

Question Time

Adrian Jickells



- 1 What do you do?**
I am a Business Engagement Manager for the Science City project covering the Energy sector.
- 2 What do you really do?**
I go and talk to businesses primarily, but not exclusively, in the West Midlands and discuss their technical issues. I then try to identify academic expertise and faculties at either the University of Birmingham or Warwick which could assist the company, and try to facilitate the development of that relationship.
- 3 How do you get to work?**
If I am in the office all day, I come in by train. If I am out with clients, I usually travel by car.
- 4 What's the best aspect of your job?**
Getting to talk to, and see, real engineering businesses.
- 5 What's the worst aspect of your job?**
The organisational complexity.
- 6 What would you like to be doing in five years' time?**
Walking long distant footpaths.
- 7 What do you enjoy most about University life?**
As in all working environments, it's the colleagues you work with that make life enjoyable. Winterbourne Gardens are nice too.
- 8 How do you unwind?**
Outdoors, walking or gardening.
- 9 Which book is on your bedside table?**
I'm not a great reader except on holiday. Probably the unread parts of last Saturday's paper.
- 10 What is your favourite tippie?**
Beer, specifically *Felinfoel*, a lovely Welsh brew!
- 11 What makes a good night out?**
Good company, whether at a concert, or eating with friends.

- 12 Which animal are you most like?**
A dog, rushing off in all sorts of directions, and bringing the stick back.
- 13 Describe your favourite holiday.**
Hill walking – in Wales, the Lake District or the Alps.
- 14 What is your favourite sport?**
Cricket (only to watch).
- 15 Who are the top three people on your fantasy dinner party list?**
Robert Oppenheimer (unwilling father of the atomic bomb), Rowan Williams (Archbishop of Canterbury) and Michael Foot.
- 16 If you were a superhero, who would you be?**
Tintin.
- 17 What has been the highlight of your life to date?**
My family.
- 18 If you could banish anything from the world what would it be?**
Nuclear weapons. Telephone music whilst holding-on for a customer service advisor, and noisy motor cycle exhausts.
- 19 Describe yourself in three words**
Energetic, friendly, insecure.
- 20 What is your personal motto?**
Must try harder.

Would you like to appear on Question Time?
or know a colleague who would?
Contact: university-buzz@bham.ac.uk

and finally...

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Green team



May/June 2011



Alumni mentoring



Third Sector Research



Question Time

UNIVERSITY OF BIRMINGHAM



Vice-Chancellor, Professor David Eastwood

YOUR BUZZ

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Edited by Kate Pritchard

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Vice-Chancellor's View

Facing the future with confidence

Not for the first time, those illustrious chroniclers of higher education were puzzled. In March the *THE* took the University to task for our 'curious press release' announcing our policy for the new fees regime. We were castigated for waiting 512 words before mentioning the magic figure of £9,000, and, worse, that we were highlighting our commitment to 'an inspirational student experience'.

I inferred from this that all the *THE* was interested in was the fee we'd be charging. They'd doubtless have preferred a simple press release entitled 'Top Midlands uni goes for nine', and a short tweet-like text saying: 'Today the Council of the University of Birmingham voted for a fee of £9,000. Ends'.

Actually, we meant what we said, and had good reason for announcing our fees in the way we did. Whilst it certainly seemed that some universities set their fees without much reflection, and others seemed keen simply to scramble to the top of the fee band, we took our time and focused not on the fee but on the kind of university we aspired to be and the kind of student experience we wanted to deliver.

Developing our policy

To that end, our policy was guided by a working group I chaired, and shaped by three discussions at Council, two discussions on priorities at Senate, debates in University Executive Boards (UEB) and the University Leadership Forum, all informed by specialist working groups on access and widening participation. Crucially, despite their reservations about government policy, Guild officers played a vital role in shaping our thinking about priorities for students and ensuring access to Birmingham was not compromised for talented students from disadvantaged backgrounds.

Not only was ours an inclusive process, it was an evidenced process. In seeking to enhance our commitment to widening participation we based our approach to outreach on what we knew worked: we extended our flagship Access to Birmingham (A2B) scheme, and we lead the process which saved Aim Higher in Birmingham.

Similarly we took our time and modelled

a variety of approaches to financial aid to ensure that support was targeted on those who most needed it, and was delivered in ways that will enable less advantaged students to experience the full range and richness of what the University of Birmingham has to offer.

The Birmingham experience

Much of our time was devoted to ensuring that we could further enhance what is already an excellent student experience. We aimed to ensure that we would be nothing less than 'best in class'. Our priorities for investment emerged from this unflinching commitment to offering an elite higher educational experience. We are now publicly committed to enhancing further the quality and range of personal and academic tutoring, a clear priority in our discussions with the Guild and a longstanding theme emerging from our student focus groups. We will ringfence resources to deliver still better tutoring.

Similarly we have known for a while we need to do more to enable our students to achieve their full potential in terms of employability. Strengthened employability support, delivered at college level, internships available to all, masterclasses from alumni, and a new approach to embedding and drawing out key skills from academic programmes will be hallmarks of our new approach.

We will use a part of our fee income to continue to invest in the learning environment and student-facing services. Our campus is both a defining feature and a unique asset. Through the next phase of the capital programme future generations of students will benefit from our continuing the refurbishment of buildings and teaching spaces, so obvious recently in Muirhead and Gisbert Kapp, whilst benefitting from new library, sports, and residential facilities. This, and much more, will ensure that the resources available to our students will be second to none.

Delivering the Birmingham experience

To do everything we'd wish to do, while maintaining our commitment to access, would require a fee beyond the current cap. That shouldn't come as a surprise. The cap, after all, is below the overseas fee. So we

Cadbury Research Library: Special Collections

Official opening in Muirhead Tower



Guests enjoying the collections

The official opening of the new Cadbury Research Library was marked on Thursday 31 March with an evening reception in the foyer of the Muirhead Tower. The event was an opportunity to thank all the benefactors whose generosity had made the new facility possible and the staff whose hard work had brought the collections together in their new home.

Many of the donors and owners of the collections of manuscripts and rare books attended the event and speeches were made by the University's Chancellor Sir Dominic Cadbury and Vice Chancellor Professor David Eastwood as well as Susan Worrall, Director of Special

Collections. Guests were given guided tours of the art storage and conservation areas as well as the new reading room which provides a wonderful research environment.

The Cadbury Research Library has provided a secure home for the University's unique and priceless collections and provides a platform from which they can be used to support the University's learning, teaching and research agenda.

