



NORTHUMBRIA

Issue 15 UNIVERSITY NEWS

#TakeOnTomorrow



Northumbria unveils bold and ambitious new brand

The University has unveiled a new brand position designed to reinforce Northumbria's credentials as a true challenger institution.

#TakeOnTomorrow has launched alongside a new logo, establishing Northumbria's ambition, which embraces the future and tackles global challenges head on.

Speaking about the new brand position, Adam Dunlop, Northumbria's Marketing Director, said: "We wanted an idea that we could own and one that provided a platform to build our reputation for world-class quality. Above all it needed to connect with all of our many stakeholders; from prospective students to internal staff and from

Blue Chip partners to research funders. We also wanted an idea that staff could also engage with and really get behind.

"After a period of reflection, we developed the idea 'Take On Tomorrow' and we knew instantly when we saw it, that it was the right one for us. When the hashtag is included it gives a real sense of

'movement' – #TakeOnTomorrow – something that we know people identify with when they work with or study at Northumbria.

"This idea represents an institution that is bold, directional, confident, challenging and can do, that embraces the future and faces challenges head on. It implies leadership, direction and

a clear purpose.

"What also resonated with us was the way that it matched our brand explorations and reflected what we had learnt when speaking with colleagues and other stakeholders. #TakeOnTomorrow feels very us and shows our ambition."

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Northumbria University
NEWCASTLE

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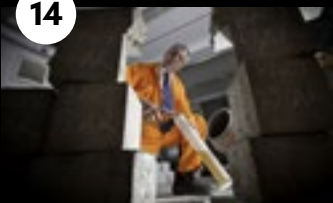
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**Northumbria
University**
NEWCASTLE

Northumbria University coat of arms (pictured left) and our new logo (right)

Northumbria also has also launched a new logo, which includes a shield directly drawn from the University coat of arms. See the image above.

Adam continues: "As well as creating a focus for our ambition, we wanted to use this opportunity to signal to the world that we have changed. So, we've revitalised our identity to reflect the strong, ambitious and confident brand we are.

"Our new logo immediately signifies change but simultaneously celebrates our heritage, as the shield comes directly from our University coat of arms. This grounds us by celebrating where we have come from, but when combined with our core brand idea – #TakeOnTomorrow – there is a very real sense of strength and direction.

“ I am excited by this new visual identity and, as our progress accelerates, by the rising confidence that it symbolises in Northumbria as a new kind of excellent university, ready to take on tomorrow. ”

Vice-Chancellor, Professor Andrew Wathey CBE

"Extensive research with home, EU and international students, as well as prospective students, influencers, and stakeholders told us that the top five words associated with our new logo are: Traditional, Bold, Leader, Authoritative and Professional. In addition, 69% of all respondents felt that the new logo would be associated with a high-quality and ambitious university."

Turn to Pg. 21 to learn more about the importance of brand from

Northumbria academic Lee Barron, an expert in media and advertising from the Department of Arts. You can also read more about how Northumbria's staff and students are already 'Taking On Tomorrow', on Pg. 14-15.

www.northumbria.ac.uk/takeontomorrow

Courses among the best in the world

The *Times Higher Education* (THE) has rated a number of Northumbria's courses as being among the best in the world.

The internationally-recognised publication lists the top 1,300 research-led institutions in the world in its annual World University Rankings. The rankings measure universities against 13 performance indicators, including teaching, research, knowledge transfer, citations, industry income and international outlook.

This year's THE rankings highlighted Northumbria's engineering and technology courses as being in the Top 300 in their discipline among universities

globally. These subject areas scored particularly highly in the metrics for research citations and international outlook. Also highly ranked were subjects from Health and Life Sciences including life and physical science, and those in the clinical, pre-clinical and health disciplines. These all featured in the THE's Top 500 and were all highly-rated for industry income and research citations.

The University's performance in these global rankings builds on the success of its performance in the



A design student at work

QS World University Rankings over the last two years. Repeating last year's results, Art and Design, and Architecture and Built Environment both scored highly again in the 2018 annual QS World University Rankings by Subject. Northumbria has been ranked in the top 101-150 out of almost 1,650 universities for Art and Design, placing it firmly among an elite group of universities.

The University also retained its ranking in the top 151-200 in Architecture and Built Environment, while Law has now been ranked among the top 251-300 in the world.

www.northumbria.ac.uk/courses

Northumbria Paralympians lead the way forward

As Northumbria announces its ambitions for the future with the launch of its new brand position #TakeOnTomorrow, student and Paralympic swimmer, Phelipe Rodrigues, took time out of his busy training schedule to talk to *Northumbria University News* about his own ambition of winning gold at the Tokyo 2020 Paralympic Games.

Phelipe lives and trains in Brazil and is able to study for a Northumbria Leadership and Management degree through the University's distance learning option. Studying online and being able to access the latest teaching materials anywhere, at any time enables students, such as Phelipe, to fit learning around their lifestyles.

The Paralympic swimmer came to visit the University's city campus in February to prepare for this year's British Universities & Colleges Sport (BUCS) National Indoor Championships in Sheffield, where he represented Northumbria. While in the UK preparing for the Championships, Phelipe used the opportunity to train in the University's pool.

"I have really enjoyed training here and making the most of the facilities that the University has to offer," said Phelipe. "I live in Brazil so the option of studying on a distance learning course at Northumbria was a great



Phelipe Rodrigues training at Sport Central

opportunity for me. I am really enjoying the course, the people are friendly and my tutors are helpful and supportive. My main aim is to win gold at the Paralympic Games – I've been a Paralympic athlete since 2008 and although I've been close, I'm still looking to win my first gold medal."

The 27-year-old Paralympic swimming medallist has won five silver and two bronze medals in swimming events at previous Paralympic Games representing his home country of Brazil.

Northumbria's track record in the pool at previous Paralympic Games, proves that Phelipe is at the right university to pursue his ambition of winning a gold medal at Tokyo in 2020. Four of Northumbria's talented students brought home an impressive six medals between them at the 2016 Games in Rio.

Leadership and Management students Harriet Lee, Claire Cashmore and Andrew Mullen were part of Team GB in Rio. Meanwhile, Sport Management student, Taka Suzuki, represented his home country of Japan in the pool. Harriet brought home a silver medal in the Women's SB9 100m breaststroke swimming event, while fellow GB athlete and Northumbria student Andrew stormed his way to a silver medal in the Men's S5 50m backstroke. Andrew also bagged two bronze medals at last year's Games, one in the Men's S5 200m freestyle and the other in the Men's S5 100 freestyle event.



Phelipe Rodrigues

Claire, who has been competing for Great Britain for 13 years, won a silver medal in the 100m breaststroke and was part of the Para-swim team alongside Steph Millward, Steph Slater and Alice Tai who took gold in the women's 4x100m medley. Claire received an MBE in January 2017 for her services to swimming to cap off a hugely successful year for her. Taka narrowly missed out on a medal at the Rio Games, finishing fourth in both the Men's SB3 50m breaststroke event and the Men's SM4 150m, setting a new lifetime best and new Japanese record.

In 2017, the University launched its 'Faster, Higher, Stronger' fund, providing Disability Sport Scholarships for elite athletes studying and training at Northumbria; research opportunities to create and apply knowledge about sport performance, health and wellbeing; and specialist equipment and technology to enable more students to participate in sport.

Northumbria's BUCS Success Story

Phelipe Rodrigues won two gold medals at the BUCS Championships, which took place in February 2018, in the 50 metres freestyle and 100 metres freestyle. He also won a silver medal in the 100 metres butterfly. The Northumbria swim team of seven students – which included Paralympians Taka Suzuki, Phelipe Rodrigues and Claire Cashmore – won 17 medals at the BUCS Championships meaning Northumbria finished comfortably in the top 10 in the pool.

Northumbria students won 24 medals across five sports at the BUCS Nationals Indoor Championships in Sheffield. The University's success was not just poolside, as karate came away with a gold and silver medal and Northumbria judo won a silver and two bronzes.

There were also personal bests recorded for athletics, with Jack Roach taking gold in the Men's Long Jump (jumping 7.44m) and Nakita Gray collecting bronze in the Women's High Jump (jumping 1.70cm). Team Northumbria currently sit ninth in the BUCS table, 377.5 points ahead of Newcastle University, who are in 10th position.

Vision unveiled for £40m centre of excellence



IC3
International Centre for
Connected Construction

Northumbria University and regional IT network Dynamo have launched a plan to develop a pioneering £40m International Centre for Connected Construction (IC3) to cement the North East's reputation in digital construction.

Designed to deliver the Government's Industrial Strategy challenges of clean growth, future mobility, ageing society, artificial intelligence and data economy, IC3 is intended to be a hub for the global construction sector.

It will research and develop digital technologies and smarter working practices and apply them to the building lifecycle, further developing the region's growing reputation for building information modelling (BIM), virtual reality, smart cities and cloud computing. It will also enable industry, academia and the public to work together on the next generation of technological innovation in the built environment, and develop opportunities for exports in intellectual property.

Northumbria already has extensive international expertise in this area, thanks to its partnership with Ryder Architecture to create BIM Academy, which provides consultancy, research and education activities on building information modelling to global clients. BIM Academy has previously been commissioned to work on high-profile development projects in Europe, Australasia and the Middle and Far East, including work on the Sydney Opera House and Hong Kong's M+ Museum.

Presentations were made at the House of Lords and the Institution of Civil Engineers in Westminster

to share the vision for IC3 with ministers and senior trade and industry leaders, ahead of the development of a detailed business case to pave the way for a formal application to government for funding later this year.

Professor Andrew Wathey CBE, Northumbria's Vice-Chancellor and Chief Executive, said: "Building information modelling, smart cities, sustainability and the digital industry will have the ability to come together to play a significant role in the economic future of the North East.

"This centre, building on core research strengths at Northumbria University, in association with other partners, will make a key contribution to this process. The new centre will establish the North East's role in the global leadership and application of this work."

Dynamo chair, Charlie Hoult, said: "There is a huge opportunity for UK Plc to gain from leading the push for international standards in digital building – like the benefits we have from initiating Greenwich Mean Time or the English language dominating global trade. BIM has that potential to make the UK centre stage in an industry that accounts for easily 12% of the worldwide economy.

"The UK needs to push our economy's overall productivity so any support for the digital transformation of the construction sector will help. We've not had a Spotify or Uber to



(L-R) Anne Macdonald, Charlie Hoult, Dave Greenwood, and Peter Barker of the IC3 team

disrupt traditional working practise in construction – but keep a watch on the 60 firms in the Dynamo Build cluster group in the North East, because several of these firms are growing fast and taking huge steps in Connected Construction.

"We hope to capitalise on this vibrant cluster to align with other

initiatives in the recently announced £170m for construction listed in the Government's Industrial Strategy."

The IC3 team is now working on the detailed business case to bid for government funding and is keen to engage with organisations involved in digital construction to ensure a fully joined-up approach in line with

government strategies and priorities. Anyone interested in becoming involved should email the IC3 team at: ic3@dynamonortheast.co.uk to find out more.

www.ic3newcastle.wordpress.com



Nick Martin

Pole position for new Northumbria academic

A former Williams Formula One aerodynamics expert has traded the racetrack for the classroom after joining Northumbria's Automotive Engineering team.

Nick Martin, who spent five years testing, designing and developing Formula One racing cars for Williams, will now lead Northumbria's Aerodynamics and Automotive research using the University's recently installed and state-of-the-art wind tunnel facilities.

As a Senior Lecturer in Aerodynamics, Nick will teach students on Northumbria's Mechanical and Automotive Engineering courses, giving them a valuable insight into the automotive industry and helping them develop the skills potential employers are looking for. His appointment signals Northumbria's continued investment in Science, Technology, Engineering and Mathematics (STEM) facilities. Over the last year,

the University has invested £6.7m, co-funded by the Higher Education Funding Council for England, into new, world-class facilities for research and teaching. The University's new kit includes an engine test cell, scanning electron microscope, Mazak CNC machine, scanning ion mass spectrometer and wind tunnel.

Nick will develop Northumbria's wind tunnel facilities for use in automotive, aerospace and industrial research, exploring the forces vehicles experience from wind and design changes with the aim of improving fuel efficiency and stability.

He said: "I'm really pleased to be joining Northumbria at this exciting time – the University's investment in its STEM facilities and vision

for future research and teaching in automotive engineering, specifically vehicle aerodynamics, was what attracted me to the role.

"I feel my experience working in the automotive industry will be of great benefit to students. Bringing theory to life with real examples is an engaging way to learn and, having worked in the field, I can advise on the latest tools and software being used within the industry.

"I also know the set of skills companies like Williams are looking for in graduates and can help students work towards gaining those, hopefully giving them a head-start in their careers."

Nick's interest in automotive aerodynamics began while he was

working with Toyota in Cologne, Germany, during the placement year of his Aerospace Engineering undergraduate degree at the University of Surrey. While there, he took part in wind tunnel testing for Toyota Racing, after which the company sponsored him to carry out a PhD. He spent the next three years exploring how the use of synthetic jet actuators, which control the flow of air over wings on cars or aeroplanes, can improve vehicle performance.

Following this, he joined Williams, initially within the Correlation and Performance team, where he investigated differences in test results between the wind tunnel, real life track testing and numerical testing using a computer. He then moved to the design team, using his aerodynamics expertise to develop parts for Williams' Formula One racing cars.

He said: "What I enjoyed about designing for Formula One cars was the lack of constraints. With road cars the design is limited by

the aesthetics, but with Formula One it is all about making the car as aerodynamic as possible, which was a challenge I enjoyed."

In addition to teaching, Nick will be working with Northumbria's Fluid and Thermal Engineering research group, using the wind tunnel in a number of projects. These include researching the aerodynamics of vehicle 'platooning', when cars follow one another closely; and the aerodynamic stability of small 'city' cars. He will also oversee the ongoing development and commissioning of the wind tunnel systems and sensors. This will include the installation of a student designed robotic arm for positioning sensors and a state-of-the-art, non-intrusive optical velocity measurement system, known as particle imaging velocimetry (PIV).

www.northumbria.ac.uk/engineering

Centenary Lecture comes to Northumbria

Northumbria University recently hosted the prestigious Society of Legal Scholars' Centenary Lecture, given this year by former Lord Justice of Appeal and member of the Privy Council Sir John Laws.

The lecture, 'Free Speech, Law and Religion', was attended by students, academics, members of the legal profession and the general public.

The Society of Legal Scholars (SLS) is the learned society for those who teach law in a university or similar institution, or who are involved in the general advancement of legal education. It is the oldest, as well as the largest, learned society in the field of law. The Society's Centenary Lectures began in 2008 and are now held annually at a university law school in the UK. They are a highlight of the Society's calendar, and hosting the event carries significant prestige.

Holding the lecture at Northumbria follows a collaboration between the SLS and The Northumbria Centre for Evidence and Criminal Justice, which undertakes public engagement work into areas such as justice systems, policing, court process and criminal law reform. The Centre has an international reputation for its research.

A senior and influential figure in UK law, Sir John has been responsible for a number of influential and sometimes controversial cases. He is also noted for his writings on judicial reviews of the decisions or actions of a public body, in which he underlines the importance of the rule of law and the courts in a democracy, so that sovereignty is founded in the constitution, not just Parliament.

Doctor Michael Stockdale, Head of Law at Northumbria, said: "Hosting the SLS Centenary Lecture reflects our growing reputation in legal education and the standing of our Centre for Evidence and Criminal Justice. As a former Eldon Professor here at Northumbria, Sir John



Sir John Laws delivering the SLS Centenary Lecture at Northumbria

is no stranger to lecturing at the University and it was an honour to welcome him back."

