

# Connect

September 2010

**A match  
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**News**

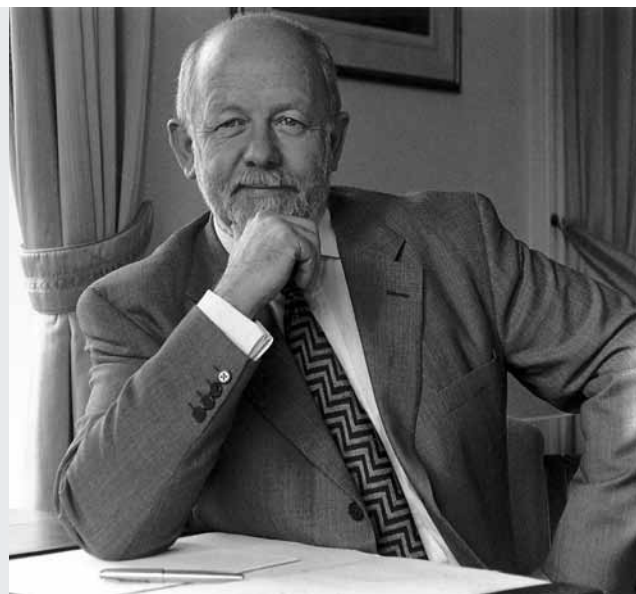
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No one said it was going to be easy... in fact, I think you'll agree that the past year has been about as hard as it gets. But it's good news! The University of Cumbria has survived the difficult times and emerged as a stable and sustainable institution with a lot to be proud of and a lot to look forward to.

When I arrived, the recovery programme was already in place and I have seen that coming to fruition over the past few months. The necessary financial savings have been made and a surplus is predicted for the next financial year. Management and leadership have been reviewed and a revised faculty structure has been put in place. New professional services have been formed and many senior appointments have already been made with the remaining posts currently being advertised and filled. Governance and committee structures have been streamlined and the University Board will be enriched and rejuvenated by the recruitment of new members. Obviously there's still a lot of work to be done, and some big issues remain to be resolved, but we are able to look forward with hope and confidence.

The vision of this university becoming a leader in the provision of distributed learning needs to be at the forefront of our future planning along with an imaginative and forward-looking estates strategy. Better facilities; better conditions for staff; better IT; better accommodation for our students—they're all on our wish list. We've hit all our recruitment targets for this year and we must set our minds to ensure that our students achieve the best experience we can provide. I'm optimistic about the future for the University of Cumbria and proud to be associated with it and the dedicated staff who make it what it is.

Professor Graham Upton,  
Vice Chancellor

## National award for university marketing team from Times Higher Education supplement

Marketing campaign for part-time courses comes out on top at prestigious award ceremony

The university's marketing team won the prestigious Recruitment Campaign of the Year Award at the Times Higher Education Leadership and Management Awards 2010, held in London on 17 June. The ceremony took place in the Grosvenor House Hotel on Park Lane and was hosted by actor and comedian Alexander Armstrong.

The award was for the university's successful marketing campaign to attract more part-time students from a wider audience, as a direct result of forecasts that the number of young Britons is set to decline. It was therefore decided to target women aged 25 to 45 who were looking to improve their skills, return to work or simply study for the enjoyment of it.



The campaign, entitled 'In Your Own Time', ran from April to May last year. The approach taken was based on "emotional marketing", using a real-life example of someone whose life had been changed by part-time study. An exhibition trailer was used to take the message to potential students in Cumbria and Lancashire, and the university's website was employed to encourage dialogue, offering podcasts in which students recounted their part-time experiences. The campaign led to more than 1,000 additional part-time students joining the university this year, bringing in additional fee income of more than £115,000.



Martin Dodd, UCSU Representation Sabbatical

## Students' Union awarded prestigious national accreditation

The University of Cumbria Students' Union (UCSU) has been awarded a prestigious bronze accreditation by the Students Union Evaluation Initiative (SUEI). UCSU joins a select group of just 24 other Students' Unions to have gained accreditation by the national scheme, which recognises excellence in the management of Students' Unions.

UCSU Representation Sabbatical, Martin Dodd said: "The union has worked solidly for two years to reinvent itself as a legitimate and accountable charitable organisation; one that is truly effective for its members' academic needs. We now have the governance, democratic and staff structures to be an excellent Students' Union. We are very proud of our achievements as recognised by this award, which will provide further impetus for our onward journey of growth and development."

Working in partnership with the National Union of Students (NUS) and supported by the Department for Business, Innovation

and Skills and the Scottish Government, SUEI has been developed to make a positive difference to the lives of students at university, by improving the outcomes from their Students' Unions. It is a unique quality assessment model that assists in improving the services and activities delivered to members of Students' Unions by indicating areas for continuous improvement.

Matt Hyde (NUS Chief Executive) said: "Being a member of an SUEI cohort means you are part of a scheme that has seen major improvements in the leadership, impact and processes of Students' Unions across the UK."

To achieve a bronze level accreditation, the union needs to evidence continuous improvement, sound governance including policies, infrastructure and financial management, quality leadership and management and generally meet a satisfactory standard in every aspect of the SUEI assessment.

"The union has worked solidly for two years to reinvent itself as a legitimate and accountable charitable organisation"



## Royal seal of approval for student gardener Angela

Student beats off the competition to win national award



A Workington student has scooped a prestigious national gardening prize. Angela Jones, has been awarded the Prince of Wales's Trophy. She beat off hundreds of hopefuls from across the UK in the annual competition run by the Worshipful Company of Gardeners. The patron of the competition—which recognises outstanding ability and knowledge in organic cultivation—is HRH Prince Charles, an enthusiastic supporter of organic methods.