Learn more

www.special-coll.bham.ac.uk
special-collections@bham.ac.uk

Commemorative bust finds new home

Professor Adrian Randall, handing over a commemorative bust of Professor John Sargent Florence to Professor David G Dickinson, Head of the Business School, for its new home in University House. Professor Sargent Florence was Professor Commerce from 1929–1955 and Dean of the Faculty of Commerce and Social Sciences from 1947–1950.



Professor Adrian Randall with Professor David G Dickinson

Continued from page 2

will need to maintain our commitment to achieving efficiencies, containing costs, prioritising, and maximizing the resource we have available to invest. Some hard choices remain. Philanthropy will play an ever-more important role, and it is hugely heartening to see how many of our alumni are committed to enabling us to offer truly progressive financial-aid packages, and are giving in ways that enable us to be still more ambitious in our capital and investment programmes. Without philanthropy the university would be poorer in every sense.

Thus our fee was not our starting point, it was, as the press release made clear, where we ended up. Where we ended up after reviewing what we did, analysing the income that would be lost as a result of a dramatic cut to government funding via HEFCE, recommitting ourselves to a student experience without parallel, and recognizing the need for a new approach to access and student-aid.

We will face the future with confidence because we know we've done the job properly, because we have put the student experience at the heart of our thinking, and

because we have made good on my commitment that student fees will fund what students experience, and not other sometimes loss-making activities. The *THE* might be puzzled by our approach, but **generations of Birmingham students will benefit from our being a university that does the right thing in the right way.**

Front cover image:

Dr Trevor Shields, Sustainability and Environmental Advisor and member of STG. See pages 12–13.



Antiques Roadshow visitors queuing in Chancellor's Court and filming in the Great Hall

ANTIQUES ROADSHOW comes to campus

BBC's popular TV show, Antiques Roadshow came to campus during April. Staff from across the University helped in the organisation of the event and we welcomed 1,600 visitors to campus. There will be two programmes made from the recordings which will be broadcast

sometime between September 2011 and April 2012. The University will be notified three weeks before its due to be on air.

Some of the University's own artefacts were valued. Look out for the next issue of Buzz to learn more.



Developments at The Oaks and The Elms Day Nurseries



The Oaks and The Elms day nurseries have received a £198k grant from Capital Funding to support delivery of the Early Years Foundation Stage, with particular emphasis on improving play and physical activities. The money has been used to purchase new furniture and resources including interactive white boards, digital cameras and wireless headphones to aid learning through play.

Outdoor areas have also been enhanced with exciting play equipment, from challenging physical equipment, to fantasy and role playing resources that

encourage imaginative play. Children watched with great interest as mechanical diggers prepared the ground and workers constructed the play structures and they are now enjoying benefiting from the developments.

Following its recent Ofsted inspection, The Elms Day Nursery was ranked as 'outstanding' across all categories, putting it in the top 10% of all nurseries in the UK.

Paula Hunt, Childcare Services Co-ordinator commented 'It was a real team effort and without everyone's

contribution it could not have been achieved. We are delighted Ofsted have graded us outstanding but we're never content to stay as we are. We are always looking forward and moving on. We know what needs improving and we act on it. We would like to thank all the staff, children and parents, as everybody contributes to the success of The Elms Day Nursery.'

The 2011 Inspection report for the nursery is available to view at www.ofsted.gov.uk



Professors Jon Glasby and Steve Field

Enabling NHS clinicians and managers to get to the heart of commissioning

The College of Social Sciences' Health Services Management Centre (HSMC) recently made it possible for NHS and Local Government clinicians and managers from across the region to hear from the UK's leading GP on commissioning – and learn more about the latest developments to this recently announced, key Government policy during HSMC's annual Health Policy Lecture.

Professor Jon Glasby (HSMC) introduced Professor Steve Field, the current Chairman of the National Inclusion Health Board and Immediate Past

President of the Royal College of GPs to a room full of leading health and social care leaders including leading clinical and managerial leads from the NHS and local government. Professor Field has been a leading advisor to the current Coalition and previous Labour Government on the increased involvement of GPs in commissioning – applauding the current Government's emphasis on clinical leadership whilst acting as a critical friend for GPs and other health and social care professionals who are concerned about the pace of change ahead.

Educating future NHS leaders

A partnership between the Health Services Management Centre (HSMC) at Birmingham and Manchester Business School has been awarded a new contract to run the education programme for the NHS' 'fast track' management training scheme for future senior leaders. The scheme is one of the most competitive and highly rated graduate management training schemes in the UK, and there are several thousand applications every year for just 150 places, in one of four specialty areas: General Management, HR, Finance, and Information.

Trainees work in a series of NHS management roles while undertaking postgraduate studies in their relevant field. A new innovation this year is that all 150 trainees across the four specialty areas will study the first part of the General Management programme, as well as their specialism, to reflect the need for all NHS Managers to understand service improvement principles.

Jon Glasby, Professor of Health and Social Care at HSMC said: 'These are some of the most talented and creative managers in the UK, and it's a pleasure to teach them early in their careers and then see them go on to hold very senior roles in the NHS in the future. We welcome the HR, Finance, and Information trainees to the first part of the programme: this is important in showing that service improvement is everybody's business.'

HSMC has been involved in the NHS Management Training Scheme for over 10 years and have been awarded the contract for the fourth time in a row – the first time this has happened in the Scheme's 55 year history. The NHS Graduate Management Training Scheme, hosted by the NHS Institute, has taken first place in the 2011 *Guardian* UK 300 survey of the top graduate employers, and made it into the top five of *The Times* Top 100 Graduate Employers.

Inaugural Network Event for College Directors of Operations

College Directors of Operations/Heads of Administration from 12 universities met at the University for an inaugural network event to establish a forum for collaboration and sharing best practice.

The 27 attendees included Dr Richard Frampton from Melbourne University who had flown over especially for the event and to meet with colleagues in the College of Medical and Dental Sciences.

Attendees were welcomed by the Vice-Chancellor, Professor David Eastwood and Professor Nigel Weatherill provided the keynote speech.

The network was set up by the Directors of Operations from Birmingham and the event has encouraged a number of follow up discussions across universities on discipline specific topics.