Following the Centenary Lecture, the President of the Society of Legal Scholars, Professor Peter Allridge thanked Northumbria on behalf of the Society. He said: "We are delighted that the Centenary lecture series has come to the North East, and in particular to Northumbria University. Sir John Laws' magisterial lecture was quite excellent, and the question-and answer session reflected very well upon the audience and its engagement with the enormously important issues addressed."

The event was Chaired by Sir David Baragwanath, a former President of the New Zealand Law Commission. Sir David also served as president of the United Nations Special Tribunal for Lebanon between 2011 and 2015.

Northumbria runs a series of public lectures celebrating the achievements of the University's professors alongside high profile external speakers. For more information on this year's series please visit www.northumbria.ac.uk/events

www.northumbria.ac.uk/law



The Costa Concordia capsized in 2012

Northumbria academic advises Norwegian Government

Research by a Law lecturer is helping a Norwegian Parliamentary Commission investigate and improve international maritime safety laws.

Craig Laverick joined Northumbria Law School as a lecturer in 2017. His primary research area is international maritime law; its implementation and enforcement via criminal law mechanisms.

Norway's Parliamentary Commission into maritime safety has recently approached international experts, including Craig, to submit statements on the role and development of the International Safety Management (ISM) Code. The Code seeks to ensure safety at sea as well as prevent pollution and loss of marine life, but its effectiveness has been called into question following recent high-profile accidents at sea. One such example is the Costa Concordia that capsized off the Tuscan island of Giglio in 2012, costing the lives of 32 people.

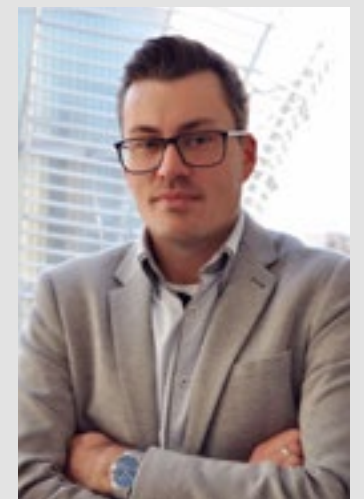
Craig's involvement with the Commission follows ongoing collaboration with the Norwegian-based Skagerrak Safety Foundation, which advises governments around the world on maritime safety. This has included raising concerns over

the legal process and trial of the captain of the Costa Concordia, Francesco Schettino, and urging greater investigation into the safety systems and corporate role of the ship's owner Carnival.

As a result of his expert involvement, Craig has now been informed he could be called to give evidence to the Norwegian Parliamentary Commission in person.

He said: "Based on my research and work with the Skagerrak Foundation I was able to tell the Commission that while the international maritime community is aware of the ISM Code and its benefits, enthusiasm for it among seafarers is waning and it is not being used to its full potential.

"For example when something goes wrong, the Code is not used to establish whether the master of a vessel, or the company which owns it, were to blame. National legislation is used instead, which can lead to issues such as companies plea-bargaining within the legal process and removing themselves from the full scrutiny of an investigation. If all the blame is put on a ship's master following a disaster, then important



Craig Laverick

information about the corporate role and any culpability can be overlooked. We see this in Italy and the Costa Concordia where any mistakes made by the company cannot be properly considered or addressed. This is not in the interest of safety.

"My research shows that this is having a negative impact on the implementation and effect of the ISM Code. The Code is an important legal instrument but maybe it is time to look at how it can be better implemented, better enforced and better used."

Craig is now investigating how national criminal law can potentially be used to ensure better implementation of the ISM Code and act as a means of punishing and deterring offending.

www.northumbria.ac.uk/law

From the West Bank to the Quayside

Three Palestinian academics will have the opportunity to join Northumbria's Centre for International Development after the University received a share of £2.25m funding from Universities UK International (UUKi).

The funding will be used to recruit three early career researchers from An-Najah National University in Nablus in the Occupied Palestinian Territories and will enable the trio to work with Northumbria's expert research team for a year as 'Rutherford Fellows'.

Northumbria is one of 17 universities to receive a share of £2.25m from the new UUKi Rutherford Fund Strategic Partner Grants scheme, funded by the Department for Business, Energy and Industrial Strategy (BEIS) from the £118m Rutherford Fund. The new funding has been created to allow UK universities to bring early career researchers from international partner institutions to the country, helping to build partnerships, attract global talent and strengthen the UK's research base.

Professor Matt Baillie Smith, Director of Northumbria's Centre for International Development, led the funding bid, which draws on the research expertise of Dr Mark Griffiths, a Vice-Chancellor's Research Fellow who has been working with Dr Sana Al-Sarghali at An-Najah University.

Professor Matt Baillie Smith, Director of Northumbria's Centre for International Development, said the funding was a reflection of the University's world-leading expertise in volunteering and development.

"We are delighted to have been awarded funding from the Rutherford Fund to support our highly valued collaboration with An-Najah University," he said.

"By enabling Northumbria's Centre for International Development to host three post-doctoral fellows from

the Occupied Palestinian Territories, the funding will provide a unique and timely opportunity to co-develop research on volunteering. Despite the critical role volunteering can play in shaping citizenship, there has been limited research that addresses how this works outside Europe and North America, nor work done in partnership between scholars at opposite ends of the globe.

"The Rutherford Fund Strategic Partner Grant will support the development of a hub of expertise on volunteering and citizenship in the Occupied Palestinian Territories which brings together academics, practitioners and policy makers, and which will help shape new global agendas on volunteering and citizenship."

Mark, whose research is focused on the Occupied



Dr Mark Griffiths



Palestinian Territories, added: "We're particularly pleased to be awarded this grant because it gives research mobility and capacities to Palestinian academics. I'm excited at the prospect of bringing three researchers to Northumbria to work alongside us at the Centre for International Development."

Northumbria's Centre for International Development is a dynamic group, bringing together academics, practitioners and students

on issues of global poverty and inequality. The Centre's specialist areas of focus include governance, environmental resources and sustainability, volunteering, and civil society, as well as participatory design and digital civics.

www.northumbria.ac.uk/cid

Best for business!

Northumbria University has been recognised as having the UK's most innovative collaboration between a university and a business after winning a national award for its partnership with Ryder Architecture, known as BIM Academy.

Northumbria began collaborating with Ryder seven years ago to develop a specialist centre of excellence for digital engineering and transformation. Through BIM Academy, the organisations provide global clients with consultancy, research and education activities on Building Information Modelling (BIM).

BIM Academy has been commissioned to work on high-profile development projects in Europe, the Middle and Far East and Australasia, including the Sydney Opera House and Hong Kong's M+ Museum. Most recently, it has been commissioned to provide BIM support to the Chinese

creator of Forest City, a US\$100 billion development off the coast of Malaysia, near Singapore.

Thanks to the success of the partnership, *Times Higher Education* awarded the Most Innovative Contribution to Business-University Collaboration prize to Northumbria and Ryder. The award is presented to the business that demonstrates the most imaginative and effective 'game-changing' partnership with an institution which has led to significant long-term benefits to the business, the university and the economy. Judges particularly praised the partnership for bringing vital competitive advantage to the UK construction industry.

The *Times Higher Education* Awards are described as the 'Oscars

of UK higher education', and attract entries from universities that exemplify talent, dedication and innovation across all aspects of university life. Northumbria was also shortlisted for the coveted University of the Year title which recognised institutions which had exemplary performance during the 2015/16 academic year and which showed commitment to bold, imaginative and innovative initiatives.

Professor Glen McHale, Pro-Vice-Chancellor for Engineering and Environment, said: "BIM Academy is one of our shining examples of truly innovative partnership working which has brought huge benefits to all involved.

"Our students and staff have benefitted from being able to apply



Pictured L-R: Awards host, comedian Al Murray; Graham Kelly of BIM Academy and Adriaan Commandeur, Director of the National Centre for Universities and Business

their teaching and research into real-life contexts; our partners at Ryder have benefitted from the leading-edge research knowledge within the University, and of course, our clients have benefitted from this excellent combination of skills to transform their businesses.

We were shortlisted against some excellent collaborative partnerships and are delighted that the judges recognised how distinctive our work in this area has been over the past seven years."

Peter Barker, partner at Ryder and managing director of BIM Academy, said: "It is very rewarding to see that our team's hard work has

paid off in growing our joint venture to be an internationally successful commercial business, as well as a centre of academic research excellence for the digital construction sector."

BIM Academy also won the international success prize at the BT Dynamites17 awards for its work in delivering building information modelling consultancy and research to clients across the world.

www.bimacademy/global

The Great Exhibition of the North is coming to town



Water Sculptures, Get North
Opening Weekend
- Imagery by EYELEVEL

A cultural extravaganza will take place in Newcastle-Gateshead this summer, with staff and students from Northumbria University playing a key part in the festivities.

The free 80-day exhibition, from 22 June to 9 September, will tell the story of how the North's innovators, businesses, artists and designers have shaped our present and how they are inspiring our future. It is set to be the biggest event in England this year and Northumbria will be involved throughout, with a wide variety of events and activities to highlight the University's excellence in areas as diverse as art, design and innovation, healthy eating and nutrition,

computer science and gaming, and the experiences of volunteers in conflicts and emergencies.

The Great Exhibition of the North is a free event, hosted by Newcastle-Gateshead on behalf of Northern England. It is expected to reach an audience of three million people, including more than one million visitors from across the UK and overseas. Visitors will begin their journey at one of three iconic venues – the Great North Museum, BALTIC Centre for Contemporary Art and

the Sage Gateshead – before joining three interconnected trails through 30 world-class venues and public spaces, on either side of the River Tyne. The trails have been designed to celebrate the North's achievements in art and culture, design, and innovation, and will feature key locations across Newcastle and Gateshead, including Northumbria University's City Campus.

The University's annual REVEAL exhibition will be at the heart of Northumbria's trail. REVEAL, which takes place at the end of every academic year, showcases the outstanding talents of final year students from a range of creative courses, including Animation, Architecture, Interior Architecture, Fashion, Fine Art, Graphic Design, Interactive Media Design, 3D Design, Design for Industry and Interior Design.

Professor Steven Kyffin, Pro Vice-

Chancellor, Business and Enterprise, is overseeing the University's involvement in the Great Exhibition of the North and explains why it is a perfect opportunity for Northumbria to tell its story in his interview on Pg. 9 (opposite).

Matt Hancock, Secretary of State for Digital, Culture, Media and Sport, said: "The North is a hotbed of creativity, with a proud history of innovators, businesses and artists that have shaped how we live today. Not only will the Exhibition showcase this incredible diversity, it will also boost tourism and deliver growth to the region. It will celebrate what makes the North such a fantastic place to live, visit, and invest in."

The Exhibition will open on 22 June and will run under the headline theme 'Get North'. As part of the opening event, visitors will experience the UK's largest water

sculpture from the Quayside; a brand new film about a journey across the North of England, performances from Kaiser Chiefs and a live presentation by Lemn Sissay of his newly created anthem for the North. The inaugural evening will also bring together art, design, culture and innovation and will introduce some of the exhibitions and performers who will take part in the 80-day exhibition. On 9 September, the world's largest half marathon, the Great North Run, will form the centrepiece of the closing weekend.

The Great Exhibition of the North is expected to bring a £184 million boost to the North East, showing how cultural investment can benefit and inspire entire communities.

www.getnorth2018.com

Everything is connected

After arriving for his interview on his orange Moulton bicycle, Professor Steven Kyffin welcomes *Northumbria University News* into an office filled with objects related to his past Design practice, alongside books, pots of coloured pencils and even a vintage typewriter. It is a creative space for a creative person. Steven has spent more than 30 years working in design and innovation for companies such as Yale, STC, The Royal College of Art, and, Royal Phillips Electronics in the Netherlands. He joined Northumbria in 2010 as Dean of the School of Design and he is now the University's Pro Vice-Chancellor for Business and Enterprise. As he tells *Northumbria University News*, after a career forging connections between universities and industry, leading Northumbria's Knowledge Exchange activities is a great place to be.

How did your work at Royal Phillips lead you to Northumbria University?

I became Design Research Director at Phillips Design, the company's Design group, in 2002, and discovered we were working with a number of universities across the world, including Northumbria. I was interested in working with Northumbria, and together with Eindhoven University, in 2005 we launched a conference called 'DeSForM', which questioned the 'Design of the Form of Things to Come'. This explored the realisation that 'things' weren't just 'things' anymore. They had a dynamic life, with content and intelligence flowing through them. A smartphone is an obvious example, but it was also smart clothing, smart spaces and smart systems. Soon 'things' would be in a perpetual state of 'becoming' something else.

It was at that point I realised that companies were in fact driving the discipline more than universities. If universities were going to have a leading voice, then something needed to change and I could only drive that change from within. I believed universities should be the ones informing industry through their design experiments; helping them to see different ways of creating the future together. Otherwise, companies would become the 'Design universities' of the world, despite their need to be 'commercial'. One thing led to another and I joined Northumbria as Dean of the School of Design in 2010.

How did you go about driving the change that was needed?

Within the spectrum of all that could be done to lead Design, I felt that the focus on preparing undergraduate students for today's Design professions – industrial design, graphic design



Professor Steven Kyffin

and fashion design – rather than preparing students to lead what Design might be in the future, might not be enough. I tried to create a vision where we could equip our students to work within a changing discipline and through our own Design-led research, to respond to the changing values and behaviours of people and cultures, and drive the agenda concerning future technologies and, in time, contribute to envisioning future ways of living.

The School became part of a broader Faculty and I went on to become Executive Dean for Arts, Design and Social Sciences. One of our key achievements as a Faculty was connecting all of our subjects and bringing together different disciplines in such a way that enabled new and exciting conversations, especially between Social Sciences, Humanities and Design in order to bring more depth to the original vision.

Your current role at the University is about Knowledge Exchange. Can you tell us more about this?

Ever since the latter half of the 20th Century, we have witnessed a big drive to connect everything, especially from a disciplinary perspective, almost back to the renaissance periods of thought, where philosophers were artists, engineers and politicians. People

had to know everything to really lead. Today, the reason everything needs to be connected is because the need for innovation – creating new ideas, new choices, new directions and new opportunities in order to gain an advantage – is so massive. As a university, we need to get our disciplines working together, all the time, if we want to really change the game and take a leadership position – if we want to 'Take on Tomorrow'.

People aren't following one career all their lives as they once did. We are creating new roles and opportunities to add value, as well as careers centred around new experiences and ways of living. As a result, we need to enable ourselves to develop the ability to lead and change the world. Companies won't survive if they carry on doing and making the same things in the same way because someone else is disrupting it all the time.

This is because innovation is changing the game completely. Now, everything is in a complete revolution all the time. Traditional industries, such as travel, hospitality, and the restaurant business, are on the verge of some form of collapse, simply because new service providers like AirBnB, Deliveroo and Uber have emerged as 'connectors' of people to people through technology at a global scale.

I believe the same is true for universities. It is up to us how we choose to respond to this reality. It's really important that universities ensure the new knowledge they create through research, and their existing knowledge from teaching and learning, is being shared outside the institution the whole time to affect that change, to feed it, motivate it, lead it, and transform it. And the words we use for that here at Northumbria, are Knowledge Exchange.

In simple terms, we do two things. We create new knowledge and we share it, alongside existing knowledge. It is a multi-directional partnership. And naturally, both kinds of knowledge richly feed each other. It's not complicated, but I believe it needs to be at the core of the University's purpose.