"I couldn't believe I had won when I heard the result," said Angela, a sales adviser for Build Center in Workington.

She was nominated for the prize by the horticulture department at Newton Rigg. Angela has just successfully completed her BTEC Certificate in Horticulture and hopes to study for the Diploma next year. Having answered an initial questionnaire in the competition she had to travel to the Guildhall in London for a panel interview.

"It was fairly nerve-wracking and lasted for about three-quarters of an hour," she explained. "I was asked lots of questions, how my interest in organic gardening started and to explain sustainability and organic practices."

University horticulture experts Shelagh Todd and Tom Attwood helped Angela to prepare for the interview.

"They are wonderful lecturers—supportive, knowledgeable and so helpful with all the students," said Angela. Angela travelled to London in July to receive her trophy and a cheque for £500. It was presented at The Installation Court Dinner of The Worshipful Company of Gardeners at Merchant Taylors' Hall in the capital.

Shelagh Todd said of her student: "Angela is the first-ever student from Newton Rigg to win this trophy so we are naturally thrilled. "It is testament to her love of organic gardening and non-stop enthusiasm for the subject. She is a great ambassador for the Newton Rigg campus."

## Inaugural professorial lecture—from novice to expert

An academic's journey through higher education



The inaugural professorial lecture was delivered by Professor Gill Marshall on the Lancaster campus this July. Gill is Chair in Medical Imaging Education/ Senior Fellow and National Teaching Fellow of the Higher Education Academy at the university.

The lecture was entitled "From novice to expert: my radiological journey through higher education", and covered Gill's career from arrival in 1992 with no experience of teaching in higher education, through to and beyond her having a Professorial Chair conferred in 2007—hence from novice to expert.

The lecture detailed her research around medical screening and into the drugs used to visualise body systems in radiology and also explained her pedagogical research in the field of medical imaging. This research has allowed Gill to contribute to evidence-

based medicine in her field and to explore how that knowledge should be conveyed and assessed to help students learn most successfully. The lecture was pitched at a non-subject-specialist level with frequent illustration and humour.

Gill Marshall was recently one of only three nominees worldwide to be honoured with a Gold Medal by the Society and College of Radiographers. She has authored countless peer-reviewed articles, book chapters and presentations on medical imaging and its pedagogy. Gill has achieved an international reputation in the field, playing a significant role in making radiography an academically credible profession within elite educational circles such as the Higher Education Academy. Gill is based on the university's Lancaster campus and also lives in Lancaster.



## Patricia's farewell art and design exhibition at Newton Rigg

A retiring art and design lecturer at Newton Rigg said good bye to the university this summer by launching a final exhibition of her students' work.

Patricia Lewington, who has worked at the Penrith campus since 1995, has helped hundreds of students from all walks of life to develop a wide range of creative skills.

"Over the years the courses run here have opened the creative door to people of all abilities, personal circumstances and ages," she said. "Their achievements have been exciting and remarkable—many undertaken when personal circumstances have been very difficult—but which ultimately gave the students concerned a wonderful sense of achievement."

The 2010 exhibition displayed an exciting mix of varied artwork involving textiles, painting, drawing, mixed media and metal. Patricia said that numerous students had successfully gone on to work as artists and designer craftspeople, often establishing successful businesses in the

county. Others have gone into higher education or become specialist teachers.

Whilst Patricia is retiring from teaching she is not putting her feet up!

"I aim to be busy with my own research and artwork, integrating digital art techniques with traditional 'hands on' art processes using textiles and mixed media," she explained.

"I am interested in the impact and imbalance caused by the technological and information age on human senses, perception and behaviour. By exploring my own creative responses through both human scale and digital processes I am hoping to creatively comprehend and rebalance the 'now' - hopefully producing some exciting art in the process."



## Hong Kong nursing students experience exchange programme

The five students, Elaine Lau, Alex Kong, Eunice Kwok, Keiki To and Joyce Chan spent two days attending university classes looking at the underpinning theory of both acute and continuing and palliative care in the UK. The students then spent three days on placement at the Cumberland Infirmary in Carlisle. They stayed in halls at the Fusehill Street campus in Carlisle and during their stay they took the opportunity to do some sightseeing around the UK, visiting the Lake District, Edinburgh, Manchester, Newcastle and Glasgow.

The students arrived on 15 May and returned to Hong Kong on 26 June. They delivered a presentation on 24 June on their UK nursing experience, followed by a farewell party. This is the third year that the programme has run and each year demand has increased. So far only one

student from the University of Cumbria has been on placement in Hong Kong but it is hoped that money can be raised to fund more exchanges in future.

Jeanne Landon-Campbell, course leader for the BSc (Hons) Adult Nursing at the university said: "I'm very pleased to have students from Hong Kong with us. They have had a fabulous time here in Carlisle, so much so they are very worried about exceeding the baggage requirement flying home! They would all love to come back and will definitely be recommending the University of Cumbria to other nursing students. This exchange has proved hugely successful with the local NHS Trust too, who welcome the students into the clinical areas to learn about nursing in the UK. According to our colleagues in Hong Kong, ours is the most popular exchange programme with their students."

Five degree-level nursing students from Hong Kong have visited the university on a six-week placement in Carlisle as part of a student exchange programme from Hong Kong Polytechnic University.

## Visit of Malaysian royal family

Malaysian nursing students will soon be reaping the benefits of gaining a qualification from the university.

On Monday 19 July, the Crown Prince and Princess of Perlis and other Malaysian dignitaries visited the Lancaster campus to see health equipment and educational facilities and speak to the tutors who will be delivering the programmes.