Professor Nigel Weatherill, Charlotte Jarvis, Vice-Chancellor, Professor David Eastwood, Dr Richard Frampton University of Melbourne

Birmingham team win nPower energy challenge



L-R: Robin Abrams, Lincoln Smith, Jenny Ladkin and team captain Andrew Baines

In all five years of the nPower Energy Challenge, Birmingham has had at least one team in the final of the competition and was joint winner in 2010. This year teams from the UK, Netherlands and Germany were no match for the University's team; Advanced Energy Consultants (AEC) who were awarded first prize.

Andrew Baines, Captain of the team, and Robin Abrams, Jenny Ladkin and Lincoln Smith, from the School of Chemical Engineering, proposed Green Source

which is based on ground source heat pumps.

Both Birmingham teams were supported by Dr Andy Williams from the School of Metallurgy and Materials and Professor Lawrence Coates from the School of Civil Engineering as part of the College of Engineering and Physical Sciences' Energy Engineering programme. The winners each receive £1,250 and the supporting academics receive £5,000 towards the energy programme.

Marketing Masterclass brings staff, students and business together

Birmingham Business School and Cogent Elliott Advertising have joined together to offer a series of marketing lectures and seminars, delivered by leading academic and industry experts, that seek to deliver key insights into core marketing strategies, share original research and analysis and stimulate understanding and debate.

Professor Rick Bagozzi from the University of Michigan recently led a seminar 'Peering into the minds of managers: Interpersonal mentalising, empathy and Machiavellianism' which explored neuroscience ideas and methods in thinking about consumers and managers. The seminar was also an opportunity for staff, students and the business community to network and share ideas.

There will be more Marketing Masterclass seminars over the summer.

Learn more www.business.bham.ac.uk/events or contact Pamela Warrington warringp@bham.ac.uk.

Nurturing entrepreneurial talent



The Medici Training Programme is an established training scheme for academics wanting to learn more about business and the potential commercialisation of their research ideas. It gives academics the opportunity to spend a year focusing on the commercial development of their idea using the Medici Fellowship. This year's academics started their fellowships in September 2010 and represent a wide cross section of the university:

- Dr Rustam Stolkin, Computer Science
- Dr Wai-Ling Bickerton, Psychology
- Dr Oliver Mason, English

In addition all three fellows were finalists in the Enterprising Birmingham Business Plan Competition which took place in January this year.

Commercialisation is not usually a common concept in the humanities but this year, for the first time, the Fellowship has been awarded to an academic in the College of Arts and Law. Dr Oliver Mason is being supported by a Medici Fellowship to develop a commercially usable prototype of an 'opinion extractor'. With the growth of social media, subjective views and opinions have been identified as a valuable commodity,

relevant for opinion polls, market research, brand management and more. The expertise of language specialists is in demand to help identify the way opinions are encoded in language.

Dr Mason comments 'Without the Medici Funding, development of the prototype system would not have been possible. It shows that even the Arts and Humanities subjects are able to produce research that can be of commercial value.'

Learn more
Catherine Mansell
c.mansell@bham.ac.uk

Guild turns green to gold

The Guild of Students has been awarded the Gold Standard Award in Green Impact, an environmental accreditation scheme run by the NUS.

The win follows the launch of a new recycling scheme located at the Guild. New bins will help them measure the amount of waste created and how much recycling they complete. The union's aim is to send no waste to landfill by 2012.



Guild of Students President, Dora Meredith

Guild President addresses Vice Chancellors at HEFCE annual conference

During April, the Guild of Students President, Dora Meredith, was invited to speak at the HEFCE Annual Conference 2011. The conference attracted a large group of Vice Chancellors from HEFCE-funded higher education institutions, including Birmingham, and leaders of partner organisations.

This year's conference was themed around 'achieving excellence in a new world'. Dora's presentation focused on securing the student interest by looking at three key considerations: quality and value, dialogue (in terms of both talking and listening) and support.

Dora commented 'I was honoured to be invited to speak. This was a fantastic opportunity to address VCs from up and down the country and to provide them with the student perspective in light of the new fee model. 2012, is fast approaching and there will be huge pressures on both universities and unions; this was our chance to ask institutions to commit to changing how they do things, starting today.'

Here come the girls!



Female students on the Applied Golf Management Studies Degree programme

Typically, golf is seen as a male-dominated sport, however the School of Education is very proud to be bucking this trend with students on the Applied Golf Management Studies Degree programme, delivered in partnership with the Professional Golfers' Association (PGA).

Recent market research shows that just 16% of golfers are female and just over one per cent of the UK's female population play golf regularly but almost 20% of the total intake on the degree, this academic year, is female

Following graduation, each one of these young women is likely to pursue a successful career in golf as players, coaches, business people and perhaps most importantly, role models to future generations of female golfers.

Katie Burman a second year student,

said about her experience 'I have already had some interest from employers, despite not even completing my second year, which can only mean great things after graduation. It is great to have lots of girls on the degree as there are not enough women in top positions within the golf industry.'

Dr Martin Toms in the School of Education also pointed out that 'Many of the females in year three have had multiple (and truly global) job offers even before they have taken their final exams. All of our graduates – both male as well as female – are finding employment across the globe, but it seems to be the females graduates who are making the biggest impact on the world of golf at the moment.'

Congratulations Jade

In the last issue we told you about Jade Maxwell's preparation for the London Marathon. Jade who is Alumni Relations Manager for the College of Social Sciences ran the London Marathon on 17 April in 4 hours, 12 minutes and 34 seconds. Jade ran to raise money for local charity Acorns www.justgiving.com/bressingtonsrun4acorns



Jade (middle right) celebrating with her supporters

Improving car parking on Edgbaston campus



Making a change to benefit staff

The University's close location to the city and the QE Hospital along with other contributing factors such as having a railway station, has led to an increased number of people parking at the campus who are not associated with the University. This initiative will target those cars that are without a valid University parking permit, a visitor's permit, a pay and display ticket or are parked in prohibited locations.

Change as part of our strategic objectives

The University has a Sustainable Travel Plan which is a key component to supporting our Environmental Policy and Carbon Management Implementation Plan. In the last edition of Buzz you will have read about the exciting initiatives in the Travel Plan which will help to improve sustainability.

Has there been a consultation process?

After reviewing best practice within the sector, proposals were put forward and agreed in principle by the University Executive Board (UEB) in 2009. Human Resources then discussed these proposals with representatives from the Unions and their comments were taken onboard.