You're currently overseeing Northumbria's involvement in this year's Great Exhibition of the North. What can you tell us about that?

The Great Exhibition of the North is about telling the story of the North. Rather than presenting our industrial strength through the traditional industries of coal, chemistry and shipbuilding, the festival will focus on the history of ideas – and the future of ideas as an inspiration for the next artists, designers and innovators of all types and ages.

The exhibition is open to all the cities, industries, communities and universities in the North of England. Northumbria will use the opportunity to tell our story, as a research-rich, professional, business-focused university with a global reputation for academic excellence, and we definitely have a story to tell, not only about today, but how we're 'Taking on Tomorrow' to become a creative, innovation engine for the North, the UK and the world.

There will be three interconnected trails through 30 world-class venues and public spaces, on either side of the River Tyne, including

Northumbria's City Campus. (For details see the story on the page opposite). Northumbria will be telling a story of innovation across our campus about innovation through our designers and graduate start-ups, our computer science and gaming students, our Business School, our healthcare and nutrition projects, our arts installations, architecture projects and much more.

Northumbria has recently launched a new brand position. As a designer, what do you think of the University's new logo and Take on Tomorrow branding?

'Take on Tomorrow' is about new ideas, new forms of leadership for an unpredictable world, new ways of working, and new ways of connecting things. I'm delighted that it's happened and that we've claimed this position with such conviction. And I'm excited to have had the opportunity to contribute to this alongside so many of our colleagues.

The interesting thing about the new logo is that people value the solidity of really clear type and a clear image. What we've successfully managed to do is create an abstraction of the University crest into what we have today as the logo. This means we've managed to hold this ground, keeping our connection to our history, while also creating something for the future. I think that's really nicely done. And the black and white! Thank goodness we've finally got there. Everything about Newcastle is black and white. It's quite brilliant. There is still room for colour in our lives though!

Academic recognised for distinguished contribution to sport psychology



Dr Sandy Wolfson

A Northumbria academic who specialises in the psychological factors affecting footballers, referees and fans has been recognised for her distinguished contribution to sport and exercise psychology.

Dr Sandy Wolfson's research centres around the advantage that teams have when they play at their home ground and the release of the testosterone hormone before home games. She has also explored the coping mechanisms used by referees in the face of constant criticism from fans and players, and has examined fans' perceptions of their own role in helping to give their team a home advantage.

Through her research, she has worked with the Football Association and clubs including Newcastle United, Sunderland AFC, Sheffield Wednesday, Middlesbrough and Hartlepool. Her findings have attracted worldwide media attention.

Dr Wolfson teaches counselling and interpersonal process on Northumbria's Masters in Sport and

Exercise Psychology programme, as well as an undergraduate option in sport and exercise psychology, and she has supervised many PhD students over the years.

When the Health and Care Professions Council made a decision to begin regulating psychologists in 2009, Dr Wolfson was instrumental in setting up the Division of Sport and Exercise Psychology within the British Psychological Society. This move had a significant impact on psychologists working in the sport and exercise disciplines, ensuring they were regulated to the same standards as those working in clinical, educational and counselling fields.

She was recently commended by the Division for her outstanding contribution to professional practice at its annual conference, where she was presented with the Distinguished

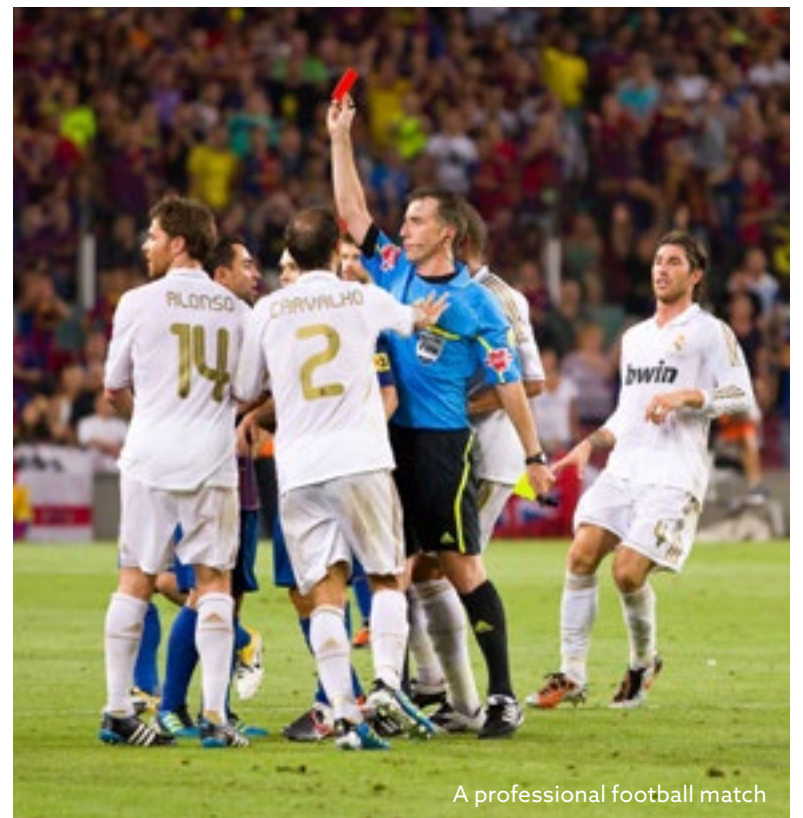
Contribution to Sport & Exercise Psychology award.

Dr Wolfson said: "I felt very honoured to be notified that I had been chosen for this award. I never expected to get it so it's a personal pleasure to see that my peers have recognised the contribution I have made to the discipline."

"Psychology is so important within the field of sport and exercise. For example, I've found that footballers individually think they are the only ones in the team to have self-doubt about their performance. Perceptions of masculinity can make them think they shouldn't disclose information about their worries or their performance to their team-mates."

"Working with them, we can help them to develop better resilience and enhance their coping skills which can help to improve their focus and concentration, and ultimately, their performance."

Dr Mark Moss, Head of the Department of Psychology, said: "Sandy's contribution to the success of the Department of Psychology cannot be overstated. Having designed and led the MSc Sport and Exercise programme at Northumbria, she took on a number of senior leadership roles whilst continuing to work tirelessly with the British Psychological Society to



A professional football match

establish and ensure high quality provision across the UK.

"Her research has benefitted many local and national sports teams, as well as supporting the development of doctoral students and trainees in their transition to professional practice. I think it is a timely

recognition of her achievements that she should be presented with this award."

www.northumbria.ac.uk/psychology

New nursing degree launches in Malta

Following a new partnership agreement, between Northumbria and the Malta College of Arts Science and Technology (MCAST), the first students to undertake a new three-year nursing degree programme in Malta have started their training.

Supported by the Maltese Government, Malta Enterprise and the Maltese Union of Midwives and Nurses, academics from Northumbria are delivering the new full time three-year BSc (Hons) Nursing Studies degree to help address the country's national nursing shortage.

The University was chosen to provide the course in Malta due to its global reputation as a leading nursing education and training provider, having already delivered programmes in Shanghai and Malaysia.

The 30 new nursing students will study the first year of the programme at MCAST's main campus, until work to build a state-of-the-art clinical skills teaching facility at the St Luke's Medical site is completed. As part of their studies they will have placements in a range of Maltese healthcare settings.

On starting their course, the students received a visit by The Hon. Chris Fearne, Minister for Health in Malta.

Lisa Bray, from Malta, is one of the students who is studying the new BSc Nursing course. She said: "Although we are still in our early days in this course I feel that I have learnt a lot thanks to the wide range of high-quality resources and the professional lecturing team.

"I am certain that this Nursing course will help me improve my professional, as well as interpersonal, skills. With the help of our strong support system we are given individualised attention, as well as professional, practical and academic training, preparing us for the world of work, with

state-of-the-art equipment."

Professor Alison Machin, Head of Nursing, Midwifery and Health at Northumbria, said: "We are delighted to have been chosen to be partners in this important Maltese nursing development and welcome our new students. Academics at Northumbria and MCAST are very excited to be working together to develop a future generation of nurses, who will receive the highest standard of education and learning in nursing. Our selection in delivering this programme is testament to our global reputation for academic excellence in nursing and builds on our existing high quality international portfolio of teaching and research."

Dr Silvio De Bono, President of MCAST, said: "Helping to address the shortage of nurses is a key priority for the Maltese Government. There is no doubt that Northumbria University is amongst the best in the world in developing nurses and nursing standards. Through this partnership with Northumbria we are confident we will be able to help address the nursing shortage and deliver a world class degree programme."

The course has met all of the requirements of the EU Directive for General Nursing; the Malta Council for Nurses and Midwives' Scope of Professional Practice; and Malta Council for Nurses and Midwives' Code of Ethics.

www.northumbria.ac.uk/nursing

The first graduates pictured with Marie McKeown, Practice Placement Facilitator, Northumbria Healthcare NHS Foundation Trust and Jane Douglas, Senior Lecturer, Northumbria University. Katy Crinson pictured middle row, far right



New nursing graduates celebrate success

The first cohort of students to complete a new 18-month full-time work-based nursing degree at Northumbria have graduated with flying colours.

The new BSc (Hons) Nursing Studies/Registered Nurse (Adult) degree is aimed at people with a healthcare background, and is a partnership between Northumbria University and Northumbria Healthcare NHS Foundation Trust. The first of its kind in the UK, the course involves a mix of classroom-based teaching, simulated clinical skills and hands-on practical experience in hospitals and the community.

The first 10 recruits – made up of Northumbria Healthcare NHS Foundation Trust staff – began the programme in March 2016, and were all guaranteed employment at the Trust. The Course was so popular that it received almost six times the number of applications than there were places, leading to a second course launching in March 2017 with a further 10 recruits.

Professor Alison Machin, Head of Nursing, Midwifery and Health at Northumbria, said: "I would like to congratulate all the student nurses on their graduation and to wish them an exciting and rewarding career in nursing.

"Northumbria has a long-standing excellent reputation for delivering high quality innovative nurse education and training. This programme uses a new approach of workplace-based coaching to support student nurses' teaching and

learning, keeping quality of patient care at the forefront.

"The course with Northumbria Healthcare is a real trail blazer, with other NHS trusts and higher education institutions now following in our footsteps. It was specifically designed to help address their nursing requirements and enables motivated people, with healthcare experience, already working within the sector, to step up and become fully qualified nurses."

Ellie Monkhouse, Executive Director of Nursing and Quality at Northumbria Healthcare NHS Foundation Trust, said: "Many congratulations to our nurses who have graduated from the first shortened nursing programme of its kind in the country. We are delighted to welcome them back to our trust as fully-qualified nurses and they are already making a positive difference to patient care across Northumberland and North Tyneside.

"Like every NHS organisation in the country, we continue to face real recruitment pressures and must continually look at innovative ways to secure our future nursing workforce and this is just one way we are able to do this.

"Working in partnership with Northumbria University to train our own nurses has enabled us to not only grow our own workforce and

create opportunities for our own staff, we now have nurses who share our values and put patients at the heart of everything they do.

"We wish these nurses every success in their roles and look forward to developing their careers with Northumbria while continuing to support the next cohort of nurses to join them as fully-qualified members of our nursing team."

Staff Nurse Katy Crinson, from Sunderland, is one of the newly qualified nurses who took part in the new degree programme. She is now working in the Critical Care Unit at Northumbria Specialist Emergency Care Hospital in Cramlington, where she was originally a nursing assistant. She said: "I am absolutely delighted to have fulfilled my ambition and to start my nursing career. It has been such an honour to have been part of an innovative approach to nurse education and it's great to see that the North East are leading the way

"Whilst the course was quite intense I thoroughly enjoyed it. Having had healthcare experience already really stood me in good stead, and the support I received from the University and the trust has been second to none."

www.northumbria.ac.uk/nursing

Project explores digital library for Africa

A new project, led by a Northumbria University academic, aims to provide a blueprint for a digital library, which would enable people across Africa to access resources such as books, records, artwork and photographs online.

Millions of documents, relating to everything from health and education to culture and industry, have already been digitalised in many African countries, thanks to work by institutions such as libraries, museums and universities. However, this information remains inaccessible to much of the African population due to a lack of infrastructure, policies, investment and skills, with many people still unable to access the Internet. Prosperity and access

to technology varies greatly between countries, with large numbers of people marginalised.

Now the NetDiploma (Network for Digital Public Library of Modern Africa) project will explore the creation of a Pan-African digital library, which could transform the lives of people living across the continent. The project will initially focus on three countries – Kenya, Malawi and Ethiopia. Each is demographically different, providing a good overall picture of the



Professor Gobinda Chowdhury

continent as a whole.

Professor Gobinda Chowdhury, of Northumbria University's Department of Computer and Information Sciences, is leading the two-year programme. He said: "Throughout this project

we will work closely with the organisations in Africa which are creating this information, as well as the people who will be using it. We know that better access to, and sharing of, digital information will undoubtedly improve the lives of

Africans in a variety of ways. In education for example, children who might not have books in their school could access a wide variety of scientific, historical and cultural documents online – everything from photographs, books and maps to news footage, museum objects and artwork. In a modern Africa we believe access to this type of information is essential to support economic and cultural development. By working closely with project partners and stakeholders, we will design a plan to ensure this can become a reality."

As part of their work, the research team will examine the systems used in other parts of the world, including the recently launched Digital Public Library of America and Europeana. Both provide a single platform housing digitalised items such as books, music, government documents and artwork, which can be accessed by anyone free of charge. The team will explore how these sites could be adapted for the socio-economic and cultural context of Africa and provide recommendations to enable this to take place.

Funding for the NetDiploma project has been provided by the Arts and Humanities Research Council through the Global Challenges Research Fund – a £1.5 billion fund set up by the UK government to support cutting-edge research addressing the challenges facing developing countries around the world.

Big data, Big solutions

Data experts from around the world shared their big ideas at two international conferences, held at Northumbria's London campus.

Big data has become the most valuable commodity in the world. As a result, its storage, management and analysis is high on the agenda for both universities and businesses. This was the focus of discussion at the Cloud & Big Data Computing and Intelligent Information Processing conferences hosted by Northumbria, with researchers and industry professionals coming together from all over the world to share ideas. Dr Arshad Jamal, Associate Dean of Northumbria's London Campus, welcomed the conference

delegates and distinguished speakers from Imperial College London, the University of Liverpool, the University of Trieste, QA Consulting, Keele University and Fujitsu Services.

During the two events, a number of new academic papers were presented, covering topics such as wireless networks, information security, communication theory, the Internet of Things, and big data education. Dr Huseyin Seker, from Northumbria's Department of Computer and Information Sciences, chaired the conferences.

He said: "Big data has replaced oil as the world's most valuable resource this century, so its storage,

management and intelligent analysis are firmly on the agenda, not only within academia but also industry.

"The two conferences that took place at our London campus complemented each other and addressed all aspects of big data along with several successful applications. We have received very positive feedback from those who attended and hope to establish new collaborations and partnerships as a result.

"We were very pleased to be able to host both these important international conferences, it was an excellent opportunity to help us increase our visibility and promote our expertise in this area among sector experts from around the world."

Northumbria's London campus was established in 2014 and specialises in Business and Management, Computing and IT, Cyber Security, Project Management and Digital Marketing programmes. The University works in partnership with QA Higher Education to deliver courses at both the London Campus and its City Campus in Newcastle. During the recent conferences, John Gordon, head of the QA Consultancy Academy, delivered a talk on consulting opportunities and challenges in Cloud and Big Data Technologies.