This new learning partnership has been forged between the Alliance College of Medical Sciences in Perlis, in the north of Malaysia, and the Faculty of Health and Wellbeing, reinforcing ever-expanding international links. The Crown Princess is president of the college and was keen to see resources at the campus where the BSc and MSc programmes will be taught via distance learning.

Executive Dean for the Faculty of Health and Wellbeing, Dr Robin Talbot, said: "It is a huge honour for us to welcome the Malaysian royal party. This agreement between our two institutions will increase the opportunities open to their students and strengthen our expanding links with Malaysia. Current teaching technologies now make it possible for us to deliver effective tuition to other parts of the globe without the need for students to travel here."



## Can you hear our story?

The mental health lecturing team, in association with Carlisle Eden Mind, hosted a conference in June at the Fusehill Street Learning Gateway entitled 'Can you hear our story?'

The conference focused on the learning that comes from listening to the experiences of people with mental health problems and their journey towards recovery. Keynote speakers were Peter Bullimore (Hearing Voices Network), who told the powerful story of his journey through psychosis, and Sue Baker, director of the national 'Time to Change Campaign' aimed at ending the discrimination faced by people who experience mental health problems.

The conference drew delegates from a range of disciplines and included interactive workshops which focused on the mental health service users and carers' experiences of their mental health challenges.

The involvement of national and international keynote speakers and the ongoing close collaboration between the University of Cumbria and Carlisle Eden Mind, resulted in a tremendously successful conference, encouraging attendees to engage in the ongoing struggle to create a society in which those with mental health problems are seen as accepted and valued members.

## SDF bid successful

Additional HEFCE funding secured to support major university restructure

In July the university received confirmation from the Higher Education Funding Council for England (HEFCE) that its recent funding bid for £5m had been successful.

The university bid for additional resource from HEFCE's Strategic Development Fund earlier this year to support its restructuring and development plans. The fund is available to all higher education institutions, to support specific strategic projects/activity.

Vice Chancellor Graham Upton said: "This is really good news and the university is extremely grateful to HEFCE for its continued support. This additional resource, which is in the form of a repayable grant, will ensure we can support the major restructuring work to reshape and resize this new institution for the future. We have a secure base now to move forward and this decision will support the continuing progress which is being made throughout our recovery process and in our plans to meet the challenging public expenditure environment that lies ahead."





# Graduations—congratulations!

Around 1300 of our students graduated in July at ceremonies in Lancaster and Carlisle, watched by proud families and friends.

A number of students received special awards for exceptional academic excellence. Applied Psychology graduate Amy Colman from High Hesket was awarded the British Psychological Society Prize in recognition of achieving the highest grades on her course.

Two business graduates were rewarded with prizes to recognise their exceptional contribution to the course as student representatives and their hard work during their studies. Victoria

Hughes (BA Business and Management) and John Burgess (BA Business and Management with Marketing) were both presented with a specially commissioned plaque, created by Honister Slate Mine in the Lake District, and a cheque for £30.

BSc Forestry graduate Thomas Coates from Lingdale near Cleveland received the Institute of Chartered Foresters (ICF) Award, presented to the forestry student with the best academic performance on the course.



# Graduation—a family affair



Three generations of teaching graduates

Studying at the university's Ambleside campus and graduating as a teacher has become a Thornley family tradition, as granddaughter Louisa has followed exactly in her grandmother Margaret's footsteps from 60 years earlier.

Louisa Thornley, 21, has graduated as a teacher with a BA (Hons) QTS Primary Education degree specialising in Early Years and

studied at Ambleside campus. Her grandmother, 81, graduated as a teacher 60 years ago from the same campus, which was then called the Charlotte Mason College.

Louisa will be starting her career as a reception class teacher in Rochdale, just as her grandmother did. Not only that, but her mother Margaret, 48, was also a reception teacher and is now an early years consultant for Cumbria County Council. Louisa and her mother live in Barrow-in-Furness while her grandmother lives in Rochdale.

Louisa's graduation ceremony took place at Carlisle Cathedral in July and her grandmother and mother were there to celebrate it with her, along with her father Andrew and sister Emily.

Louisa said: "I'm so happy to be sharing my graduation with the family and friends who are closest to me. After three years of hard work, it's a wonderful celebration, made all the more special by having my Nana here to share it with me."

Mother Margaret added: "I am so very proud of Louisa's achievement and am delighted that her Nana was able to watch Louisa graduate and share in her celebrations."

## Honorary Fellowships awarded at graduation ceremonies



Photo left to right: Sir Chris Bonnington and Doug Scott CBE

This year the university awarded five Honorary Fellowships at its graduation ceremonies held at Carlisle Cathedral in July. The recipients were chosen for the honour in recognition of their outstanding achievements in a number of fields.

Andrew Humphries MBE was recognised with a fellowship for his contribution to agricultural education, upland and community development and the Commoners movement.