The key changes

- Car parking will be managed more effectively by an internal team of Traffic Control Officers
- All prohibited car parking will be targeted by a ticketing and fine process
- University Traffic Control Officers will issue a parking charge to a car parked in a prohibited manner
- The parking charge will be £60 reducing to £30 if paid within 14 days
- Once a charge is issued responsibility will fall to a third party management company to undertake all the administration associated with the charge
- Any appeals against a parking charge will be assessed by internal University staff

What is classed as prohibited parking at the University?

- Parking without displaying a University permit
- Parking in disabled bays without displaying a blue badge
- Parking on double yellow lines
- Parking on the pavement, grass verges or in loading areas
- Double parking
- Parking in keep clear/yellow hatched areas
- Parking in any area which causes obstruction or limited access to other users

When will this be implemented?

The aim is to implement this initiative by the start of the 2011/12 academic year and it will come into effect on the 26 September 2011. For the first six weeks of operation warning tickets will be issued to those parked inappropriately but after six weeks financial charges will commence.

Will improvements to car parking be made?

Areas where the yellow lining for disabled spaces, double yellow lines, loading bays and hatched areas has faded will be re-lined. Some areas around campus will receive new white lines to create additional spaces.

Signage is crucial as there is a need to display the terms and conditions for all those parking on campus. Therefore additional signs will be appearing around campus.

Does the University have enough car parking spaces?

There are approximately 3,500 spaces on campus. Research indicates that there are enough car parking spaces for our staff but a sizeable proportion of these are taken up by cars that are not displaying a permit or a pay and display ticket, therefore are members of the public who should not be parking on University grounds.

The University is limited on the number of car parking spaces it is permitted to have by authorities such as Birmingham City Council.

Often people want to park as close to their office as possible but this is not always feasible and therefore the peripheral car parks, South, North, Vincent Drive and Pritchatts need to be used.

Will parking charges be increased?

No, staff and student car parking charges will remain at £1 per day. Visitor charges will increase and will be a phased tariff dependent on the length of time they are on campus. This approach will ensure that the University's charges are comparable to those at the Hospital to deter people using the University car parks as a cheaper alternative.

Where will visitors to my department park on campus?

All visitors, including contractors, who visit the Edgbaston campus will enter into a contract with the University agreeing to abide by its parking regulations. They will be notified by signage at each access point and main car parking areas.

It is important that invited visitors to campus are issued with a visitor permit/hanger displaying the University's Traffic Regulations. These can be obtained by email from carparking@bham.ac.uk and cost £1 per permit. This will ensure that these visitors do not pay the increased visitor charges and do not run the risk of incurring a fine if they park in a prohibited area. All Colleges, Schools and Departments are encouraged to ensure their visitors understand the parking regulations and are directed to the peripheral car parks.

The bulk of car parking charges will be used to fund the ongoing maintenance and operation of the car parks on campus. Any surplus will be ring-fenced to support the Travel Plan initiatives.

Will I need a new parking permit?

New permits will be issued that will have the terms and conditions of car parking at the University printed on the reverse. All existing permits will be gradually recalled and replaced with the new ones.

Learn more

<http://www.intranet.bham.ac.uk/staff/news/parking>
carparking@contacts.bham.ac.uk

Charity and contribution at Birmingham

Making an impact

Did you know that the University is a charity? And that there's a whole range of ways you can get involved supporting those areas at Birmingham that mean the most to you?



Director of DARO, Nick Blinco (centre) with the DARO Birmingham Half Marathon Team

What's your favourite charity?

It may be cancer research, environmental campaigns, medical causes, the elderly and more. What you might not realise is that you can support all those charitable causes at Birmingham.

Recent research suggests that 50% of people in the UK give to or raise money for charity, and much of this money is eventually given to universities like Birmingham, where the research takes place. Combined with our core funding, this vital charitable support allows us to make major breakthroughs faster.

Zoe Lockton is a second year Law student and President of the alumni/student society **Birmingham. For Life.** As a student caller, Zoe made a gift to the University through the Circles of Influence

'The more people who join the team, the more money we will be able to raise that will go directly to pioneering research that saves lives'

campaign and says: 'People often don't have the opportunity to see how much their university does outside the realm of education, but we have an incredible impact on society. We provide educational opportunities via the A2B scholarships. We lead the world in cancer research that saves lives. We are addressing climate change through our energy research.

Our University makes a major contribution to Birmingham, the UK and beyond.'

Involving staff

For the first time, staff can now get involved in raising money for areas such as research or student scholarships, and many have already come up with ideas to raise funds.

Human Resources are organising a coffee morning, with proceeds given to the University's brain injury research team, who are dedicated to treating the effects of strokes and injuries on the brain through an innovative mix of psychology, brain imaging and robotics. An eight-strong team from the Development and Alumni Relations Office (DARO) are running the Birmingham Half Marathon in October for cancer research at Birmingham.

'The more people who join the team, the more money we will be able to raise that will go directly to pioneering research that saves lives,' says Nick Blinco, Director of DARO. 'Anyone interested in signing up or supporting the team in any other way can contact us for more information.'

Nick adds: 'We're open to any ideas people might have for fundraising, whether they're tried and tested or something more original. Many staff also give money directly to their chosen cause at the University and, no matter how big or how small the gift, it has a huge impact.'

Our charity status

So why is the University a charity?

Almost all British universities have charitable status because their primary purposes of research and teaching are deemed to deliver a public benefit.

'Every penny of your donation goes directly to your chosen "cause"'

Charitable donations from alumni, charitable trusts and foundations, staff, students, and others bolster core funding from sources such as government, research grants and our own investment to enable us to make an even greater impact. These gifts also support investment in the campus and student experience, funding everything from equipment to work placements and employability programmes to buildings.

Matthew Reeve, Planning Officer in the Resource Planning Team, makes a monthly donation towards the cost of the Bramall Music Building, which is currently being built. He says: 'I see the University as one big community where our jobs play a small part in its success, but I wanted to give something back that couldn't be assessed in a staff development review. As a part-time musician, I was thrilled to hear about the new Bramall Music Building, and I hope my gifts will not only improve facilities for our budding musicians, but also bring performing arts closer to the heart of the University.'

Learn more

If you have ideas for fundraising activities, are interested in running a fundraising event, or would like to make a gift, please contact Laura Clark, Annual Giving Officer, on ext. 48894 or L.Clark.1@bham.ac.uk.

IN THE NEWS

The Communications team has had a very successful spring in terms of broadcast and print media coverage seeking to demonstrate the breadth of work at Birmingham and enhance the University's reputation. Here are some of the highlights, with these stories alone generating coverage with an Advertising Value Equivalent (AVE) of more than £450,000 and a potential audience reach greater than 60 million people. Amy Cory shares the news.

