt says: "We've got three bespoke labs that are purely for Paramedic Science, equipped with top-of-the-range

equipment. We've just brought in some new mannequins: we've always had them, but these are full-body mannequins that look amazingly real. They can even sweat, get clammy to the touch or lose facial tone."

One facility that does require a trip to Stoke is the Community House, situated at Leek Road. Nicknamed "the Big Brother house" by students, it's a place where they can take part in emergency simulations while under camera surveillance. Garratt says: "It has all the furnishings of a real house, but there's audio and video monitoring throughout. We can sit in the control room, watch them, and give feedback.

"Another thing that makes us special is that we've got our

own fully equipped ambulance for training. Not every university has one of those. And we often take the students out to specialised facilities off campus. They do two days of extraction training with the Fire Service, and spend time in the dissection suite at Keele University. It may sound horrible, but seeing the cadavers really gives them an idea of human anatomy and physiology."

What's more, students make several visits to Safeside at Eastside, a training village run by the West Midlands Fire Service. It contains a full-scale high street with shops, a police station, a double-decker bus and railway tracks. The mock incidents staged there are terrifyingly

*Equipped for success: This page and above right, facilities at the Centre of Excellence. Far right, Darren Neeld with fellow staff member Mel Perrins on BBC One's Ambulance.*

# “ONE THING THAT MAKES US STAND OUT IS THAT WE’VE GOT A FULLY EQUIPPED AMBULANCE FOR USE IN TRAINING”



BBC/Drugsify/Glenn Dearing



realistic; and for Darren Neeld, one exercise at Safeside had far-reaching consequences.

He says: “They’d placed this mannequin in an alleyway, and we turned up to find the scenario was that he’d been stabbed. They wanted to see how we reacted as paramedics, and were timing our reactions. I remember it went really well. We were told that you’ve got a ‘platinum’ 10 minutes in a scenario like this to attend to the patient, work out that it’s a serious stabbing, realise there’s a catastrophic haemorrhage, and deal with it.

“When I qualified, I came across exactly the same thing in real life: a man who’d been stabbed and was bleeding out. Everything stuck in my mind about the

scenario. It helped me when I got to the gentleman, and I managed to save him.”

Using the skills and judgment gained during their training, paramedics are daily expected to make interventions that could mean the difference between life and death. It’s a world rarely seen by the public. Programmes such as *Ambulance* offer a rare glimpse into the work of Darren Neeld and his colleagues – and this, he believes, can only be a good thing for the profession.

“It has been brilliant to get so much feedback,” he says. “Now that people have seen us in action, I’ve had people coming up to say thank you in the street, and even patients recognising me. I couldn’t recommend the job enough.”

# THANKS FOR THE MEMORY!

*Graduation is a time to get nostalgic about the past as well as look to the future. We asked the class of 2017 what they'd remember most fondly about their time at Staffordshire University*



Big day: From left, Isabelle and fellow graduates Harriet Harrison, Laura McCormack and Alina Vilcane



**1. Regan Foy:  
BA (Hons) English  
Literature and  
Journalism**

"I loved working for the Students' Union marketing team. It gave me a huge confidence boost, I learned new skills and there's a great community of people that work there. Balancing work and deadlines was hard, but I think I'm a better person because of it."

**2. Isabelle Butler:  
BA (Hons)  
Journalism**

"My favourite memory of Staffs would be the relationship I had with the lecturers – they care so much about each individual. And, of course, the Journalism party! Partying with all the people you've met along the way is the best feeling."

**3. Sam Pillow:  
BA (Hons)  
Geography**

"My best memories were from living in a house with the mates I'd made in halls. We found a sense of independence and really grew up. We even bickered about whose turn it was to take the bins out – all part of the fun of being in our own house."

**4. Josh Lonsdale:  
BA (Hons) Events  
Management**

"Staffs Uni is where I have met my partner – I couldn't have asked for anything more! It's a place that supported me through the biggest stages of my academic life, and without the support of the lecturing staff, that wouldn't have been possible."

**5. Jack Gregson:  
BA (Hons) Advertising  
and Brand Management**

"I'd say my best memory was my degree show. I was finally able to show my parents the work I'd been doing for the past three years, and see their reaction to it."



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\*No.1 relates to English universities. Joint with Bishop Grosseteste.  
Excluding specialist institutions. Source: DLHE 2017



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