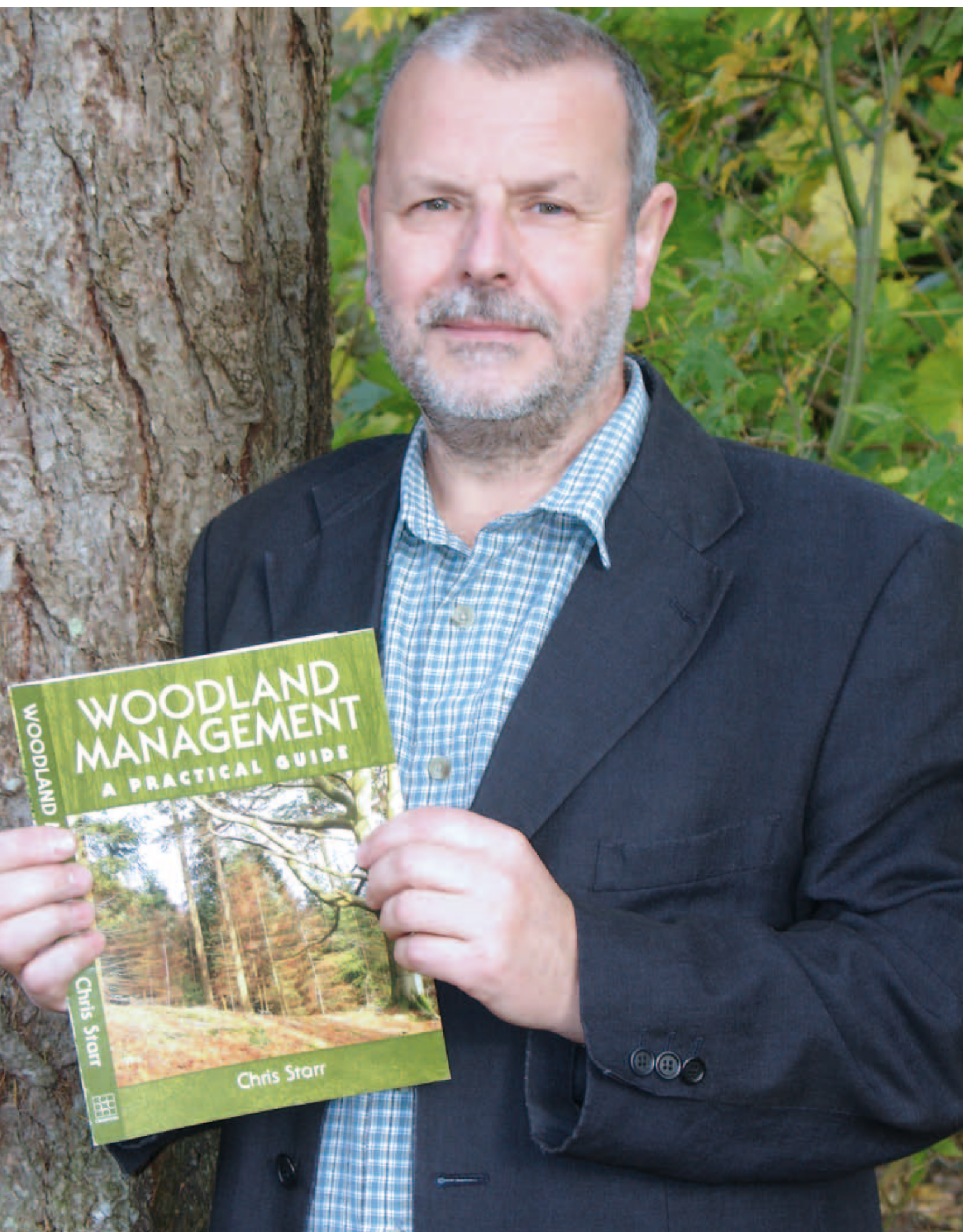
Tom Bloxham MBE is chairman of award-winning urban regeneration company Urban Splash Group Ltd. He received his fellowship in recognition of his contribution to the arts, architecture and urban regeneration.

The Rt Hon Lord Smith of Finsbury received his fellowship in recognition of his significant contributions to politics, culture and the environment.

Sir Chris Bonington is receiving a fellowship in recognition of his achievements in mountaineering and his support for youth organisations and outdoor education.

Doug Scott CBE is being recognised for his innovation and achievements in the professions of mountaineering and photography.





# Star Newton Rigg lecturer wins 'Oscar' of the forestry world

One of our lecturers, who enjoys a global reputation for his work, has won a prestigious prize in British forestry.

Chris Starr has received the Institute of Chartered Foresters Medal for Services to the British Forestry Industry. Only awarded around 20 times in the last 80 years, it is regarded as the 'Oscar' of the forestry world.

"I was absolutely staggered when I heard the news," said Chris, a principal lecturer in forestry.

The prize acknowledges the contribution he has made in raising the profile of the forestry profession, both nationally and internationally. Having lectured in numerous countries around the world including the USA, Canada, India, Sweden, Germany and Finland, he has also put Newton Rigg on the global forestry map.

Chris left the university this summer after 24 years' service, during which time he held many senior posts including Head of Department and Director for International Development. "I've had a brilliant time here and one of the wonderful aspects of my role has been to see so many excellent former students going on to great things," he said.

"Many of them are now working in very important roles both here and overseas."

Since arriving at the former Newton Rigg College in 1986, Chris has developed a wide range of education programmes including degrees, masters and distance learning courses. Visiting foresters from Bolivia, Nepal and Nigeria have also sought his educational and industry expertise.

Shireen Chambers, Executive Director of the Institute of Chartered Foresters, was "delighted" to award the medal to Chris for his outstanding services to forestry and, in particular, to forestry education.

"This coveted award is the highest that the Institute can bestow. I am sure that the many students Chris has tutored and mentored over the years—many now ICF professional members—will agree that this is genuinely deserved and will join us in congratulating him," she said.

Undoubtedly, Chris has helped to push forestry to the top of the national and international political agenda. No longer regarded as merely a timber resource, it is now rightly viewed as a crucial carbon store in the ongoing fight against climate change.