Learn more about each story by visiting www.birmingham.ac.uk/news/latest/index.aspx and using the search terms specified

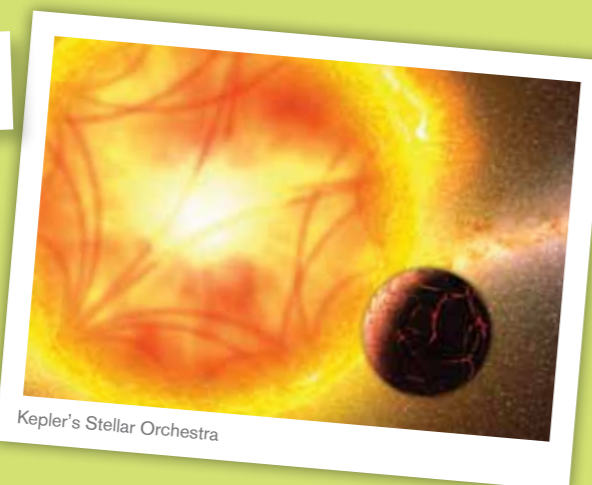
KEPLER'S STELLAR ORCHESTRA

Dr Bill Chaplin, School of Physics and Astronomy, College of Science and Engineering

A Birmingham-led team of asteroseismologists has sampled the 'stellar music' of 500 stars using data from the NASA Kepler mission to reveal an insight into the past and future of the Sun and our galaxy. Dr Bill Chaplin and colleagues have monitored the natural oscillations of stars to determine their size and mass in research published in *Science*. Measuring the pitch of notes produced by an instrument reveals the instrument's size; the bigger the size, the lower the pitch and the deeper the sound; the sound made inside stars makes them vibrate like musical instruments and therefore, the bigger the star, the lower its 'stellar music'.

■ **Featured in:** international media with an estimated total value of more than £150,000 and a potential audience reach of more than 33 million, including *BBC News*, *BBC Radio 5 Live Drive* and *USA Today*.

■ **Search for:** Chaplin



Kepler's Stellar Orchestra

Investing in the student experience

University staff and students

Major new investments in activities to enhance the student experience, extend programmes that widen participation in Higher Education as well as providing generous financial support for students from lower income backgrounds have been announced by the University. In the face of Government funding cuts, in order to make this investment and continue to provide the highest quality experience and enhance this further, from 2012/13 the University intends to charge full-time UK and EU entrants to our undergraduate courses a fee of £9000 per annum – subject to approval by the Office for Fair Access (OFFA).

■ **Featured in:** national and regional print media including *The Times*, *The Press Association* and *BBC Radio 5*.

■ **Search for:** Office for Fair Access

No more resistant superbugs

Dr Chris Thomas, School of Biosciences, College of Medical and Dental Sciences

New research provides hope for combating antibiotic resistance with scientists from the Universities of Birmingham and Bristol discovering a potent chemical that can kill drug-resistant strains of the MRSA superbug. Working with Japanese pharmaceutical company Daiichi-Sankyo, the new antibiotic, thiomarinol, was discovered after joining together two independent antibiotics, to create a new drug with the ability to inhibit the growth of MRSA strains that have become resistant to other antibiotics. The research published in *PloS ONE* paves the way for new hybrid antibiotics to combat the growing problem of antibiotic resistance in bacterial infections.

■ **Featured in:** national and regional print and broadcast media, including *Daily Express* (front page lead), *ITV1 Central* and *BBC News online*.

■ **Search for:** Thomas



Dr Chris Thomas

Getting a Bird's-eye view

Professor Graham Martin, Centre for Ornithology, College of Life and Environmental Sciences

New research at the University offers an explanation as to why birds frequently collide with objects; they live in a different visual world to humans. Sensory ecology has revealed that when in flight, birds may turn their heads to look down, meaning they are unaware of objects directly in their flight path and thus, bird mortality caused by collisions with human artefacts is the largest unintended human cause of avian fatalities worldwide. Alerting sounds or signals placed a suitable distance from hazards may be more efficient in preventing efficient and alleviating the threat to avian species.

■ **Featured in:** international and national media including *BBC Radio 4*, *Metro*, *THE* and *The Sydney Morning Herald*.

■ **Search for:** Martin



Professor Graham Martin

KPMG PAY FOR ACCOUNTANCY STUDENTS

University staff and students

The University has joined forces with one of the world's leading professional services companies to offer the complete package of University degree, professional accountancy qualification and relevant work experience to 50 lucky undergraduates joining in 2012. KPMG's ground-breaking school leavers' scheme will offer students a six year programme in which they will gain work experience at KPMG, take a BSc honours degree in Accounting and Finance at Birmingham Business School and gain a professional accountancy qualification, whilst receiving a salary of approximately £20,000 and having all of their tuition fees and student accommodation paid for by KPMG.

■ **Featured in:** regional print media including *Birmingham Mail* and *Birmingham Post*.

■ **Search for:** KPMG

STOP PRESS:
MAY 2011

Famous alumni to give students one-to-one mentoring

Twelve lucky final year undergraduate students from the University will get a once in a lifetime opportunity to gain first hand career insight and guidance from famous Birmingham graduates at the top of their field.

The Alumni Leadership Mentoring Programme will see a number of high profile Birmingham alumni – reading like a who's who spanning business, health, consumer, charity, arts and media sectors – providing one-to-one mentoring to selected students throughout their final year.

Top leadership mentors signed up so far include former Chief Medical Officer Sir Liam Donaldson, Green Wing and Black Books actress Tamsin Greig, Group Commercial Director of J Sainsbury's Mike Coupe, former Editor of the Wall Street Journal Europe Baroness Patience Wheatcroft and Director of *Mamma Mia!* Phyllida Lloyd CBE. All mentors will offer their time for free to provide the students with invaluable advice and support.

The programme has been conceived by Cilla Snowball CBE, Group Chairman and Group Chief Executive Officer of advertising and communications company AMV BBDO. French graduate Ms Snowball, who was first to sign up as a leadership mentor, and is also a member of University Council, said: 'At a time when employability is so high on the student agenda, it is great that

the University's alumni can apply their mentoring skills to help Birmingham undergraduates.'