The conference delegates also visited QA's purpose built Cloud and Big Data labs at International House in London.

John said: "Cloud and Big Data are the latest in-demand technologies and there are infinite consultancy opportunities on offer to work on these technologies from recognisable organisations in the UK."

In total, more than 50 people from around the world attended the conferences, with delegates representing a variety of countries, including Morocco, Kuwait, China, Italy, Malta, Germany, Jordan, Japan, Malaysia, Algeria, Colombia, Iran, Russia and Spain.

For more information about the International Conference on Cloud and Big Data Computing, please visit <http://iccbdc.org/>. For more information about the International Conference on Intelligent Information Processing, please visit www.iciip.org/committee.html

www.northumbria.ac.uk/computing

www.northumbria.ac.uk/NetDiploma

Universities join forces to boost energy

Northumbria has teamed up with two other North-East universities to form a new research centre to explore and develop new sustainable forms of energy.



Dr Neil Beattie



Dr Guillaume Zoppi with physics students

Engineers, chemists, biologists and physicists from Northumbria, Newcastle and Durham Universities will work together as part of the new North East Centre for Energy Materials. Harnessing the unique expertise at each institution, they will work together to develop new high performance materials and improve the efficiency of energy generation, storage and transmission. Northumbria's team is led by Dr Neil Beattie, who is based in the department of Mathematics, Physics and Electrical Engineering, which has

played a key role in the University's global reputation for photovoltaics and solar cell research.

Dr Beattie said: "This project is the culmination of several smaller projects led collaboratively with my colleague Dr Guillaume Zoppi. During the project, the team here at Northumbria will lead a collaboration with Newcastle and Durham to develop low-cost, scalable light absorbing materials to capture energy from the sun. The transformative part of our technology is the nanoparticle inks, which can be sprayed or painted onto large area substrates such as steel or glass. Working collaboratively with researchers at Durham and Newcastle allows us to combine expertise and

resources which will ultimately push new performance limits."

The North East Centre for Energy Materials has been funded by the Government's Industrial Strategy Challenge Fund via the Engineering and Physical Sciences Research Council (EPSRC). It brings together expertise in tidal and wave energy, solar, batteries, energy storage, biomass, and 'smart grids' that are able to manage power simultaneously from all of these different sources. The Centre will be responsible for a variety of projects. Each of the universities involved has different research strengths, with the aim being to bring the individual expertise of each one together to

form a combined knowledge hub.

Dr Beattie added: "The main drivers for our research in advanced energy materials are cost, sustainability and performance. In addition to solar photovoltaics, we will explore new applications for semiconductor nanotechnology in energy storage and energy generation."

Northumbria's experience of working with school children through its NUSTEM project will also play an important role in the new Centre. Set up in 2014, NUSTEM aims to inspire future generations of scientists and engineers and redress the balance of female students and under-represented groups

studying STEM subjects in universities. Over the last three years, NUSTEM has worked with more than 37,000 children, parents and teachers, working in collaboration with regional and national partners and with support from a £1.2 million grant from the Higher Education Funding Council for England (HEFCE). Northumbria's expertise in this area will be vital in engaging with young people on behalf of the Centre.

<http://research.ncl.ac.uk/necem/>

Solar panels



Take On Tomorrow

Northumbria's world-leading academics and talented researchers are tackling tomorrow's challenges today. Working together with partners around the world, the University's research is making a remarkable impact; supporting the fight against disease; helping people live longer and better lives; and protecting and exploring the planet – both now and in the future.

Breakthrough in rapid mass screening for the Ebola virus

A new, faster and safer way of diagnosing the Ebola virus has been developed by a Northumbria academic.

Research led and carried out by Dr Sterghios Moschos at Northumbria means that patients with Ebola-like symptoms can be identified and treated much sooner and at the point of care, helping to reduce the spread of the disease and risks to others.

During the Ebola outbreak in Africa in 2014, patients tested for the disease had to provide a blood sample for testing in a specialist lab by highly trained staff. There are only a few of these facilities in the world, with each diagnosis of the Ebola virus genome taking between five and eight hours to confirm.

Thanks to the efforts of Dr Moschos' research team, working with a manufacturer of innovative diagnostic solutions, a new point of care diagnostic platform – EbolaCheck –

has been developed, which can be deployed to the scene of an outbreak. The test can now be carried out on an amount of blood that is 700 times smaller than previously needed – literally a drop obtained by 'pin pricking' a finger – and it now takes less than 70 minutes to complete. As a result, the test is much safer to administer, requires minimal training and reduces the cost of diagnosis significantly. Crucially, its performance is comparable to laboratory testing, meaning any patient with symptoms of Ebola can be safely and reliably diagnosed.

The technology could also be used in the diagnosis of other high-risk viruses such as the Zika, MERS, SARS, flu, and dengue viruses, but also bacterial and parasite infections, including meningitis and malaria. This is because it detects and measures genes and genomes and so has broader applications in medicine.

Dr Moschos, Associate Professor of Cellular and Molecular Sciences at Northumbria University, said: "The development of this pioneering technology could essentially save lives and reduce the spread of the disease, which is crucial in a humanitarian crisis. Due to there being no further cases since it was developed, to date, it has not been possible to take the test out of the lab, into the field, where the patient needs it. However, it can be deployed anywhere – the frontline in Africa where this disease is found, as well as international airports and ports – to help stop the disease from spreading and to prevent disruption of international trade and travel. It could also be used in the diagnosis of other infectious diseases, as well as bringing genetic testing to the shop front, for example in a pharmacy or a GP surgery."

Northumbria research could power life on Mars

A prototype engine which could be used for harvesting energy on the surface of Mars and other extreme environments is being developed by scientists at Northumbria University.

Researchers from Northumbria, in collaboration with Edinburgh University, have secured a £400k grant from the UK's Engineering and Physical Sciences Research Council (EPSRC) to develop a working prototype based on their own pioneering technique.

Once it has been successfully built, the innovative engine could have a wide range of practical uses in the field of smart engineering, including harvesting energy from carbon dioxide to support the first Martian colonists. The Northumbria team, made up of Professor Glen McHale, Dr Rodrigo Ledesma Aguilar and Dr Gary Wells, are working with Professor Khellil Sefiane, Professor Anthony Walton and Dr Adam Stokes at Edinburgh University, to build a working prototype.

Dr Rodrigo Ledesma Aguilar said: "This exciting project will see us combine theory and experiment to bridge concepts across Physics, Materials Science and Engineering to produce a new type of engine. With our collaborators at Edinburgh, we are aiming to produce a disruptive approach to energy production and harvesting in extreme environments."

Unlike traditional engines, the prototype will produce energy based on the 'Leidenfrost effect'

– a phenomenon which happens when a liquid comes into near contact with a surface much hotter than its boiling point. This effect is commonly seen in the way water appears to skitter across the surface of a hot pan, but it also applies to solid substances, such as carbon dioxide which is commonly known as dry ice. Blocks of dry ice are able to levitate above hot surfaces protected by a cushion of its own vapour. Northumbria and Edinburgh's research proposes

using the vapour created by this effect to power an engine.

If the prototype is a success, the exciting implications include fuelling work in extreme and alien environments, such as outer space. It could be used to make long-term exploration and colonisation of planets such as Mars sustainable by using naturally occurring solid carbon dioxide as a resource rather than a waste product. If this could be realised, then future missions to Mars wouldn't have to be a 'one-way' trip after all.

Food glorious food

Pioneering research by a Northumbria academic into breakfast clubs, children's summer feeding schemes and other initiatives to tackle holiday hunger and food poverty in the UK has been recognised with a prestigious Children's Food Heroes Award.

Professor Greta Defeyter, Associate Pro Vice-Chancellor, Strategic Planning & Engagement, (Health and Life Sciences) was named winner in the Research/Education category of the awards, which are organised by charity Sustain – which campaigns for better food and farming standards.

Greta and her colleagues run the 'Healthy Living' programme at Northumbria which has been instrumental in supporting hundreds of school breakfast clubs across the UK, resulting in an increase in children's educational attainment and quality of life.

The Children's Food Heroes Awards have been run annually since 2013 and are awarded to

those who have stood out in their efforts to champion children's rights, parent power, best practices and government action to improve the food environment children grow up in.

Commenting on her achievement, Greta said: "It is incredibly rewarding to know that the research we are conducting is having such a positive impact on children's lives and that our research findings are being used to inform and evaluate school holiday interventions and school breakfast clubs. Children are our future and it's vitally important they are well nourished and have the best chances in life. Food has a key role to play in that."

Greta regularly advises government, industry and academia on the importance of school breakfast clubs, and holiday interventions and is a member of several advisory panels including the All Party Parliamentary Group on School Food.



Malcolm Clark, Co-ordinator of the Children's Food Campaign at Sustain, said: "I would like to congratulate Greta on being a very worthy winner of a Children's Food Heroes Award. Competition is very high for these prestigious awards, with other winners including the former Chancellor of the Exchequer George Osborne MP and current Chancellor Phillip Hammond MP for including a sugary drinks tax in the budget."

Previous winners of Children's Food Campaign Awards have included Jamie Oliver.



Funding for new research to end FGM

A team of Northumbria academics are carrying out research which could help lead to the eradication of Female Genital Mutilation (FGM), following a £350,000 grant from the Population Council.

Led by Professor Ngianga-Bakwin Kandala, the project will involve the analysis of statistical data collected over the last 20 years, to determine the main reasons behind the practice and whether it has declined in that time. As a world expert in statistical analysis, Professor Kandala has spent the last 15 years working with the World Health Organisation, UNICEF and the UK's Department for International Development (DFID) to map global health and disease in developing countries. As well as identifying potential FGM hotspots, his research aims to identify the environmental, social and cultural reasons behind the continued practice of FGM.

Speaking about his work, Professor Kandala said: "In recent years, global efforts to end FGM have intensified through the combined work of international and non-governmental organisations, governments, religious and civil society groups. One question often asked is whether there is any evidence that FGM is declining and what are the drivers of the practice among young girls. For many years, these questions were not easy to answer due to the lack

of nationally representative data. However, in the last two decades, reliable data has been generated in many African countries through major household surveys. Using all this information we will, for the first time, be able to get a clear picture of the change in attitudes towards FGM and where and why the practice is still taking place."

The funding has been awarded through the Population Council's 'Evidence to End FGM/C' research programme, part of the Department for International Development's flagship 'Towards Ending FGM/C in Africa and Beyond' project. During the research Professor Kandala, who teaches Statistics at Northumbria and is part of the University's Department of Mathematics, Physics and Electrical Engineering, will work with colleagues to analyse data from three African countries – Kenya, Nigeria and Senegal. They will examine trends in FGM and explore how quickly and widely the practice is being abandoned. In particular, the research will focus on girls aged 0 to 14, analysing how factors such as the income and education of the girls' mothers and the communities they live in affects the prevalence of FGM.

The group's findings will be published later this year and used to influence future strategic investment, policy and programming, with the aim of eradicating FGM completely.

Extra dimension creates stronger, safer concrete

A new type of concrete, which could significantly lower the number of deaths during bomb blasts, earthquakes and other disasters, is being developed by a civil engineering expert from Northumbria.

Dr Alan Richardson is working to create a tougher form of concrete using innovative 3D fibre reinforcement rather than the traditional 2D variety. Initial trials have shown this new technique results in a concrete that is 78% more effective at holding together under shock waves. It has far less fragmentation, meaning it would eject less material during a bomb blast, making it a safer option in the event of a terrorist attack. In addition, its toughness would also make it ideal for structures such as sea defences, motorway barriers, bridges and buildings located within earthquake zones.

Dr Richardson, an Associate

Professor of Civil Engineering at Northumbria University and Chairman of the Northern Region of the Concrete Society, said: "We have seen that during terrorist attacks such as the Madrid bombings in 2004, many of the injuries that occurred were due to flying concrete shrapnel. This is because the 2D steel fibres currently used in concrete production are randomly spread throughout the mix and may not be particularly effective at holding the concrete together in the event of an explosion. We have been researching the use of 3D steel fibres which, when added to concrete, increase the energy absorption of the material. This makes them far more effective at holding the aggregate together, resulting in a much tougher product."

Dr Richardson is working with Professor Urmil Dave from Ahmedabad University, in Gujarat, India and Professor Rishi Gupta

of the University of Victoria, in British Columbia, Canada to develop the research. The 3D steel fibres are being produced in India, with the concrete then mixed and tested at Northumbria, using the University's state-of-the-art STEM facilities, which include a loading frame, used to test concrete beams.

Dr Richardson is recognised as one of the UK's leading experts in sustainable materials, fibre concrete and concrete durability. Before entering the world of academia he was managing director of construction company Elliott Richardson Ltd. During his time at Northumbria, he has led research into 'self-healing' concrete, which uses natural bacteria to seal cracks and block the concrete's pores, keeping out water and other damaging substances. This prolongs the life of the concrete and prevents so-called 'concrete cancer'.



Speaking ‘truth unto power’

Robert Behrens CBE, the Parliamentary and Health Service Ombudsman in the UK, recently used a public lecture at Northumbria to call for greater resolve to establish trust in public services.

Speaking at Northumbria Law School, Mr Behrens addressed students, academics and members of the public. He discussed the virtues and challenges of speaking ‘truth unto power’ – described by some as taking a stand – and why doing so was vital for any public body wishing to gain public trust.

Mr Behrens focused on the role



Robert Behrens meeting law students at Northumbria

played by ombudsman services, in particular the Parliamentary and Health Services Ombudsman, in establishing, restoring and maintaining trust in public services. He reflected on challenges facing the Ombudsman today and the need for independence, impartiality and transparency. Drawing on examples through history, he gave context to the current situation, when trust in public services is often under considerable strain. He also considered what the future holds for the Parliamentary and Health Service Ombudsman and the wider ombudsman landscape.

During his visit to Northumbria Mr Behrens was also able to meet and debate with law students.

He said: “It was an honour and pleasure to be invited to speak at Northumbria. The audience raised important questions about the meaning of independence and transparency in public services, particularly when filtered through the media and MPs. This is valuable reflection as we work to improve the culture and professionalism of what the national ombudsman seeks to achieve. I was also struck by the vibrant, constructive, engagement between the Students’ Union and

University staff. This gives authority and competence to the way in which complaints are handled at the University. There are lessons here for other sectors.”

Mr Behrens began his career in public service and standards as an academic in social and public administration at Coventry Polytechnic and the Civil Service College. He subsequently served as the Director of the International Public Service Group at the Cabinet Office from 2001, before becoming Secretary of the Committee on Standards in Public Life. In 2006, he was appointed Complaints

Commissioner at the Bar Standards Board for England and Wales.

Between 2008 and 2016, he was Independent Adjudicator and Chief Executive Officer at the Office of the Independent Adjudicator for Higher Education in England and Wales. Mr Behrens is also a Visiting Professor at the UCL Institute of Education and Chair to the European Network of Ombudsmen in Higher Education.

Professor Peter Francis, Deputy Vice-Chancellor of Northumbria University, said: “We were honoured to welcome Rob to the University for his insightful and highly thought-provoking lecture. Through his many prominent roles, Rob has made a wealth of positive contributions to disciplines including law, politics and public affairs and is now doing so in health and social care – all areas in which Northumbria holds multiple interests. His contribution to higher education has also been remarkable.”

For more information on Northumbria’s public lecture series please visit: www.northumbria.ac.uk/events

www.northumbria.ac.uk/law

Graduate intern makes business child’s play

One of the first graduates from a cutting-edge new Masters programme in Digital Marketing has proved to be the perfect candidate to help spearhead an online strategy for an award-winning start-up business.