"Forestry has a much higher profile these days as the public rightly appreciate its importance in biodiversity and recreation and also in its role as the lungs of the planet. Thirty per cent of the world is still covered by forest and one billion people directly rely on it for their survival. The UK is an exemplar of good sustainable development in forestry and it's been rewarding to have been part of that during my career." Although leaving the university, Chris is not leaving the county or forestry and will continue as a freelance forestry consultant. His recently published book, *Woodland Management—A Practical Guide*, is now on its second print run and he aims to write further books on the subject so close to his heart.

"I want to be able to inspire younger people into the profession, perhaps aimed at A-level students looking at forestry from a global perspective and encouraging them to appreciate the global nature of careers in the industry," he said.



# Teenage student to work for the Queen



The Queen may soon encounter a fresh-faced Newton Rigg horticulture student on quiet strolls around her home at Windsor. Eighteen-year-old Jamie Sessford beat off hundreds of hopefuls for the chance to work in the famous Royal gardens.

"I still can't quite believe it," said Jamie who has clinched one of only three paid 12-month work placements offered annually by the Windsor Great Park.

The Savill and Valley Gardens at Windsor are amongst Britain's greatest horticultural attractions—packed with ornamental species of trees as well as shrubs and flowers.

"I love working outdoors—every day is different and there is so much to know about gardening," he said. "On my part-time courses at Newton Rigg I've gained so much knowledge about everything from plants to soil science."

Jamie, who lives at Hayton, near Aspatria in West Cumbria, begins his one-year placement at Windsor in September. He impressed Royal gardeners so much with his written application that they invited him down to London for an interview.

"I'll be working directly to the Royal gardeners and living in a cottage on the estate," he explained. "It should be an amazing experience and help me with my longer-term ambition of being a self-employed gardener."

Sheila Todd, horticulture lecturer at the university, praised her young student.

"It's a fantastic achievement for Jamie who had really come out of his shell since he arrived here two years ago," she said. "He's diligent, eager to learn and a wonderful ambassador for the horticulture department at the Newton Rigg campus."

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## Lecturer writes novelisation of new hit British film



Scriptwriting lecturer Jim Eldridge has written the novelisation of new hit British movie *4321*.

The film was written and directed by Noel Clarke, who also wrote and directed *Kidulthood* and starred in *Dr Who* as Mickey Smith. Jim first worked with Noel on the novelisation of his first film *Kidulthood* as a screenwriter. *4321* is a crime thriller about four girls who find themselves inadvertently embroiled in the aftermath of a diamond heist.

Jim's own professional writing career spans 37 years. In that time he has had over 500 TV and radio scripts broadcast in the UK and across the world. He has also had over 60 books published in both the UK and internationally. He has created 15 series for BBC TV and radio and for ITV, and worked as a writer on a further 20 other series. He's also won a number of awards, including Royal Television Society Award for Best Children's Drama Series and a Writers' Guild Award for Best Radio Comedy. He has been a part-time lecturer in scriptwriting at the university in Carlisle since 2003.

Jim explains: "I was delighted to be invited to novelise this new movie of Noel's, especially as it is moving outward from the art-house fraternity into a big commercial release, backed by Universal Pictures."

The novelisation of *4321*, by Noel Clarke and Jim Eldridge is published by Bloomsbury Books and will be released at the same time as the film.



## A first taste of university life

Local primary school children gained valuable experience of higher education and university life, thanks to a visit to the Lancaster campus in June.

Pupils from Chaucer Primary School and Flakefleet School, both from Fleetwood, took part in a number of activities designed to raise their aspirations and make them more aware of what higher education could offer them. They were able to meet with student ambassadors from the university, who talked about their higher education experiences and also answered the children's questions. The schoolchildren even took part in their own special graduation ceremony and received certificates, wearing mortarboards that they had made themselves earlier in the day.

The event, arranged in conjunction with Aimhigher Lancashire, was part of the university's support of Universities Week (14-20 June), where 100 universities and other organisations supported a national pilot campaign to highlight the essential role of universities in the UK and their impact on the economy, culture, society and the environment. The campaign brought together the country's higher education achievements under one single banner, to highlight what else universities have to offer on a local and national level.

Dan Barcroft, Schools and Colleges Liaison Officer at the university, was one of the organisers of the Lancaster campus event. He said: "This has been a really great day and I'm pleased that the children have enjoyed it so much. The purpose of these days is to give the children an early experience of university life so they will be more confident about applying for higher education in future. Hopefully many of the children here today will now see university as being something they can aspire to when they are old enough."



## Running up that hill...

A teenage athlete from Dalston near Carlisle has set his sights on winning a medal at the 2016 Olympics in Rio de Janeiro. Student Tom Marper, 18, is already setting impressive times at 800 metres.

"My personal best is currently one minute 48 seconds and only about a quarter of a second separates me and the other top six runners of my age in the country," he said. It also puts him just three-and-a-half seconds behind the personal best of current UK 800-metre champion Michael Rimmer.

Currently studying sport at the Newton Rigg campus, Tom has now been offered scholarships at two universities in America.

His lecturer, Graham Murphy, said: "He's a terrific ambassador for the university and has the talent—and speed—to go all the way."

At five foot six inches tall and just over eight stone Tom is working hard—both in the gym and on the track—to hone the physique he needs to boost his speed. "I'm doing gym sessions, heavy weights and low repetitions, to build my power and lots of speed work on the track," he explained. "I'm competing in the British Milers Club 800 metres at Watford in two weeks time so we will see how that goes," he said.

His longer term ambitions include representing his country at the Commonwealth Games, Glasgow, in 2014, the World Championships, South Korea, in 2015 and ultimately the Olympics in Rio de Janeiro in 2016.

"The qualifying time for the Olympics is one minute 45 seconds. I'm at one minute 48 seconds but now it's getting really hard to get my time down further," he admitted.