Leadership mentors will offer practical advice on employability and support as they prepare to enter the workplace. Director of Development and Alumni Relations, Nick Blinco commented: 'Our alumni have always offered help, support, and guidance to our current students; but the enthusiastic response from such a stellar group of committed alumni is extremely gratifying. This scheme is in the vanguard of an extensive set of provisions that will continue to support employability amongst our graduates.'

This initiative is part of a wider programme of activities at the University concentrating on improving the employability of graduates.



Cilla Snowball, CBE



BUILDING A MORE SUSTAINABLE FUTURE

Our new strategy sets out Birmingham's commitment to reducing its carbon footprint. Buzz learns more about some of the activities taking place on campus that will help us build a more sustainable future.

'Green Impact is a great way for staff to make a difference in their own area and achieve recognition as well. In two years we've increased the number of teams from 14 to 25. We also trained 35 student auditors which helped build their experience, and CV.'

Dr Trevor Shields, Sustainability and Environmental Advisor and member of STG

Birmingham is already contributing to a 'greener planet' through its internationally recognised research. We are at the forefront of clean energy development and have major research groups working on generating cleaner fossil fuels, nuclear engineering, as well as new fuel sources like hydrogen. However, with escalating fuel prices and increased pressure from government and funding bodies, along with our own Corporate Social Responsibility (CSR), clearly the University must work hard to reduce its environmental impact.

Carbon Management Plan

In its Carbon Management Strategy 2010–2020, launched in September 2010, the University sets out its goal to reduce greenhouse gas emissions by 20%, by 2020 whilst sustaining its position as a leading global university.

A Carbon Management Plan (CMP) has been developed which sets out the practical measures that will deliver this goal and help integrate carbon management in all activities. The actions reflect our energy intensive research

base and the historic nature of our estate. They include capital investment in infrastructure projects, improvements to buildings and equipment, and initiatives in which we can all play a part.

There is added bottom line motivation as HEFCE's Capital Investment Framework requires universities to have carbon management plans and demonstrate a reduction in direct emissions from a 2005 baseline.

Sustainability Task Group

The Sustainability Task Group (STG) are responsible for implementing the CMP and report directly to the University Executive Board (UEB). It is chaired by Professor John Heath, Pro-Vice-Chancellor for Estates and Infrastructure and includes representatives from all five Colleges, Estates, Finance, Hospitality and Accommodation Services (HAS), Human Resources and The Guild of Students. Colleges are developing their own Carbon Management Plans to integrate action at a local level.

Colleagues helping lead environmental change (L–R) David Harrison, Lizzie Eustace, Peter Larkin, Caroline Radnor, Dr Trevor Shields Members of the Sustainability Team

'We have a great opportunity here to utilise the expertise of our academics on low carbon vehicles. We've increased the number of electric vehicles on campus and our postal services team even have a hydrogen powered one.'

Monica Guise, University Transport Manager

'We've made progress in reducing emissions since 2005 and many initiatives have happened behind the scenes. The more upfront steam main over the railway will save at least 1,500 tonnes per year once commissioned.'

Ian Gregory, Head of Utilities and member of STG

'The sustainable Travel Plan includes initiatives related to both commuting and business travel. It is not about being anti-car but making people aware of the impact that they are having. It is important to gain buy-in from staff and students to make the Plan successful in reducing our carbon emissions.'

Caroline Radnor, Sustainable Travel Coordinator and member of STG

'We are committed to an absolute reduction in carbon emissions whilst sustaining our position as a leading global university and expanding our research base. We accept the challenges to achieve and exceed this target as our contribution to the impact of carbon emissions on society.'

Professor John Heath, Chair of Sustainability Task Group (STG)

'The Environmental Services Team, including Terry in his "Green Machine" have made great progress in the waste and recycling area. We've increased the amount of recycling, introduced the mixed recyclables scheme, and now divert general waste from landfill by sending to an energy from waste facility.'

Peter Larkin, Policy and Environmental Services Manager

The plan in action

A reduction in emissions will require the implementation of a range of measures all aimed at delivering a smaller, smarter, more sustainable estate. These measures include:

- **Building retrofit** – where appropriate, wall and pipe insulation, solar shading, lighting/heating upgrades and more
- **Metering** – there is an ongoing project to update metering at the University
- **Information and Communication Technologies (ICT)** – the new IT strategy has an objective to reduce carbon emissions
- **Space utilisation** – part of the Sustainable Excellence programme is to further increase the efficiency of space use, for example, converting to open plan or consolidating buildings
- **Fleet** – fleet review by the Energy Saving Trust is planned for spring 2011. Following its recommendations an action plan to minimise fleet emissions will be implemented. In future there will also be targets for reduction of indirect emissions – progress has already been made
- **Water** – continuing to reduce water consumption by leak identification, monitoring consumption and more
- **Waste reduction and recycling** – improving opportunities for staff and students to reduce and recycle waste

- **Travel** – the Sustainable Travel Plan aims to achieve a change in culture to more sustainable travel for both business and commuting
- **Procurement** – the University's Sustainable Procurement Policy aims to reduce carbon emissions in the supply chain

These actions will be balanced against significant estate development and growth in the research base, including research in bio-medical and physical sciences, much of which is necessarily energy-intensive.

Changing our behaviour

Behavioural change has been identified as one of the six most viable interventions to reduce carbon emissions in Higher Education. A Sustainability Communications Group, reporting to the STG, will develop and implement a communications strategy aimed at getting us all involved in initiatives to become more sustainable. Activities already taking place are:

- **Green Impact** – teams of staff work towards Bronze, Silver, Gold and Bonus awards relating improving environment performance
- **Studentswitchoff** – Birmingham was one of the first seven to pioneer the successful scheme and in 2009/10 saved 200 tonnes of CO₂. In 2010/11 we recruited 842 'ecopower rangers'

across the three student villages and are hopeful of more savings this year

- **Going Greener** – a general environmental awareness raising campaign aimed at students including a go green week in early February
- **Travel plan** – initiatives are aimed at moving to more sustainable travel options.
- **10:10 Campaign** – the Guild of Students and the College of Life and Environmental Sciences have signed up to the 10:10 campaign.

What is clear is that we can all play a part in helping the University achieve its environmental objectives. If you would like to get involved or have a 'green idea' the team would like to hear from you.