Thanks to the Northumbria Enterprise Business Support (NEBS) project, Sam Spiers, 27, has joined Weekend Box on a 12-month internship. The NEBS project focuses on bringing graduates and small and medium enterprises (SMEs) together to promote entrepreneurship, innovation and growth through access to emerging talent.

Entrepreneur Andy Stephenson founded Weekend Box in 2013, to specialise in the design and delivery of creatively themed activity boxes for three to eight year-olds. The Newcastle-based

company won Start-Up of the Year in the 2014 Start-Up Loans Awards, and Andy is now expanding its business with its “magical mix of things for children to make and do”. Through his internship, Sam’s responsibilities include digital marketing campaigns, website optimisation, market research and new methods of customer engagement. He will also help promote the company’s philosophy to be ethical, practical and green, including its commitment to using 95% recycled materials.

Owner Andy Stephenson said: “NEBS has been a fantastic resource for us as a growing business. We are a small team so it is vital that we

find the right skills, talent and personality to fit the needs and culture of the business.

Northumbria takes a very proactive approach encouraging students to advance their skills, and NEBS simplifies the search process by providing access to people like Sam. He is already having an impact, bringing strategy, creativity and a practical approach to the role. We have grown rapidly and being able to recruit a high-quality graduate as an intern is extremely valuable.”

Sam added: “I studied International Business Management as an undergraduate and spent several years working in the leisure and hospitality industry. When my daughter came along it was time to refocus my career. I decided to go back to Northumbria to develop my skills and focus on the elements I enjoyed most in my previous roles, which were marketing and business development. I’ve gained so much in terms of practical skills through project-based learning, using different software and working with external practitioners. Weekend Box is a fantastic environment to



Sam Spiers at Weekend Box

work in and put what I’ve learned into practice.”

Victor Ottaway, Graduate Internship Manager at Northumbria, said: “The NEBS Project demonstrates the collaborative role universities can play in promoting business and economic growth. Our interns bring energy, drive and innovative thinking to a business, and they can provide fantastic career prospects for our graduates.”

Set up with support from the European Regional Development Fund (ERDF), NEBS contributes £3,825 towards intern salary costs, and guarantees a minimum starting salary of £17,000 pro-rata for the graduates.

www.northumbria.ac.uk/NEBS

Business students accelerate into the fast lane

Student entrepreneurs from Northumbria are set to profit after securing places on some of the UK's most competitive business accelerator programmes to help their fledgling enterprises.

The seven undergraduates are currently studying Entrepreneurial Business Management (EBM) at Newcastle Business School. Focusing on real world learning, the course involves teams working together to develop and launch their own businesses. This has included applying to start-up accelerator programmes. Competition for places on the best programmes is fierce, and the EBM students had to demonstrate solid prospects for growth and success.

Peter Pease, Lecturer and Entrepreneur in residence at Newcastle Business School, said: "An accelerator programme is like an intensive boot camp for business start-ups. We are thrilled that so many of our

students have successfully applied to these programmes. Budding entrepreneurs need access to finance, mentoring and essential resources in order to succeed. Through the accelerator schemes, they will be connected with experienced entrepreneurs in their area and linked to other resources and guidance that give ventures the fuel that they need to thrive."

The successful students are joining programmes organised and run by two of the most highly sought after providers; Ignite and Entrepreneurial Spark, both with national and international reputations for helping start-ups.

EBM student Samantha Bright, 23, has secured a place on two different programmes. Her new business, 'Alco-pop' (www.alco-pop.co.uk),



Clockwise from bottom left: John, Alex, Georgie, Sam, Samantha, and Lydia

will offer a range of alcoholic lollies and humbugs as a unique sweet treat for adults. She said: "I didn't want to start a business and feel isolated; I wanted to have access to help whenever I felt that I needed

it. My course has been invaluable as I have worked through the early stages with my company and my long-term objective is to build it up and continue it way beyond graduation. The connections I make

and experience I gain through these programmes will help this happen for me."

Jonny Forsey, 22, originally from Somerset, has won a place on an Entrepreneurial Spark programme to accelerate his business idea to create an exclusive networking club for founders of companies. He said: "This is just one more exciting opportunity that I've accessed through the EBM course thanks to the support of the incredible mentors and coaches we get to work with."

The Entrepreneurial Business Management (EBM) course at Northumbria University is ideal for students who are keen to start and run their own business or businesses of all shapes and sizes. The programme is based on a Finnish model of education, called Team Academy, and Northumbria was one of three UK universities to pioneer this approach in the UK.

www.northumbria.ac.uk/study-at-northumbria

Entrepreneurial student frames new career in film

A final year business student, with a passion for videography and travel, has been headhunted by the National Tourism Board of Morocco to work on a new campaign.

Cole Robinson, 21, from Redcar in Teesside, is studying on the Entrepreneurial Business Management (EBM) degree programme at Newcastle Business School. Having launched his first business venture at the age of 12, selling autographs online, Cole has always had an entrepreneurial flair. Enrolling on the EBM programme to strengthen his business management and entrepreneurship skills seemed a natural choice.

As part of the programme, EBM students are required to start-up and run their own business projects, and are encouraged to travel abroad to learn how start-ups operate in different countries and international markets. Following this lead, and with a love for travel and videography, Cole visited Morocco to produce and publish a travel video. Within a month he had been contacted by travel guide

producers YouGo Morocco, and invited to develop video content for the National Tourism Board's 'Visit Morocco' campaign to promote the culture, nature and visitor experiences the country has to offer. A week later Cole returned to Morocco on a fully paid trip as part of an international team of 11 social media influencers.

Alaa Khalifa, Campaign director for YouGo Morocco, said: "I saw Cole's video of his trip to Morocco and was extremely impressed. He has a unique style, which captures the nature of the destinations like no creator I have seen before. I realised we simply had to get Cole on board to help us develop a fresh approach to our digital marketing strategy."

Cole's video is now being used to represent Morocco at various international tourism conferences. He said: "Working with YouGo Morocco has been a fantastic



Cole Robinson in Morocco

opportunity, not only has it been an exciting project to work on, it also represents an important and prestigious client for my business portfolio. I have visited 22 countries so far and plan to capture the rest of the world on film after graduation.

"I wouldn't hesitate to recommend the EBM programme to anyone seeking to start their own business. The support from mentors and coaches I have worked with has helped me to turn a passion into a commercially viable business."

Natalia Blagburn, senior lecturer in entrepreneurship, and Cole's

EBM coach, added: "Cole has an instinctive drive for creative thinking. He is also an impressive, capable leader, believing he can achieve anything he sets his mind to. I am not surprised he has established an international reputation so quickly. From his first video, he had a unique and recognisable signature."

"Cole is an excellent example of someone achieving success outside the confines of a traditional career choice. This year he is leading the EBM team's trip to Berlin and we can't wait for his next video."

The Entrepreneurial Business

Management (EBM) course at Newcastle Business School focuses on independent, real world learning, with students working together to launch their own businesses.

You can view Cole's 'Exploring Morocco' video on youtube by visiting:



www.northumbria.ac.uk/study-at-northumbria

From New Zealand to Northumbria for visiting law academic Warren



Professor Warren Brookbanks

A lecture series hosted by Northumbria and delivered by one of the foremost authorities on criminal and mental health law is attracting considerable interest among students, academics and the public.

Professor Warren Brookbanks, from Auckland University of Technology in New Zealand, was in residence at Northumbria Law School until March 2018. He is a recognised globally for his teaching in criminal law, mental health law, criminal justice and non-adversarial justice. Professor Brookbanks is also co-author of New Zealand's leading criminal law publication *Principles of Criminal Law* – a highly influential textbook referred to by legal academics and practitioners around the world.

His first lecture in January, which focused on fitness to plead, considered questions such as how the courts can protect defendants who are unable to participate effectively in their own trial. It also reflected on the approaches adopted across several international jurisdictions. Another highly topical lecture looked at managing mental wellbeing in the legal profession, when Professor

Brookbanks addressed causes for concern including work-related stress and anxiety. He developed this further in his next lecture entitled *Social Media and Mental Health* – a highly topical subject at present.

Professor Brookbanks's tenure at Northumbria follows a highly prized Leverhulme Trust award for the support of research and education. It is the first-time Northumbria has secured such an award for a visiting professor, and reflects the growing reputation of Northumbria Law School's Centre for Evidence and Criminal Justice.

Associate Professor Dr Nicola Wake, who led the Leverhulme bid, said: "It is an honour to be working with Professor Brookbanks, to host his lectures and to collaborate with him on research. His writings on areas like fitness to plead and mental health have informed law making and are what academics and

practitioners refer to for guidance. It is also a wonderful learning opportunity for our students, academics, members of the law profession and the public to hear his lectures on such topical themes."

Professor Brookbanks said: "It has been my great privilege to have had the opportunity to collaborate with academic colleagues from Northumbria Law School. I am impressed with the academic vitality of the Law School and the range of valuable research projects being undertaken by the staff I have had dealings with. I hope that the lecture series will feed into this research and assist to enhance the well deserved reputation of Northumbria Law School as a centre of academic excellence."

www.northumbria.ac.uk/law

A voice for Northumbria on national law committee

Northumbria law lecturer Victoria Roper has been appointed to an influential Law Society committee, which oversees legal education and the implementation of policy.

The Law Society Education and Training Committee also represents the interests of solicitors in matters relating to education and training, and scrutinises regulatory boards.

A practicing lawyer, Victoria joined Northumbria Law School in 2013. She supervises students in the award-winning Student Law Office and teaches on a range of other law courses. Her appointment to the Committee comes as sweeping changes are proposed to the way in which solicitors train and qualify. This includes confirmation by the

Solicitors Regulatory Authority that it intends to introduce a centrally set "super exam", known as the Solicitors Qualifying Exam (SQE). Anyone studying to become a solicitor will need to pass this exam in order to qualify. At present, students are not required to sit any centrally set exam at the point of qualification. Instead, they have to pass a specific course, the Legal Practice Course (LPC), before commencing a period of training.

Victoria said: "I am delighted to have been given this opportunity to contribute to the important work of the Education and Training Committee at such a crucial time

for the solicitors' profession. As both a university lecturer and a practicing solicitor, I am passionate about the education and training of solicitors and I want to contribute to decisions that will shape the future of legal education and impact both universities and law firms."

Professor John Wilson, Pro-Vice Chancellor Faculty of Business and Law, added: "Victoria's appointment to such an important and influential committee exemplifies the way in which Northumbria is a business-focused university with strong links to the professions. It also reflects the quality of teaching at Northumbria Law School, and the way in which



Victoria Roper

we strive to be at the forefront of developments in legal education for the benefit of our law students and graduates."

Northumbria's Student Law Office has an international reputation for clinic-based education, where supervised student teams provide free legal advice and support to real clients. Since 2008, they have managed more than 5,500 enquiries, represented over 2,300 clients and secured in excess of £1 million on their behalf. In 2013, Northumbria

was awarded the Queen's Anniversary Prize for Higher and Further Education – the highest form of national recognition open to a UK academic or vocational institution – for the outstanding community work of its Student Law Office.

www.northumbria.ac.uk/law

American adventure for entrepreneurial Emma

One of Northumbria's most promising graduates is taking her business, CompareMyTravel, from strength to strength after winning a place on a top international student entrepreneurship programme.

Every summer, Babson College in Boston, USA, welcomes 30 of the most talented students in the world to join a two-week entrepreneurial course, the Babson Build Programme. The budding entrepreneurs selected are rewarded with a programme

of intense training, allowing them to develop the skills required to grow their business ideas.

In 2017, Business Management student Emma Fielding was selected for the programme, after impressing Santander Universities who provide initiatives, awards and scholarships to support the international mobility

and entrepreneurship activities of students studying at partner universities. While studying for her degree, Emma worked with a local app designer with support from Northumbria's Student Graduate Enterprise service, to launch the platform, which compares the cost and travel times of coaches, car travel, flights and trains to any destination in the UK.

Taught by Babson Faculty members, all of whom are leading academics, business professionals and experienced entrepreneurs, the Babson Build programme helps students to build their skills and knowledge of all aspects of entrepreneurship, from finding a

business idea to market research, finance and even venture capitalism. Students from all corners of the world, including Spain, Chile, Mexico, Brazil, Germany and Argentina, took part in the 2017 programme, working to build their businesses in a range of industries including design, engineering and computer science.

Emma, 22, said: "Taking part in the Babson Build Program was a fantastic experience. My time in



Emma Fielding

Boston really boosted my confidence in my entrepreneurial ability and motivated me to pursue my own business goals. Through this opportunity and the continued support from Northumbria University, CompareMyTravel goes from strength to strength and I'm excited to see what the future holds."

As well as an intense programme of lectures, workshops and study, the group also had the chance to experience Boston life, including a wander round Quincy Market, watching a baseball game at Fenway Park and kayaking on Boston River.

Throughout her studies and after

graduating, Emma received support from Northumbria's Student Graduate Enterprise service which forms part of Northumbria Enterprise Business Support (NEBS). The service provides free enterprise skills training and start up support across the University's community of students and graduates.

www.northumbria.ac.uk/nebs



Boston, USA

Students Master Digital Marketing

The first graduates from a new cutting-edge Masters programme at Northumbria's Newcastle Business School have demonstrated the rapidly growing demand for digital marketing skills.

The 24 students who started the MSc Digital Marketing in 2016 graduated at an official ceremony in Newcastle in December 2017. The first cohort attracted students from a range of backgrounds including students with experience in journalism, sociology and engineering. The

programme combines experiential learning and input from real world businesses. Students were able to attend workshops and information sessions held by local partners with the Business School including Virgin Money and Websand Marketing Automation Agency.

Dr David Hart, Principal Lecturer

in Marketing at Newcastle Business School, said: "The increasing importance of digital channels to all aspects of modern business means the focus of this programme is much needed and clearly in demand. The intake of students for its second year has more than doubled, with 50 starting this time around. It's fantastic to see it proving so successful."

The programme is accredited by the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM), two of the world's leading professional bodies in the marketing field. As part of their support, each body recognised one of the graduating students with a prize celebrating their hard work.

Graduate Sanae Usui was recognised by the IDM for best specialist marketing/dissertation work, while Kristina Kramer received an award from the CIM as best MSc Digital Marketing student. Speaking about the programme Sanae said that it has given her an exceptional start in her chosen career and helped her develop a range of skills including the use of various software as well as gaining knowledge from solving real business issues.

Kristina agreed, adding: "The multiple workshops with practitioners helped me to gain a deep understanding of crucial aspects of Digital Marketing such as email and Social Media Marketing, Marketing Analytics and the Customer Journey."

The students are now looking forward to building their careers, with several already securing jobs in digital marketing roles such as marketing executives and social media analysts.

More than 94% of Northumbria students are in work or further study six months after graduating, the highest percentage of any of the North East universities while the University is ranked ninth in the UK for the number of graduates in professional or managerial roles.

www.northumbria.ac.uk/business

Northumbria joins elite group at World Economic Forum

Newcastle Business School has joined a select group of 38 teaching institutions from around the world championing a United Nations-led initiative to promote responsible business and management education.



During a special event at this year's World Economic Forum in Switzerland, Newcastle Business School was appointed a 'Champion School' as part of the Principles for Responsible Management Education (PRME). Founded in 2007, PRME aims to raise the profile of sustainability in business and management schools around the world, and equip students with the understanding and ability to deliver change for a better tomorrow.