# Silver medal was a Shaw thing!

Student Jonathan Shaw has just returned from Germany with a silver medal after representing Great Britain at the Junior European Canoe Slalom Championships.



European Silver medal winners Jonathan Shaw (front) and Liam Allwood

Jonathan is currently studying for a National Diploma in Sport (Outdoor Adventure) at Newton Rigg and won the medal competing in the Canadian Double Teams event held on a purpose-built white water course just outside Leipzig.

Jonathan only started canoeing in 2004 but quickly developed a real desire to compete seriously in the sport and was selected to train with the GB World Class Junior Development Squad the following year. In May this year Jonathan and his paddling partner, Liam Allwood from Doncaster, were selected to represent their country in the Canadian Double Team event at both the World and European Championships.

Jonathan says: "This is the first year we've been selected to represent Great Britain in this event, and earlier this summer we were placed 11th in the individual C2 class of the Junior World Canoe Slalom Championships in France, so winning silver at the European Championships is a dream come true.

"My tutors have been extremely supportive, especially when training commitments have clashed with my studies. I'm just starting the final year of my course and ideally, I'd eventually like to combine my love of the outdoors and canoeing with being a paramedic".

Mark Lawton, one of Jonathan's tutors at Newton Rigg, says: "This is a fantastic achievement for Jonathan and no less than he deserves. He has worked hard to balance his studies, his training commitments and the large amount of travelling and is progressing extremely well in his course. The result in Germany is testament to his determination and hard work. "

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## 'A Time for Tea' at Hoopers department store

Natalie Bingham, an artist and graduate of the university, will be showing her work in the restaurant of Hoopers department store, Castle Street, Carlisle in an exhibition entitled 'A Time for Tea'.

Natalie says, "From an early age, drawing has always excited me. Getting messy and creating has been a passion of mine for as long as I can remember, and that still hasn't changed, although I would like to think it has developed somewhat in that time frame! These printed panels have been influenced by the idea of afternoon tea parties: afternoon tea and scones with cake stands filled with delicious cream cakes. Vintage fabrics inspire my colour schemes too.

From the beginning of my degree, it was quite clear to me that print was the area that inspired me most. The whole process excites me. From the drawing, to the layouts, to colour mixing to the actual silk-screen printing itself; I truly love it. I continued to develop this fascination further and specialised primarily in print in my final year."

The exhibition runs until Thursday 4 November 2010.



"printed panels...  
influenced by the idea  
of afternoon tea parties"



## International conference generates stream of research



An international conference on Gender, Marketing and Consumer Behaviour took place at the Ambleside campus this June. Dr Helen Woodruffe-Burton, Reader in Marketing at the university, was one of the conference co-chairs, which attracted over 50 delegates from 14 countries across the world, including the USA, New Zealand, France, Thailand, Canada and Brazil.

This year's theme was 'Embodying Gender in Consumption and Markets: Advancing Gender Problematics in Market and Consumption Research and in our Careers'.

The conference had a programme of paper presentations, special sessions, and roundtables that pushed further explorations of the nature and contours of gender in consumption and markets. The conferences have generated a rich stream of research which has examined questions of gender, drawing on a huge range of perspectives (including sociology, cultural, media, literary, and women's studies, queer theory, politics and philosophy) and in a wide variety of contexts (from weddings to hip-hop, motherhood to masculinities, sexuality to single parents).

Speaking before the conference Dr Helen Woodruffe-Burton explained: "I'm very pleased that the university is hosting such a prestigious event, bringing distinguished academics from around the world to the Lake District to share their research and expertise."

The conference organisers gratefully acknowledge sponsorship provided for this year's conference from the Association for Consumer Research (ACR), the University of Cumbria and the Consumption, Markets and Culture Journal.



## A generous donation of modern tractors for Newton Rigg

Three brand new tractors are the latest additions to the educational teaching fleet at the Newton Rigg campus.

Donated by tractor manufacturer Newholland to the engineering department, the 8160, TM150 and TS110A models are fitted with the latest electronic gearboxes.

"It gives us a lot more scope for providing engineering students with learning opportunities in diagnostic testing, which supplements the core unit on basic transmissions," explained engineering lecturer Richard Gargett.

Worth approximately £100,000, the new farm vehicles are a fantastic addition to the existing land-based fleet which includes two combine harvesters, a telehandler, 14 other tractors and a range of modern field machines.

"The fleet is in constant use at the campus, both in the engineering workshops and on Sewborwens Farm, to allow land-based students to gain practical experience," added engineering lecturer Paul Clarke, a former Newton Rigg engineering student himself.

"They are a fantastic educational resource for us as there is a lot more technology in a modern tractor than meets the eye," said Richard. "Years of research and development go into the latest models which are packed with sophisticated electrical and hydraulic systems. It's important that all our engineering students have access to the sort of technology that is now in use on today's farms."