Learn more

www.environment.bham.ac.uk
Energy: Ian Gregory, i.gregory@bham.ac.uk
Green Impacts: Trevor Shields, t.c.shields@bham.ac.uk
Mixed Recycling Scheme: Peter Larkin, p.j.larkin@bham.ac.uk
Travel: Caroline Radnor, sustainabletravel@contacts.bham.ac.uk
www.bham.ac.uk/travel
Waste reduction and recycling: wasteadvice@contacts.bham.ac.uk



Informing civil society

*'TSRC's mission is to become the UK base for the development and delivery of **third sector research**.'*



Left image:
Cathy Butt
and Professor
Pete Alcock



Right image:
TSRC team at
Birmingham

The 'Big Society' may have bought debate around the third sector into the public domain but a research centre, based at Birmingham, has been leading research in this area since 2008. Director of the Centre, **Professor Pete Alcock** introduces the Third Sector Research Centre.

The Third Sector Research Centre (TSRC) was established by the Economic and Social Research Council (ESRC), and co-funded for five years by the Council, with the Office for the Third Sector (now Office for Civil Society) and the Barrow Cadbury Trust. It commenced work in September 2008 and is a joint venture between Birmingham and the University of Southampton, with contributions also from Kent and Middlesex. The base of the Centre is here at Birmingham, where it is led by Director, Professor Pete Alcock from the School of Social Policy, supported by Centre Manager, Cathy Butt. Professor John Mohan at Southampton is Deputy Director and leads the activity based there.

The work of the Centre is linked to the activities of three Capacity Building Clusters (CBCs), based at Middlesex, Lincoln and Bristol, which deliver CASE studentships, Knowledge Transfer Partnerships, and research placements in conjunction with practice-based agencies within the third sector.

The ESRC and OCS invested in TSRC because research on the third sector, and research capacity within it, have been relatively under-developed in the UK. This compares with the US and continental Europe, where a number of research

centres devoted to exploration and analysis can be found and where the data available about the sector has been more extensive and more detailed. TSRC's mission is to become the UK base for the development and delivery of third sector research, to compare with other cognate centres overseas, and after the first two and a half years we are already well on the way to achieving that.

Research streams

Our research is grouped into a series of streams addressing core questions and priorities for academics, policy makers and practitioners.

- **Theory and policy.** Our research helps to inform policy development, whilst making the policy process the subject of critical review.
- **Quantitative analysis.** Helping to improve our understanding of the distribution of third sector organisations, their resources, volunteers and workforce, and to provide a robust analysis of their contribution to society.
- **Economic and social impact.** Assessing the impact of third sector organisations is a key research priority. It focuses on the role they play in delivering public services, contributing

to community wellbeing and the environment.

- **Social enterprise.** TSRC is examining the contribution social enterprise can make to service provision and social inclusion, and the role of policies aimed at promoting and supporting this.
- **Service delivery.** Our research looks in depth at specific sectors – including criminal justice, employment, health and social care and housing. It examines cross-cutting themes including policy agendas, partnerships, commissioning and impact.
- **Below the radar.** The Big Society in practice? This stream studies community groups and activities that do not exist on formal registers, receive little or no funding, and are often unknown to policy-makers.
- **Workforce and workplace.** The sector employs at least 700,000 workers and, until recently, this number has been growing. Our research provides statistics and analysis on employment in the sector.
- **Real times.** Through in-depth case studies, we are examining how third sector organisations adapt, progress and survive over time.

Collaboration and communication

In developing and disseminating this research TSRC is committed to working closely with the policy makers and practitioners who will use our research. We have established an Advisory Board containing representatives of all the leading government and sector agencies, and have created separate Reference Groups to support our different research streams. We produce an average of three research papers a month and these are disseminated widely through our user communities and press releases to the media. Leading this communication and engagement are our Knowledge Exchange Team, Razia Shariff and Naomi Landau, who work out of the National Council for Voluntary Organisations offices in London. They also manage an extensive range of events through which we share our work, including policy circles with key government officers, seminars with leading academics, and conferences and workshops with practitioners. We are committed to working with and not just for the third sector, and to ensuring that our work has an impact on policy and practice.

Finally, TSRC is committed to expanding and extending the range and reach of research activity as our work develops.

We work with researchers in other institutions to develop, and secure support for, additional research and evaluation activity, and have secured funding for a range of other projects at Birmingham and Southampton. This also includes working with partners in Scotland, Wales and Northern Ireland to develop complementary research specific to the context of the devolved administrations and, drawing on the support of the agencies of devolved government. Third Sector policy is devolved to the separate administrations within the UK, and our research reflects and reviews this important dimension of the changing policy environment.

What is the third sector?

The third sector is a debated term. TSRC takes a broad definition of the sector, to include all organisations operating outside the formal state or public sphere that are not trading commercially for a profit in the market. This means charities and voluntary organisations, community groups, social enterprises, cooperatives and mutuals. Whilst these organisations are exceptionally diverse, they share a broad common theme of being value driven.

The cheek of it: Poster icon helps Launch Barber's Tennis Exhibition

From a cheeky poster to a diverse collection of art, **Andrew Davies** describes how it's game, set and match for The Barber this summer.



Ben Stensall – Fiona Walker at the London press launch of *Court on Canvas: Tennis in Art* (2011)



Edith Hayllar – *Summer Shower* (1883)



Sir John Lavery – *A Rally* (1885)



André L'Hôte – *Joueurs de Tennis/Tennis Players* (1917)

The Barber's forthcoming exhibition **Court on Canvas: Tennis in Art** was launched onto an international stage recently, with a little help from the mystery woman behind the iconic 1970s poster, *Tennis Girl*.

Fiona Walker agreed to reveal her identity publicly for the first time since posing for the poster in 1976 to help promote the Barber exhibition at its media launch at London's auction house, Christie's.

An iconic poster

Shot by her boyfriend of the time, Martin Elliott, on tennis courts at the University, the photograph was originally taken for a 1977 calendar entitled *Girls in Sport*. The image was subsequently picked up by Athena and used as a poster and reissued as a poster-calendar. Never a tennis player herself, Fiona – then Fiona Butler – had to borrow the dress from a friend of a friend, and wore her father's plimsolls. Even the tennis balls belonged to her dog!

Fiona, said she had no regrets about posing for the cheeky photograph, where she apparently absent-mindedly lifts the back of her short tennis dress to reveal a knicker-free bottom.

The poster sold more than two million copies worldwide and became one of the most recognisable, reproduced and satirised images of the 20th century.

Coverage of the launch was featured in almost every UK national newspaper, and around the world from France, Holland and Italy to Australia, the USA and even Tokyo and Uruguay.