Holding the position for two years, Newcastle Business School joins just six other representatives on the PRME Champions group within the UK and Ireland drawn from more than 700 member institutions globally. As a PRME Champion School, it will act as a role model and exemplar of best practice to other higher education institutions globally.

Over 40 academic leaders

and corporate executives from top business schools, together with Chief Executives of leading businesses, gathered for the prestigious event.

Dr Alex Hope, Associate Professor of Business Ethics and Academic Lead for UN PRME at Newcastle Business School, said: "This appointment reinforces our commitment to responsible management education and research, which always seeks to place responsible business and citizenship at the heart of society. PRME learning, engagement and professional development objectives are integral to our teaching to ensure our students develop the knowledge, behaviours and skills to be confident, pro-active global citizens. Education, integrity, values and ethical business practices have a huge role to play in tackling the societal challenges that need solutions which the private sector and social enterprise can deliver."

PRME is an initiative of the United Nations and Global Compact Sustainable Development

Goals. It seeks to promote economic growth, innovation, affordable energy and upgraded infrastructure, as well as providing a path to end extreme poverty, tackling inequality and protecting the planet. Also announced at the World Economic Forum, was Northumbria's leading role in the creation of a £40 million nationwide Institute of Coding to help plug the digital skills gap in the UK.

Launched by Prime Minister Theresa May, the Institute of Coding aims to boost the employability of digital specialists and bring more people from underrepresented groups into the tech sector, which is growing twice as fast as the rest of the economy.

www.northumbria.ac.uk/nbs

Psychology student provides helping hand in Bali

A Northumbria student spent her summer a little differently last year, travelling to Bali, Indonesia to complete a mental health placement with a graduate-led volunteering organisation.



Bali

Ellie Mcneany worked with SLV Global, who provide opportunities for students and graduates to put their mental health knowledge into practice by helping services and facilities that provide care for people with mental and physical illnesses. SLV Global has set up mental health placements in both Sri Lanka and Bali to provide support to those that are in need. This involved working with a variety of people, including work at a geriatric centre with older individuals with learning difficulties, a children's school for those with special needs and learning difficulties, and on a psychiatric ward.

Throughout her four weeks of volunteering, Ellie helped to run therapeutic activity sessions at numerous government run schools and social initiatives for children with disabilities. She also took part in English for development projects in the local community. During her time she also had the opportunity to travel to Java, to work in psychiatric facilities for individuals suffering from a range of mental health problems.

During her placement, Ellie lived with a Balinese family, which gave her the opportunity to explore Balinese and Indonesian culture.

Reflecting on the experience, Ellie recounted: "I would recommend the volunteering programme to anyone wanting to gain hands-on mental health experience whilst also having the opportunity to live and explore a beautiful country. The village and people are amazing, as is Bali itself."

"It is the perfect way to give a hand helping improve others' lives whilst also enhancing your own employability by gaining both psychology work experience and clinical experience. Being able to say that you have carried out a mental health placement in Indonesia definitely makes you stand out from other applicants – and of course provides the opportunity to make some friends for life with the other volunteers. Truly an opportunity like no other."

www.northumbria.ac.uk/psychology

Brand new world



Lee Barron

Media and Communication Design lecturer Lee Barron, an expert in media, advertising and branding, talks to *Northumbria University News* about the importance of brand, following the launch of the University's new logo and brand identity, #TakeOnTomorrow.

value proposition – the promise that the consumer will get what they expect from the brand, and that the identity and personality of the brand resonates with the identity and personality of the consumer. To reiterate, branding is fundamentally an emotional experience in which consumers identify with the values of the brand and forge a relationship based upon loyalty, and, crucially, trust. As such, it is imperative that a brand does not fail in this regard and stays true to its brand identity and value proposition.

How can a brand influence what people think about an organisation?

A brand can influence what people think about an organisation in a number of ways. As organisations, brands engage with a range of stakeholders, and one of the most important stakeholder groups are those who work within the brand. This is because they are the stakeholder group who directly represent the brand on a day-to-day basis and they are frequently the human face and personality of the brand. They are the group that engages with the organisation's users and deliver much of the services of the brand. Therefore, a strong and clear organisational brand identity, personality and ethos enables stakeholders to deliver this clearly and so deliver on the crucial value proposition. This factor is especially

important within the university sector as higher education is a means to an enriching and rewarding professional and personal life, and a substantial investment. Hence, a strong and clear organisational brand enables the key internal stakeholders to understand, represent, and deliver the brand promise and brand benefits. However, positive brand changes also send clear messages to wider external stakeholders, such as partner institutions, consumers, and local communities, to stress the ways in which a brand stays loyal to the core values that established it, but dynamically evolves in strategic and meaningful ways. For example, the embrace of design aesthetics has enabled Samsung to challenge Sony and become a world leader in technology, powerfully connecting with both internal and external stakeholders.

Northumbria's new brand

The key words that underpin the new brand stress the notion of dynamic movement, 'challenge' and 'impact' which ensures that the emotional connection with consumers/users is clear, and it is one of empowerment and challenge. Furthermore, the focus on change is effective in the brand messaging and emotional feel of the new brand. This is because the brand promise made to prospective students is clear: that the knowledge, skills and experience that they gain

from their study at Northumbria will ensure that they will not feel intimidated by change in the future, but will be positively challenged and inspired by it. This ethos is effectively captured and communicated in the slogan 'Take on Tomorrow', itself phrased as a positive challenge and invitation to study at an institution that is constantly challenging the sector to be a world recognised provider of educational excellence because the institution is always dynamically taking on tomorrow. Consequently, the brand change strongly positions Northumbria University as a challenger brand, in the tradition of an 'adventurous' brand such as Virgin, which has energetically challenged a range of established companies in sectors such as air and rail travel, banking and finance, telecommunications, and even cola drinks. The challenger brand sends a clear message that it has high aspirations, and in the case of the 'Take on Tomorrow' Northumbria campaign, the message goes beyond prospective students to resonate with research partners, funders, and industrial and creative collaborators that Northumbria University's staff and students are qualified for the challenges the future world has to offer.

www.northumbria.ac.uk/takeontomorrow

What is a brand?

A brand is not the physical product manufactured by a company, but the invisible layer of meaning that surrounds a product, and which gives the product, company or organisation a distinctive sense of identity and personality. This is what consumers emotionally engage with when interacting with a brand. Therefore, a brand is a company's 'intangible asset', or its 'aura' that instils a strong reaction in a person, essentially provoking a consumer's 'gut feeling' about a product or company. In this sense, a brand is the image of a company that exists in the minds of consumers, and so the message and imagery used to communicate this identity needs to be clear.

Why is a brand important?

A brand is important because it is the key way in which a company or organisation stands out in a competitive marketplace and so it is an essential means by which to help consumers to choose the right brand from what may be a disorienting range of choices. More directly though, an effective brand communicates the fundamental quality of the product/service and gives a clear sense of reassurance to prospective consumers that they have made the right choice in choosing that particular brand. In this way, brand messaging and communication enables the company or organisation to forge a powerful (and lasting) relationship with consumers and establish a clear

#TakeOnTomorrow

Musical celebration marks conductor's honorary degree

World-renowned music conductor Harry Christophers CBE has been awarded an Honorary Degree by Northumbria.

Founder of 'The Sixteen', the celebrated choir he established 40 years ago, Christophers is recognised as one of the great champions of choral music, performing everything from late medieval music to new works by contemporary composers. He was presented with his honorary degree by Northumbria University Chancellor Baroness Tanni Grey-Thompson during a celebration event held at Northumbria in December. Over the course of the evening, guests including students and staff, were treated to exclusive performances by The Sixteen, with Christophers himself conducting.

Known as the voices of Classic FM, The Sixteen are

recognised as one of the world's greatest choral ensembles. The choir has established an annual Choral Pilgrimage to cathedrals, churches and other UK venues, while also creating an acclaimed period-instrument orchestra, and the Sacred Music series for BBC television. Christophers has also established a free young artists' scheme, Genesis Sixteen, which aims to nurture and support talented ensemble singers from a wide variety of geographical and social backgrounds.

Over the last 40 years, Christophers has taken part in more than 170 musical recordings. He has held the role of Artistic Director of Boston's Handel and Haydn Society since 2009 and was appointed Principal Guest Conductor of the City of Granada Orchestra in

2008. In addition he has worked as guest conductor with the London Symphony Orchestra, the BBC Philharmonic, the San Francisco Symphony Orchestra and the Deutsches Kammerphilharmonie, among others. Christophers has also guest conducted the Royal Northern Sinfonia, based at the Sage Gateshead.

Speaking during the celebration event, Harry Christophers said: "I am very humbled to receive an Honorary Degree from Northumbria, and it is wonderful to be recognised in this way. I would like to thank all my wonderful friends and colleagues in The Sixteen who have made the past four decades so rich, fun and fulfilling. It has, and continues to be, such a privilege to explore and make music together."

Christophers was appointed a Commander of the Order of the British Empire (CBE) in the Queen's 2012 Birthday Honours for his services to music. He is an Honorary Fellow of Magdalen College, Oxford, as well as the Royal Welsh College



L-R: Harry Christophers CBE, Chris Sayers, Professor Andrew Wathey CBE, Baroness Tanni Grey-Thompson (front)

of Music and Drama, and has Honorary Doctorates in Music from the Universities of Leicester and Canterbury Christ Church.

Northumbria University awards Honorary Doctorates to individuals of high distinction within the areas of education, business, culture, the professions, creative work and public service.

Professor Andrew Wathey CBE, Vice-Chancellor and Chief Executive of Northumbria University, said: "We are delighted to confer the award of

Doctor of Music, in recognition of all that Harry Christophers has built through extraordinary musical talent, creativity and vision; in particular his work with The Sixteen – rightly recognised as one of the premier vocal ensembles of our time – and with Genesis Sixteen, and the charity MusicAction."

<https://thesixteen.com/>

Honorary Consuls offer taste of home

The Honorary Consuls for Sweden, Germany and France visited Northumbria recently to discuss cultural and consular initiatives, and the support they give to international students.

Organised by the Faculties of Business and Law, and Engineering and Environment, the event was well attended by students from a range of disciplines, nationalities, social and ethnic backgrounds. During a lively questions and answers session, they asked about the role of an Honorary Consul in the UK – and the possible implications of Brexit.

Honorary Consuls are volunteers who hold professional roles. They are selected and appointed by the countries they represent to work outside capital cities, in the UK and globally. They provide a range of

consular advice and can support international citizens who may be experiencing difficulties and need some help.

The event at Northumbria was hosted by Richard Kotter, Senior Lecturer in Geography and Environmental Sciences, and Ian Fitzgerald, Associate Professor with Newcastle Business School.

Richard said: "Cultural and consular diplomacy is an area growing in importance globally, especially in Europe right now with Brexit negotiations underway. For international students this is a key area to be aware of and to connect



Honorary Consuls Caroline Theobald, Manuela Wendler and Eric Donjon meeting international students at Northumbria Law School

with. It also helps promote the idea of students as global graduates with the skills, cultural awareness, knowledge and values needed to succeed in an international environment. Many students are, however, unaware of the role played by Honorary Consuls, which is why we held this event."

Ian Fitzgerald added: "Honorary Consuls perform an important and often unnoticed role, always there

when needed by visiting tourists and resident foreign nationals. As we discovered during this event, they can also perform a key role during this current period in our history, when it has become ever more important to have strong cross-cultural links."

Swedish student Tatiana Sundqvist, from Northumbria Law School, said: "I was delighted to meet the Honorary

Consuls and found the session very useful. I think dialogue between foreign students and the Consuls helps re-establish cultural links with the student's home country. It can also provide a sense of support in an uncertain political environment."

Caroline Theobald CBE, Honorary Consul for Sweden, said: "As Honorary Consuls for Newcastle and the North, we would like to thank Northumbria for inviting us to speak with students about our role. It is a privilege to act as honorary diplomats, providing services to the citizens of the countries we represent as well as promoting trade and cultural strengths."

Also attending the event were Eric Donjon, the Honorary Consul of France and Manuela Wendler, the Honorary Consul of Germany.

www.northumbria.ac.uk/international/

Northumbria graduate named one of world's best young architects

Tom Hewitt has been awarded with a President's Medal, one of the architecture profession's most prestigious student prizes, by the Royal Institute of British Architects (RIBA).

The RIBA President's Medals are regarded as the most important international awards in architectural education, with Bronze and Silver Medals issued to reward outstanding design work. Each year, one student wins the overall bronze or silver award, with up to three commendations recognised in each category.

In total, 360 universities in 75 countries were invited to nominate students for this year's RIBA President's Medals. Northumbria graduate Tom Hewitt has been recognised as one of the best in the world, receiving one of the coveted Commendation awards in the Silver Medal category during the 2017 RIBA President's Medals ceremony. He was presented with his prize at the Royal Institute of British Architects (RIBA) in central London.

His thesis, *Landhaus: Walking the Landscape as Design Practice*, saw him walk hundreds of miles in and around Newcastle, exploring how the specific history and nature of this landscape could inform and be reflected in building propositions.

Speaking of his win, Tom said, "It still doesn't feel real – for my work to be recognised alongside some of the best student projects in the world is an incredible honour."

"The support and encouragement I have had during my time as a student at Northumbria has played a huge part in this award. I've had the freedom to explore alternative research methodologies and run with ideas that I wouldn't have had elsewhere."

Tom completed his Architecture BA (Hons) undergraduate degree at the University of Cambridge, before completing a year in practice in his hometown of Leeds. He then joined Northumbria University where he studied a two-year MArch postgraduate qualification, spending his final year researching the potential value of walking to the design process.

During this time, he explored the territory structured by the Newcastle-Morpeth railway line on foot, documenting latent historic features such as wagonways, hedgerows, and ridge and furrow crop marks patterns, as well as the emerging landscape conditions of the edgelands, such as pylons and wind turbines, opencast



One of Tom's architectural designs

mining, agricultural barns and industrial sheds.

This research included a 21-mile 'Talks Walk' on one day alone, documenting and critiquing the landscape through photographic essay, sketching and discussion with peers.

His project culminated in the design of an educational campus on Killingworth Moor – a strategic site for future development. This ensemble of buildings reinforced the historic and natural elements of the moor through building, with the architecture reflecting the specific language, tones, and textures of this banal yet beautiful landscape.

Tom now hopes to continue exploring walking as a design methodology and to work with clients to apply these methodologies to real-life projects. He said, "I've not seen anyone else using walking in

this way as such a specific element of the architectural design process, so in that sense this is quite unique."

"During my research into the landscape, the existing developments I encountered were often placeless and homogenous – they didn't strongly relate to the landscape they were situated in or the history of the area."

"I believe using this walking technique could produce buildings which have a deeper meaning and connection to their place. I'm looking forward to exploring how this can be applied in practice."

Professor Paul Jones, Director of Architecture at Northumbria University, said: "These awards really are regarded as the best of the best in architectural education internationally, and the most prestigious award an architecture student can win."

"This is a fantastic result for the University as a whole and for Tom individually and we wish him all the very best in his future career."

Tom's tutor for this project and Northumbria Alumni, Shaun Young, also a previous RIBA award recipient, described Tom's project as, "a beautiful and thoughtful piece of work." He added: "It demonstrates a high level of creativity, reflection and originality in methodology. The experiences of an ensemble of buildings in a vast landscape cannot quite be captured, but this is an accomplished representation of the kind of knowledge that can only be acquired on foot."

RIBA President Ben Derbyshire said: "Many congratulations to this year's RIBA President's Medals winners. The entries for this awards programme are always impressive and this year was no exception, with

more entries than ever before."