# Visiting Professor in Logistics and Supply Chain Management appointed

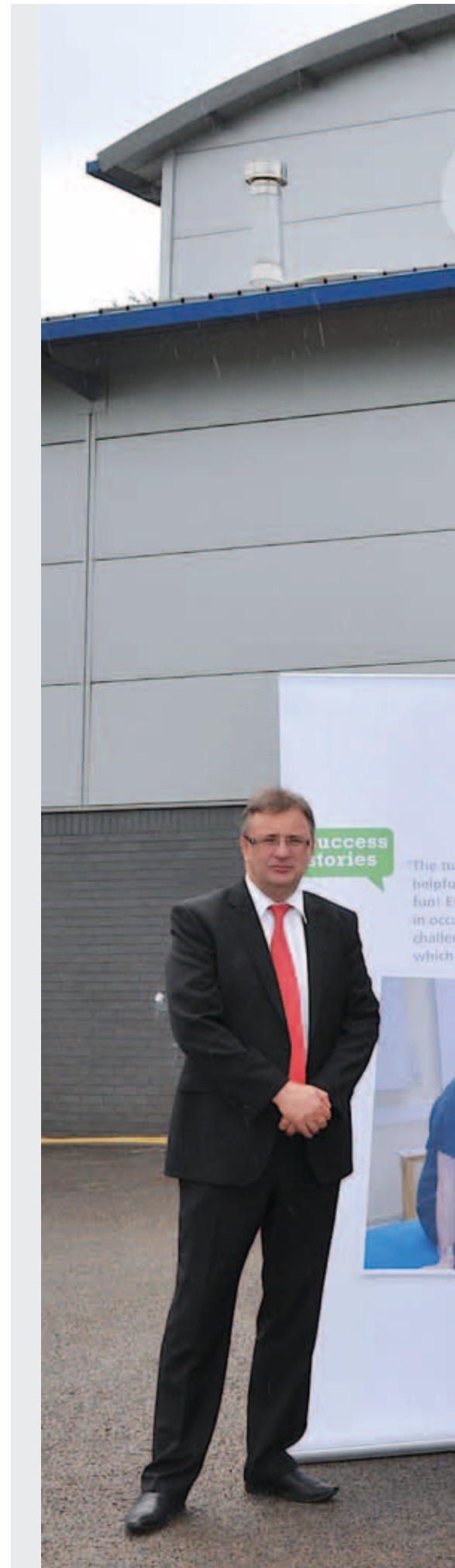
Leigh Pomlett, Executive Vice President UK, Ireland and the Nordics, of CEVA, the fourth largest logistics company in the world, has been appointed as the Stobart Professor of Logistics at the university.

As Visiting Professor in Logistics and Supply Chain Management, Leigh will be sharing his substantial expertise and industry experience to help the course team develop the university's logistics courses and build links with businesses across many sectors. He said: "I look forward to working with the logistics course team at the University of Cumbria and helping to build partnerships with industry to benefit both the university and the student experience."

Leigh is amongst the most high profile executive-level figures in the logistics industry on a Europe-wide basis. Up until January last year, he was Chief Executive Officer of DHL Supply Chain Mainland Europe and previously the Chief Executive of Exel Mainland Europe. He also has considerable experience in the automotive field in particular leading the Exel Automotive Division globally for a number of years.

The post will be funded by Stobart Group, one of most successful logistics companies in the UK, who have been involved in the development of the university's logistics activities since their inception. The university awards the title of Visiting Professor to practitioners or academics to recognise the exceptional contribution they have made to their discipline.

Professor Steve Kempster said: "The appointment of Leigh Pomlett as Visiting Professor is great news for the university and I'm very pleased to have someone with such a wealth of knowledge and experience to contribute to the development of our activities with logistics and supply chain management."









# A match made in heaven...

Workington-based Amy Spencer has become one of the first graduates to benefit from the University of Cumbria's Graduate Innovation Project programme.



Amy is currently enjoying a placement with the Carlisle firm Mia Bridal, established in 2001 by fashion graduate Sarah Kelly, and one of the North's primary stockists of high quality bridal-wear and accessories.

The Innovation Project resulted from the university's Enterprise Services' successful £1 million bid to the Economic Challenge Investment Fund (ECIF) and is delivered in partnership with further education colleges in Cumbria. The programme provides information, advice and guidance to unemployed graduates along with focused, short-term placements with local companies.

Sarah was not only looking for help within the business, but for someone with a passion for bridal wear. She explains: "I wanted to find someone with a fashion degree who would not only contribute to developing the whole Mia Bridal experience, but whom I could mentor about all aspects of running a bridal wear business.

"Buying a wedding dress is not only a very special occasion, but it is also a time when, more than ever, people become very conscious of their body shape. So as well as technical skills, excellent people skills are needed to be able to put customers at ease and give them a really special and positive experience.

"Having Amy on board has been fabulous! She is wonderful with the customers and has also really helped with the development of the Mia Bridal experience. I would highly recommend this scheme as it's not often that small businesses have the opportunity to employ graduates".

Amy started her studies with a BTEC Diploma in Foundation Studies in Art and Design at the university and then studied fashion at Northumbria University. During her degree she took work placements at Ben de Lisi and Bruce Oldfield, both acclaimed evening and bridal wear designers. When Amy graduated in 2009 she decided she didn't want to base herself in London, and came back to Cumbria where she hopes in time to have her own business:

"I heard about the scheme through a friend of mine and applied for the position. It is brilliant working with Sarah here at Mia Bridal. It's been such a beneficial opportunity for me as I have learned so much from Sarah about making bridal gowns—in fact I have found that my sewing skills have improved!

But on top of learning technical skills I have been able to pick up so much knowledge from Sarah about what it's really like to run your own business. I think this is really important as it isn't something that you can study and learn—you need to experience it first hand and work alongside someone who has this knowledge. It's much harder now for graduates to get jobs and I would really recommend doing something like a placement; not only is it a good addition to your CV, but you can also learn lots of 'real life' skills in the process".





# First graduates take the LEAD

The first cohort of the university's LEAD programme graduated at Energus in July. Delegates from 17 businesses, many of them in West Cumbria, joined in the celebrations with families, staff and coaches.

LEAD is an innovative leadership programme specifically created for owners of small businesses with up to 50 employees. The 10-month programme provides hands-on advice, expert coaching and practical support to help businesses tackle real-life issues enabling them to make decisions with confidence.