A game pioneered in Birmingham

The image – in the form of the original; calendar – will feature in the exhibition **A Gem of a Game**, which runs alongside **Court on Canvas: Tennis in Art**, and explores the early history of lawn tennis in the West Midlands, and in Birmingham particularly. The game was pioneered at 8 Ampton Road, Edgbaston, barely half a mile from the University, where, it is claimed, Major Harry Gem and his friend, Jean Batista Augurio Perera, developed it in 1859 as a game that could easily be played by amateurs in the garden of an average suburban villa. The display will feature artefacts, documents and photographs from the early days of the game, including the rules of lawn tennis as written by Gem.

A first for art exhibitions

Court on Canvas, is the first exhibition ever to explore tennis as a subject in art. Artists were inspired by tennis from the outset, with painters such as John Lavery fascinated by the opportunity to depict movement, and, particular, women moving as tennis is credited as being the one of the first sports in which women were able to participate freely. The game's social aspect also appealed to artists, while, as a sport where the sexes could meet in decorous circumstances, it provided scope for romantic scenes.

The exhibition will feature paintings, drawings, prints and mixed-media work by artists as diverse as Lavery, Spencer Gore, LS Lowry, Stanley Spencer, Eric Ravilious,

Winnie the Pooh illustrator EH Shepard, David Hockney and Tom Phillips. It features loans from major collections such as Aberdeen Art Gallery, Kelvingrove Art Gallery, Glasgow, the National Portrait Gallery and Wimbledon Lawn Tennis Museum, as well as from many private collections.

Court on Canvas is curated by the Barber's Director, Professor Ann Sumner – herself a keen tennis player. It will be accompanied by a book exploring the subject, with contributions by Lavery expert Professor Kenneth McConkey, Emeritus Professor of Art History at the University of Northumbria, as well as by tennis historians Robert Holland and Chris and Sue Elks.

Professor Sumner said: 'It is most appropriate that tennis as a subject in art should be explored and exhibited at the Barber – Edgbaston being, after all, the cradle of tennis as well as being associated with cricket. This exhibition has been a highly unusual, as well as hugely enjoyable, project, and we hope it will bring a whole new audience to the Barber Institute, as well as providing something novel for our regular visitors.'

The exhibition will be accompanied by a variety of associated events for all ages, including lectures, gallery talks and tours, a study day and drama performances.

Learn more

www.barber.org.uk/courtoncanvas.html

May/June highlights

The events pages highlight the variety of activities taking place across campus. For a full list visit www.events.bham.ac.uk or contact Events Co-ordinator Eleanor Leftwich on 0121 414 2950 or e.g.leftwich@bham.ac.uk.

www.events.bham.ac.uk



13–19 June, 12–2pm and 5–7pm Pop-Up Performances

There will be a feast of creative and cultural events popping up on the Edgbaston campus this July as part of the university's free summer festival, 'Pop-Up Performances'. From classical music and poetry, to street dance and graphic art, there's bound to be a few surprises and the performances will be complemented by exhibitions and cultural activities throughout the week. The festival celebrates the talents of Birmingham students alongside other artists from the city, and beyond.

With performances happening inside and out it's a fun way to explore the beautiful campus. The final day of performances takes place on the annual Community Day which has a host of family friendly activities.

Venue: University of Birmingham

Learn more
www.birmingham.ac.uk/collections/popup

Eduardo Paolozzi, 'I was a Rich Man's Plaything' from *Bunk!* 1949, Collage, University of Birmingham Research and Cultural Collections.

Sunday 19 June, 11.00am–4.00pm Community Day 2011 – Free fun for all the family

Due to the success of last year's event, Community Day 2011 will be held on Sunday 19 June. Activities available on the day include culture trails, penalty shoot-out, golf coaching, arts and craft, fun fair and lots more. The full programme of events will be available in April.
Venue: University of Birmingham, Edgbaston campus
Cost: Free



**UNIVERSITIES
WEEK**
WHAT'S THE BIG IDEA?
13-19 JUNE 2011

Winterbourne events

Casey Greene's Latin Jazz
Saturday 4 June, 7.30pm–11.00pm
Price £15
Buy 9 tickets and get the 10th free

Winterbourne Summer Play –
The Importance of Being Earnest
■ **Friday Evening showing 10 June, 7.00pm**
■ **Saturday matinee 11 June, 3.00pm**
■ **Sunday matinee 12 June, 3.00pm**
Tickets are available in advance
Price £10 including garden entry
Friends of Winterbourne/Concessions/
Children £6 admission

University Community Day
Sunday 19 June, 11.00am–5.00pm
Price, entry to the garden just £1!

Classical Celebration
Saturday 2 July, 7.30pm onwards
Price £15

Cheese and Wine Evening
Saturday 9 July, 7.00pm

Traditional Jazz with Casey Greene
Saturday 23 July, 7.30pm–11.00pm
Price £15
Buy 9 tickets and get the 10th free

Summer Schools and Activity Days
throughout August

Learn more
www.winterbourne.org.uk

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Kings Heath, double room in beautiful house. Garden, wooden floors, wifi, all modcons. Available from June/Sept. Postgrads/staff. £250/month. Tel: 07766 660312.

Activities and entertainment

Fancy Fencing for fitness and fun?
Want to be fitter this year? Already working on it but need some sport-related focus? www.birminghamfencingclub.org.uk has courses, kit and coaches for all ages and abilities. Whether junior, social or competitive there is something for everyone. Tel: 0121 443 3136.

Personal Training at home. We'll get you fitter and thinner in six weeks or your money back. Tel: 0121 472 5887 or visit www.athomefitness.co.uk

Stage 27 Amateur Dramatics presents
Midsummer Nightmare – 8–9 July 2011 at the MAC. Visit www.stage27.org.uk or [www.macarts.co.uk](mailto:stage27@hotmail.co.uk). stage27@hotmail.co.uk

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Staff groups

Your staff group can advertise here and for FREE and we'll also list on www.intranet.bham.ac.uk/staff/useful/internal.shtml

Media awareness day 23 June 2011

If you are likely to be interviewed by the media on behalf of the University then you may be interested to learn more at a media awareness day.

The media training takes place in a fully operational TV and radio studio situated in the Aston Webb building and is expertly delivered by broadcast journalists.

Space is limited so if you would like to reserve a place or would like to find out more please contact Tim Dagger on extension 43383 or by email t.dagger@bham.ac.uk