"I am extremely pleased to see that the creativity and accomplished technique in the work of these budding architects is matched with a renewed ambition and focus on the important role that architecture plays in social betterment."

"The passion and intelligence with which these graduates address complex architectural briefs by drawing from personal experiences and involving those for whom their buildings are designed is achieved with remarkable rigour and commitment. I very much look forward to following their successful careers."

Putting the green back into urban spaces



Professor Alister Scott

A Northumbria academic is leading a £226,000 investigation into how to encourage city planners and developers to incorporate green spaces into towns and cities.

Professor Alister Scott has been awarded a prestigious Knowledge Exchange Fellowship by the Natural Environment Research Council to undertake research to change the way that green infrastructure is viewed, valued, used and delivered in city planning.

Green infrastructure describes the green spaces and environmental features that are vital to the sustainability and economic development of any urban area. Examples of green infrastructure include community parks and gardens, green roofs, city farms, river and canal banks, domestic gardens and allotments. They bring many societal and environmental benefits; from encouraging people to spend recreation time outdoors or improving health and mental well-being, through to improving air quality, biodiversity and reducing flood risks.

However, the current planning system places more emphasis on grey infrastructure – which refers to roads, railways, bridges and sewerage systems – and the financial benefits that developments and land use will provide. This is much more difficult to quantify with green infrastructure, and as such, it often receives less priority.

Alister, a Professor of Environmental Geography in Northumbria's Department of Geography and Environmental Sciences, explained: "Urban planning is dominated by grey infrastructure, in terms of building and delivering houses, industry, roads and transport, but these represent fragmented pieces of the complex jigsaw that make up successful places. Green infrastructure is just as critical, but it is often an afterthought given the current focus on building houses and roads.

He added: "Town and city planners work to the National Planning Policy Framework which refers to the profitability of developments, and local authority budgets are constantly being squeezed, putting pressure on departments to cut costs where they can. Green infrastructure is a victim of this as it doesn't have a monetary value, but it does bring benefits which are more difficult to quantify, such as reduced NHS costs due to improved health."

While there has already been a significant amount of research into the benefits of green infrastructure, Professor Scott's work will assess how best to connect the various findings with policy makers and planners to ensure it is included at the start of the planning process.

4,000-year-old history of rice revealed



The Amazon

A Northumbria academic has been involved in an innovative research project in South America, uncovering how Amazonian farmers began to grow rice 4,000 years ago.

Senior Lecturer in Physical Geography, Dr Bronwen Whitney, is an expert in past climate change and how tropical plants have responded to environmental disturbances throughout history. By creating a model to track the size of botanical rice remains through time, Dr Whitney has contributed to scientific understanding of how increased rainfall in the South American lowlands 4,000 years ago led to rice becoming an important crop for cultivation.

It is already known that rice was first grown in the region at river or lake edges, but microscopic plant remains were also found on higher ground levels. This suggests that rice was beginning to play a bigger role in the diets of people living in the area. It shows that they were planting and growing it closer to their homes for their own food supplies. This is the first time

that evidence has been found to show when people began to grow rice for food in South America.

The findings have been published in the journal *Nature Ecology and Evolution* and could help modern day plant breeders develop rice crops that are less susceptible to disease or adapted to cope with future climate change.

Dr Whitney explained: "Past peoples left imprints lasting hundreds of years on their landscapes from various activities, such as house building, timber extraction, and importantly, food production. Knowing how people shaped and manipulated their landscapes is central to conserving our environmental and cultural heritage. Our regional climate reconstructions showed that the timing of domestication in lowland South America occurred just as annual rainfall began to rise. There are many archaeological sites located in semi-permanent wetland regions here, which suggests just how

important the rice crop was to these early inhabitants."

Dr Whitney teaches students in Northumbria's Department of Geography and Environmental Sciences, which is ranked in the top 30 in the UK for research power. Academics are undertaking global projects funded by, or in collaboration with, organisations including the British Antarctic Survey; the US National Science Foundation and the Natural Environment Research Council. This particular study was part-funded by the European Research Council and included academics from the University of Exeter and Brazil's Universidade de São Paulo and the Universidade Federal do Oeste de Pará.

www.northumbria.ac.uk/geography

Northumbria alumna supports scholarship

Philanthropist, prison reform advocate and Northumbria alumna, Lady Edwina Grosvenor is giving back to her former University by supporting a PhD studentship in Criminology.

Lady Grosvenor, who graduated from Northumbria in 2005 after studying Criminology and Sociology, has spent her career working in the fields of criminal justice and prison reform. This has taken her all over the UK and around the world visiting different models of criminal justice and exploring examples of best practice. She supported and advised the Bishop for Prisons (England and Wales) in the House of Lords and was a contributor to the Corston Report on Female offenders in 2007. Lady Grosvenor also sits on the Women's Advisory Board for Female Offenders under The Secretary of State for Justice; advising the Government and overseeing reforms to the female prison estate.

The inaugural Lady Edwina Grosvenor research studentship will fund three years of PhD in the University's department of

Social Sciences. It has been awarded to Sophie Mitchell, whose research explores women's experiences of prison, and who will commence her PhD at Northumbria this year.

Lady Grosvenor said: "It gives me huge pleasure to be supporting my old university. It's where I learnt so much about the world of criminal justice and I really hope that Sophie enjoys working in this important and exciting space as much as I do."

Northumbria Professor Pam Davies, who will be supervising Sophie's PhD, said: "I am looking forward to seeing this project take shape as Sophie brings her particular interests around mental health and wellbeing to bear on how the research is operationalised.

"I am delighted to be involved in the supervision of this important piece of original scholarly work. Imprisonment has a huge impact on those incarcerated with additional pains for those who are parents, grandparents and, most significantly here, especially on mothers.



PhD student Sophie Mitchell

"This scholarship is unique in its focus on intergenerational trauma, imprisonment and parenting and the funding made available to support such a worthwhile inquiry over the next three years, signifies our commitment to collaborative research projects and to research that will make a difference."

Northumbria offers a range of courses in Social Sciences, including

Criminology and Sociology, and the University's academics work closely with the police and prison service to inform its teaching and research.

www.northumbria.ac.uk/alumni

Sophie's Choice

Sophie Mitchell studied Psychology at the University of East London and graduated with an MA in Education Research from Newcastle University. Since graduating, Sophie has had a diverse career working in health, education and voluntary sector settings. Her most recent role as Team Lead for domestic abuse interventions has involved delivering training on domestic abuse and forced marriage while coordinating support groups for victims. She has also been involved in working with female offenders through Gateshead women's hub.

Sophie said: "I am really excited to have been offered this great opportunity at Northumbria University to carry out research into women's experiences of prison and the effects on themselves and their children.

"I am looking forward to getting started and to making a valuable contribution to this interesting area, which builds on my professional interests and experience."

Lecturer helps change Irish law for disabled people

Northumbria lecturer and film director Len Collin has helped change Irish law through one of his films.

Sanctuary explores issues arising from Ireland's Criminal Law (Sexual Offences) Act 1993, which made sexual relations between two unmarried people with learning disabilities a criminal offence.

The film tells the story of a group of disabled friends who take a trip to the cinema with their support worker. Among them are Larry (Kieran Coppinger) and Sophie (Charlene Kelly), who sneak away to a hotel room with the intention of having sex. The issues raised in the film, around the legality of people with learning disabilities having sex outside of marriage, contributed towards an



Len Collin (second from left) with cast and crew from *Sanctuary*

already established and ongoing debate in Ireland. Shortly after the film was premiered, the law was repealed. The new legislation in place considers the capacity someone has to consent to having sex, rather than just outlawing it because they have a disability.

Len, a Senior Lecturer in Screenwriting, Film and TV Production at Northumbria, said: "It's not often you get the chance to

work on a film that actually changes people's lives. The film deals with the issue of inequality and the actors involved were all very aware of the legal situation. It was something they all felt passionately about and so seeing the impact the film has had and the change in the law that has resulted has been fantastic for everyone involved. I don't think I'll ever work on a film again that will

teach me as much as I've learnt from working with those fine actors."

Sanctuary has received critical global acclaim. It was named Best First Film at the 28th Galway Film Fleadh, Best Irish Feature Film of 2017 by the Dublin Film Critics Circle and Best Irish Film by readers of *The Irish Times*, with Len winning the title of Best Director at the 2017 Newport Beach Film Festival. In addition, the cast, many of whom have learning disabilities, won the Michael Dwyer Discovery Award at the Audi Dublin International Film Festival. The film has also enjoyed glowing reviews in *The Guardian*, *Radio Times*, *London Evening Standard*, *The Times*, *Financial Times* and on BBC Radio Four's *Saturday Review*. Working on *Sanctuary* has contributed towards the research for Len's PhD, in which he explores the representation of learning disabilities in scripted film and television outputs.

He said: "This is an area of film I feel very strongly about and the experience of working on *Sanctuary*

has shown the impact that film and television can have when it comes to instigating change. The experience will be very beneficial when it comes to my research at Northumbria and is something I will certainly be sharing with my students."

Northumbria's Film and TV Production BA (Hons) programme is taught by lecturers such as Len, who are active filmmakers and screenwriters. This gives students a real insight into the industry and presents opportunities to get involved in current projects. Graduates from the course include cinematographer Lol Crawley (*Mandela: Long Walk to Freedom*, *Four Lions*, *Utopia 2*), director Neil Marshall (*The Descent*, *Game of Thrones*) director of photography Si Bell (*Vera*, *Ripper Street*, *Fortitude*) and screenwriter Sean Conway (*Ray Donovan*, *All I See is You*.)

www.northumbria.ac.uk/filmandmedia

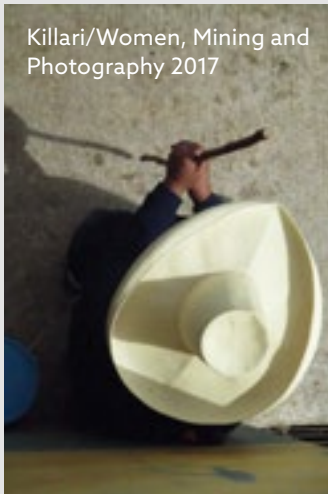
Celebrating International Woman's Day in Peru

A Northumbria academic has helped celebrate women around the world with a unique photography exhibition in Peru.

Ana/Women, Mining and Photography 2017



Killari/Women, Mining and Photography 2017



The exhibition, organised by Dr Katy Jenkins from the Department of Social Sciences, launched in March to coincide with this year's International Women's Day. Organised by Katy as part of her Leverhulme Fellowship research, the exhibition showcased 30 photos taken by women living in Cajamarca, Peru, alongside poems or narratives explaining why they took the pictures and what each image represents to them.

The photos were unveiled in Pasaje de la Cultura, a street off the main square in Cajamarca on International Women's Day itself, before

moving to Casa de Cultura. Katy, a member of Northumbria's Centre for International Development, worked closely with the women to collate the exhibition as part of her Leverhulme research. The photos all respond to the question of what does 'International Development' mean in the context of living with actual and future large-scale extractive projects.

She said: "This exhibition is the culmination of a year of working with a group of 12 women from three local women's organisations in the region of Cajamarca.

"It is important in providing a space for their perspectives on 'Development' to be shared with a public audience and wide range

of stakeholders.

"Many of these women had never previously used a camera, and the exhibition is an opportunity to showcase their thoughtful and creative reflections on what Development means to them in the context of living with large scale resource extraction projects."

Northumbria offers a range of courses in Social Sciences, including International Development.

www.womenminingandphotography.wordpress.com



Yeni Cojal Rojas/Women, Mining and Photography 2017



L-R: Dr Sarah Ralph with Northumbria alumna Sally Young

The fight continues 100 years after the Suffragettes

A Northumbria academic is helping coordinate a series of lively events to mark 100 years since women finally won the right to vote.

The programme of events, hosted and coordinated by the city's Women's 100 group, have been organised to honour the Suffragettes' hard-fought victory for equal rights and celebrate women who are continuing to make a difference across Newcastle today.

In 1918, The Representation of the People Act began the process of women's suffrage and saw the first British women granted the right to vote. This extraordinary movement, which saw campaigner Emmeline Pankhurst call on activists to be militant 'each in your own way' was a turning point for women's rights. However, around the world today, the fight continues for equality. This year's events across Newcastle, hosted and coordinated by the city's Women's 100 group, are a celebration, but also a timely reminder that the work is not over.

The eclectic series of events has included a Suffragettes campaign meeting in Fenwick's Tivoli Café, to mark a historic connection to the store, and a 'Knicker Revolution' on Northumbria's campus, which saw donated undies used to create a guerilla artwork. Each event has been designed to represent the political voice and activism of women and showcase those who are making a difference in the city. Among those in attendance at this year's Suffragettes campaign meeting in, was Northumbria alumna Sally Young (pictured), Newcastle CVS Chief Executive and Vice Chair of the National Council for Voluntary Organisations.

Northumbria Media and Cultural Studies academic Dr Sarah Ralph is the University's lead representative for the Women's 100 group, whose members are drawn from Newcastle City Council, Newcastle University, Newcastle CVS, Central Library, and Tyne & Wear Archives & Museums.

Dr Ralph, an expert in the representation of women, explained that many people were unaware of Newcastle's heritage when it came to women's radical action. This included Suffragettes holding meetings in Fenwick's café in the 1900s (and allegedly plotting to break the windows). Newcastle also hosted the first Women's Liberation conference outside London in the 1970s, and was also one of only four in Britain to hold a 'slutwalk' in 2011.

"The Women's 100 events and activities aim to celebrate and honour the struggle of those who campaigned to achieve the vote for women, as well as the many women activists who have fought for women's rights over the last 100 years," Dr Ralph explained.

"We hope our programme might even inspire some women to become involved in local politics or activism themselves."

You can support the Women's 100 group throughout 2018 by following them on Twitter @womens100 and by tweeting with the hashtag #womens100NCL

www.northumbria.ac.uk/media

Soap opera criminals in the dock

Criminologist Charlotte Bilby has been exploring the darker side of BBC Radio 4's *The Archers* by cross-examining the depiction of criminals and crime within the long-running series.

Billed as 'an everyday story of country folk' when it launched in 1951, *The Archers* is the longest running soap on British radio and remains popular with listeners around the world. Charlotte Bilby, a Reader in Criminology at Northumbria and long-time fan of *The Archers*, has investigated how offenders are portrayed within the show, and whether it perpetuates or subverts criminal storylines and characters.

She presented her findings at the annual Academic Archers conference, recently held at the British Library in London. Now in its third year, the event saw 26 academics and professionals from all over the world take an academic perspective on life in *The Archers*. Topics at the conference ranged from rural housing and policy, the

importance of silent characters in radio, and accent and identity, with a special focus this year on the women in Ambridge – the fictional village in which *The Archers* is set. The idea for Charlotte's paper, entitled 'Fear, fecklessness and flapjacks: imagining Ambridge's offenders', came about while she was carrying out research for the Ministry of Justice.

"When Archers' character Ed Grundy was sentenced to a community penalty I'd been working on a national evaluation of offending behaviour programmes," explained Charlotte.

"I became very interested with which programme he was taking part in, whether it matched his risk of reoffending level, and if he'd breach his order. I've never listened to crime on *The Archers* in the same way since.

"As a fan of the show it was a huge honour to be asked to speak at this year's conference, and to share my thoughts about whether a huge



Hanbury, Worcestershire, the real-life counterpart for Ambridge, the fictional village in *The Archers*

crime wave is sweeping Ambridge at the moment. It feels like there is, but when you dig a little deeper, the crime rate is still very low; something what might come as a bit of a surprise to my fellow listeners."