Awards were received by a number of delegates to acknowledge their successes this year. The Leadership Development Award went to Paul Lee of the Rising Sun Trust; the Business Development Award went to Jane Maggs of Wild & Fruitful; the Staff Development Award went to Martin Howell of Green Design Group; and the Peer Support Award went to Karen Law of Cumbria Pest and Hygiene Services.

Award winner Martin Howell of Green Design Group explained: "LEAD has proved really valuable. It has allowed me to work on the practice rather than in the practice. I've been able to step back and look at all the strategic issues, rather than being dragged back into the day-to-day operation. I've used it to look at the vision for the practice for the next decade, as well as my personal development."

He said: "LEAD has been tremendously helpful in what have been very difficult times locally. A lot of people on the programme have been affected and being together has given us the time to talk about our experiences and also to take a look at what is needed to help recover, away from the day-to-day challenges. "

Karen Law, a partner in Cockermouth-based Cumbria Pest and Hygiene Services said: "LEAD has been great at putting me in contact with people from other sectors who can give advice. You quickly realise that you are not alone and that other people are facing the problems and challenges you have.

"I've found the LEAD programme's guest speakers and the coaching sessions really inspiring. I would recommend it to all small business operators. It really does help you get things sorted in your mind, something you can't always do in a busy day-to-day operation."

For further details about the LEAD programme contact Rachael Sterrett on 01524 384166 or [rachael.sterrett@cumbria.ac.uk](mailto:rachael.sterrett@cumbria.ac.uk)



Photo left to right: Award-winners Jane Magg, Martin Howell, Karen Law and Paul Lee



Photo from left: Charmian Wilby, Zoe Parker, Caroline Marcangelo, Gonzalo Araoz, Ruth Balogh, Cathie Pearce, Lynnea Brinkerhoff, Una Hanley



## A dream of a workshop

University researchers took part in an innovative summer residential weekend in July, including a 'social dreaming' workshop.

Dr Ruth Balogh, Reader in Health Research & Practice Development, and Caroline Marcangelo of CDEPP facilitated the event which was hosted by the University's Collaborative Action Research Network (CARN) group. Dr Balogh explained:

"The dominant discourse for interpreting dreams in northern and western cultures is focused on the individual and on personal and private meanings. However, as action researchers we know that meanings are co-constructed in multiple ways. The workshop was an introduction to the idea that the boundaries between night and day, between dreams and reality, can be broken down by sharing and examining our dreams collectively. As with private interpretations, this can be a tremendous source of new insights for a group."

Social dreaming is a new idea for action research. Dr Balogh presented on the subject at the last annual CARN Conference in Athens and has had a paper provisionally accepted for publication in the journal *Educational Action Research*, the publication associated with CARN.

Eight action researchers took part in the weekend event, four from the University of Cumbria and four from the wider CARN network. The settings were at Lanercost and Talkin Tarn, close to Hadrian's Wall in order to provide geographic inspiration for the main topic of their discussions: 'Boundaries and Debateable Territories'.

The event, termed a CARN 'CAMP' or Critical Action-research Meeting Point, aimed to make creative use of space outside of traditional academic and institutional contexts to explore ideas in depth. The idea comes from the observation that some of the most interesting conversations happen informally: in the corridor, at the photocopier, in the pub, on the motorway, etc. The international CARN network decided to take this a step further and provide a longer 'non-institutional' space for more sustained conversation. Another CARN 'CAMP' is also taking place in Australia later this summer.

The researchers plan to continue the conversation they began at the weekend over the internet, and to post material on the CARN website [www.mmu.ac.uk/carn](http://www.mmu.ac.uk/carn).

## Exhibitions in October

### Nets

Textiles by university staff, students and alumni linking textile artists in Australia and Finland.

### MA Contemporary Applied Arts 2010

Showcase of 2010 MA work by Stella Adams-Schofield and Karen Griffiths.

Staff are invited to the private view of both exhibitions on Friday 1 October 2010, 6.00 – 8.00 pm

Exhibitions are open to the public 2 – 22 October 2010  
10.00 am – 4.30 pm (closed Sundays)

Free entry

Alexandra Gallery  
Bowerham Road  
Lancaster LA1 3JD

[www.cumbria.ac.uk/nets](http://www.cumbria.ac.uk/nets)

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## New edition of *Cite them right: the essential referencing guide* published

**CLICK HERE**  
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Graham Shields (Learning Adviser, Learning, Information and Student Services) is the co-author of the new (8th) edition of *Cite them right: the essential referencing guide*, which has just been published by Palgrave Macmillan.

Although this is a new publisher for the book, the style and layout are immediately recognisable from the previous editions. Reference examples have been updated and new material (for example, *Twitter* and *Pebblepad*) added. The new edition also includes a section covering the Vancouver referencing style. Palgrave Macmillan are marketing the new edition alongside Stella Cottrell's *The Study Skills Handbook*.

If you would like to contribute to the next issue of *Connect*, please contact a member of the communications team:

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The copy deadline for the next issue of *Connect* is 19 November 2010.

## Vice Chancellor's Teaching Excellence Awards 2010

Applications are invited for this year's Vice Chancellor's Teaching Excellence Awards, recognising outstanding contributions to the student learning experience. Individuals or groups (two or more colleagues) are eligible and award-winners can be considered for nomination to the Higher Education Academy National Teaching Fellowship Scheme. All those who teach or support student learning are eligible. Closing date is Monday 18 October. Full details, guidelines and an application form are on Staffnet CDEPP pages <http://staff.cumbria.ac.uk/Services/CDEPP/OrganisationandStaffDevelopment/TeachingExcellenceAwards.aspx>





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