The Academic Archers symposium was organised by long-time fans of the programme, Dr Cara Courage, and Dr Nicola Headlam, of the University of Oxford.

Charlotte's research interests in

arts and creativity in criminal justice systems, images of offenders, as well as evidence based criminal justice policy making. She has carried out research for the Home Office and Ministry of Justice and the Northern Ireland Office looking at the impact of psychological interventions on reducing re-offending. Most recently she has been considering why prisoners might take part in positive creative activities while incarcerated; the influences this has on prisoners' identity and behaviour, and how the wider public might view and understand art work created 'inside'.

www.northumbria.ac.uk/socialsciences



Running throughout 2018, a programme of lectures and seminars will showcase the University's excellence in the teaching and research of subjects related to contemporary policing. The seminar series features academic experts from a range of disciplines, including Criminology, Law, Computing, and Forensic Science, presenting their latest research and discussing key issues in contemporary policing. They have been designed to encourage lively debate between attendees and to reflect on the challenge of developing evidence-based education for police practice.

The series was launched with a joint event led by Professor Pam Davies, Associate Professor Ruth Lewis, and Professor Mike Rowe. Subsequent seminars have focused on

a wide range of topics, from domestic violence and forensic science to the policing of cross-border crime – all areas of expertise at Northumbria.

Associate Professor Sarah Soppitt, who is overseeing the continuing series, said: "The police seminar series is a celebration of the excellence in evidence-based policing research at Northumbria University. The research by Professor Pam Davies, presented in the inaugural seminar, clearly articulates the challenges for the policing of domestic violence and how Northumbria Police is developing innovative methods and approaches in this arena.

"As part of the discussion on this topic, Associate Professor Ruth Lewis and Professor Mike Rowe presented their highly innovative and valuable research, based on

Excellence in police education showcased

Northumbria's Police Research and Education Network has brought together expertise from across the University for a unique, multidisciplinary seminar series.

a national survey and interviews with people who experienced abuse when participating in feminist debate online. They also examined the extent to which online abuse is an extension of violence against women in the real world. Both of these research projects highlight how academics at Northumbria University are developing research that is promoting real change in the policing arena, and those affected by criminal activity."

Professor Rowe added: "During the first seminar of the series, colleagues at Northumbria outlined just a few projects from an extensive body of research we've done exploring a range of issues related to domestic abuse and gendered violence, paying particular attention to ways to develop more effective responses from police and other agencies.

"Three key issues formed our focus: first, the extent to which it is possible to develop early identification and interventions to address perpetrator behaviour; second, how gendered abuse operates online, and what this means for police and partner agencies, and thirdly, how do we identify successful innovative practice and ensure that it can be effectively deployed more widely.

"Our work reflects many years of engagement around these important issues and we have worked with police locally, nationally and internationally to help develop good practice in response to significant social and criminal challenges."

Northumbria has been assessed as world-leading and internationally-excellent for its research in evidence-based policing, with outstanding

breadth and depth of expertise for the teaching and research of contemporary policing across the University. The University works in partnership with the police and other agencies regionally, nationally and internationally to inform policy and practice through wide-ranging, cutting-edge science and applied research. Northumbria's research themes in the area of contemporary policing include Cybercrime & IT, Forensic Science & Police Cooperation, Police Organisation & Staff, Policing & Vulnerability.

www.northumbria.ac.uk/policing



L-R: Oliver Moss, Jon Shelley from the Environment Agency, and Professor Tom Mordue

Fishing for answers

An ambitious project by Northumbria academics aims to bring the story of one of the UK's most iconic rivers to life – and it's 'about Tyne'.

An interactive 'sound trail' has been installed at six locations along the River Tyne – from Kielder Water in Northumberland to the Ouseburn in Newcastle. It aims to give the public a glimpse into the fluctuating fortunes of the Tyne over the past several centuries and was launched to coincide with the annual salmon spawning, in which tens of thousands of salmon travel up the river to lay their eggs. By scanning a QR code with a smart phone at each location, visitors can listen to interviews and archival recordings inspired by the Tyne's transformation, from a polluted dumping ground for industrial waste in the 1950s, to the best salmon river in England today. The recordings, which can be listened to at Kielder Salmon Centre, Hexham, Wylam, Bywell, Dunston Staithes and the Ouseburn, also consider the role anglers play in the river's history and future. The trail also incorporates clips from the 1964 Tyne Tees Television documentary *A Kind of Heaven*, which explores the environmental, economic, and social issues associated with angling.

The project was conceived by Oliver Moss, Senior Research Fellow in Northumbria University's Department of Social Sciences, alongside Professor Tom Mordue from the University's Business School. It is supported by the Environment Agency, Northumbrian Water, the North East Film Archive and Cardiff and

Newcastle Universities.

Speaking about the project, Oliver said: "Over the last 60 years the River Tyne has acquired the status of a world class salmon river, but the path towards this has not always been straightforward. The aim of this project was to explore the transformation of the Tyne, both from the point of view of the official agencies involved in its protection and safeguarding, and from that of the anglers – who are increasingly seen as these agencies' 'eyes and ears' on the riverbank. We hope the sound trail will provide members of the public with an insight into the river, its history and its inhabitants."

Tom added: "The Tyne is a fabulous river with a real story to tell. Its clean-up has been a wonderful success, and now salmon and sea trout have returned in force, it is unsurpassed in England as a game river. Its clean waters flow through beautiful countryside and a great city. It really is a treasure, which we are very proud to celebrate through this project."

The project has been part-funded by the Economic and Social Research Council (ESRC) and was launched as part of the ESRC's annual Festival of Social Science, a unique, week-long celebration of the social sciences.

<https://fishingforanswers.wordpress.com>

Return to region for new professor

Professor of Contemporary Writings, Katy Shaw, has returned to her native Newcastle to join Northumbria's Department of Humanities, further strengthening the University's research and teaching expertise in the field of twenty-first century literature.

The North East has been the focus of much of Professor Shaw's work to date. Her research explores the ways in which famous events of the recent past are represented in contemporary literature – from the miners' strike of the 1980s to the credit crunch in 2008. Modern readers' interest in the revisiting the major events of the last 30 years, and how this has affected our national identity in the 21st century, is the subject of her new book, *Hauntology* (released April by Palgrave Macmillan)

As she explains: "Two major developments of the past 50 years that fundamentally shaped British society as we know it today began in the North East – deindustrialisation of the British economy and then the financial crash, so it is no wonder that the North continues to be affected by them. The North East landscape is blighted by disappearance – everywhere we look we see reminders of the past, pit wheels and machinery still in place – but the jobs have gone. As a society we continue to struggle with this sense of haunting, and negotiate new ways of live with, or lay to rest, the ghosts of our past."

"Growing up in the region I became very interested in the way literature could represent normal everyday experiences that were otherwise ignored by the national media agenda. As I studied the subject at degree level, we were encouraged to see how literature could also have a political function – representing the lives of ordinary people, especially the working class and those living in the North."

"It was only by leaving the North East that I was able to see how others viewed the region and how our experiences and culture have been represented



Professor Katy Shaw

– or misrepresented – in writing. Returning now and joining Northumbria will allow me to explore this further, in particular how writing can be used to instigate social change and how it can benefit both societies and individuals in a post-Brexit Britain."

Professor Shaw will be leading Northumbria's research into post-millennial literature, in particular exploring new 21st century genres, including apocalyptic fiction, Nordic noir, Steampunk, Brexit literature and FemMoir. She is the editor of *C21 Literature – Journal of 21st-Century Writings*, and has written a number of books, including a monograph on representations of the 'Credit Crunch' in contemporary culture, and a collection on the teaching of twenty-first century genre fiction. Professor Shaw added: "I find

it interesting that in a society obsessed with shorthand communication such as Twitter, the novel is still the most popular form of writing. In particular, there is a real appetite today for literature that represents real-life events, through the relatively new genre of 'faction'. This provides us with a way of dealing with the past but also throws up lots of questions, such as the impact on people who experienced the events first hand and how politically charged or highly contested these 'historical' events are and why they remain active in our imaginations today."

www.northumbria.ac.uk/humanities

Northumbria research helps celebrate life of African American leader

A Newcastle family's life-changing support for an African American slave was commemorated at a special event, thanks to the research of Professor Brian Ward and former Northumbria University student Adam Sharp.

Frederick Douglass, the 19th Century's most famous African American leader, abolitionist and social reformer, was able to buy his freedom from slavery thanks to the support of the Richardson family from Newcastle, who he stayed with at their home at Summerhill Grove in 1846. However, the significance of their support and campaigning for his freedom had never been formally recognised by the city. Professor Ward, working with Northumbria American Studies graduate Adam, from the Friends of Summerhill, and Simon Parkin, at Newcastle City Council, led the call for a commemorative plaque to be installed recognising the association of Douglass with Newcastle.

The plaque was unveiled by the Lord Mayor of Newcastle, Cllr Linda Wright and acknowledges Douglass' relationship with the Richardson family, who were Quakers and anti-

slavery activists. Newcastle Central MP Chi Onwurah, Tim Gerhardt from the US Embassy and a relative of the Richardson family were also in attendance. The unveiling was followed by a special event organised by Professor Ward at the Discovery Museum, where academic staff from the Humanities Department at Northumbria, including Professors Brycchan Carey, David Gleeson and Dr Clare Elliott, discussed Douglass' transatlantic significance and the historical connections between anti-slavery activism on Tyneside and in the US.

Pupils from St. Paul's School in Newcastle, working with Dr Heather Robson and students from Northumbria's Arts Department, also participated in the event at the Discovery Museum to create an instant artistic response to the story of Douglass and the Richardsons and reflect on how it relates to

contemporary Tyneside.

The commemoration came just months after Freedom City 2017, a city-wide programme of activities to mark the 50th anniversary of Martin Luther King Jr's visit to Newcastle. This too was inspired by Professor Ward's research and explored in his recent book on the subject, *Martin Luther King in Newcastle Upon Tyne: The African American Freedom Struggle and Race Relations in the North East of England*.

Professor Ward said: "In 2017, there was a good deal of attention to Martin Luther King as it marked the 50th anniversary of his visit to Newcastle. But what I stressed in my book about that brief episode was that it forms part of a much bigger story of links between the North East and the struggle for racial justice in America – and for that matter in Britain.

"By publicly commemorating



Professor Brian Ward and Tim Gerhardt from the US Embassy

the enormous role that Henry, Anna and Ellen Richardson played in the life of the most important African American leader of the 19th Century, we can encourage greater understanding of the historic diversity of the region."

After escaping from slavery in Maryland, Frederick Douglass became a national leader of the abolitionist movement in Massachusetts and New York and wrote a number of hugely significant and influential books, including his 1845 biography, *Narrative of the Life of Frederick Douglass, an American Slave*.

Northumbria is one of the UK's

leading institutions for students who want to learn more about the history, literature, politics, film, art and popular culture of the United States. Whether your interests lie in the Civil War or the War on Terror, Walt Whitman or Walt Disney, American Studies at Northumbria will help you to develop your critical and imaginative skills in the context of the American experience and its global significance.

www.northumbria.ac.uk/americanstudies

How 'Geordies' changed the world

Where was the light bulb invented? What about the first steam locomotive, or hydroelectricity? Why have you never seen a canal in North-East England? And which was the only UK city outside London that Martin Luther King ever visited?

A free five-week course, delivered by academics from Northumbria's Institute of Humanities, is answering all these questions and more.

The Global Geordies MOOC (Massive Open Online Course), sets out to explore the worldwide impact the North East has had on the world, and what it means to be a 'Geordie'. Some of the topics covered during the course include how the

North East's industry and trade inspired global innovations in science and engineering and how the regeneration taking place in the region today is affecting the future.

Run in partnership with online providers Future Learn, the course has been developed by Dr Leona Skelton, Vice-Chancellor's Research Fellow in the Humanities at Northumbria, and Brian Ward, Professor in American Studies. Learners taking part have access



to videos, short articles and quizzes, introducing them to the historical, technological and cultural connections between the North East and the wider world.

Dr Skelton said: "As both a historian of the North East and somebody who is proud to be from

the region, it is really exciting to be able to showcase Northumbria's expertise in local history and culture in this way."

The Global Geordies course follows the successful launch of the American South MOOC at Northumbria last year, which covered

the history, literature, politics, film, art and popular culture of the United States.

www.futurelearn.com/courses/global-geordies

The virtues of ViCE

A team of Northumbria academics has presented the findings of a unique collaboration with the Swedish Red Cross at a global conference in Stockholm, Sweden.

The Volunteers in Conflicts and Emergencies (ViCE) initiative, a joint project between Northumbria's Centre for International Development and the Swedish Red Cross, explores how volunteers are affected by their experiences and asks what the international community can do to provide better support. The ViCE project's initial findings were recently presented at a conference that brought together academics, practitioners and policy-makers from around the world. The event was the first of its kind internationally and was

designed to explore the experiences and needs of volunteers identified as being under-represented in existing research, humanitarian and development policies, and decision-making processes.

Through the ViCE initiative, the Swedish Red Cross and Northumbria have been working in six countries: Afghanistan; Honduras; Myanmar; Sudan; South Sudan and Ukraine, to help make the voices of volunteers from these nations heard. By raising awareness and sharing their views, researchers hope it will enable their experiences of conflict and crises to inform contemporary



Syrian Arab Red Cross volunteers retrieving bodies from the streets of Aleppo

humanitarian and development thinking and practice.

Professor Matt Baillie Smith, Director of Northumbria's Centre for International Development, said: "Most research on volunteering focuses on affluent volunteers helping the needy. The ViCE initiative reveals how people are often volunteers and victims at the same time, requiring new thinking about the ways volunteers are recruited, deployed and supported, and the ways being a volunteer can impact relationships with families and communities.

"Data from the project is raising important questions about the ways volunteering in conflicts and emergencies is gendered, the emotional impacts of volunteering and how volunteers try to implement humanitarian principles on the ground in challenging and isolating circumstances."

Northumbria's Centre for International Development is a dynamic group, bringing together academics, practitioners and students on a wide range of issues. These include global poverty and

inequality, and the policies, practices and approaches that seek to address it. The centre's specialist areas of focus include governance, environmental resources and sustainability, volunteering, activism and civil society, participatory design and digital civics.

www.northumbria.ac.uk/cid

Vietnamese flood research shortlisted

Pioneering interdisciplinary research by Northumbria International Development academic Dr Oliver Hensengerth has been shortlisted for a prestigious prize.

This study of flood management in the Mekong River Delta in Vietnam was one of just a handful of projects selected for the final of the 2017 Newton Prize – an annual award for research or innovations that support the economic development and social welfare of developing countries. The aim of Dr Hensengerth's research was to develop more effective flood knowledge of the Mekong River by combining scientific data with the knowledge and experience of local people and communities. The project involved working closely with Vietnamese partners including Thuyloi University, the Institute for the Management of Agriculture and Rural Development (IMARD), United Nations Development Programme Vietnam and Can Tho University.

Speaking about the achievement, Dr Hensengerth said: "Being

shortlisted for the Newton Prize is fantastic acknowledgement of the work we have done as a team. Our thanks go to the communities in Vietnam who supported us and made time available to participate in our research, making this a truly interdisciplinary process of co-

learning and knowledge co-creation."

The Newton Prize is part of the broader Newton Fund, which works with partners in 18 different countries to develop research collaborations that support developing countries, both economically and socially. More than 150 Newton-funded

projects, fellowships, or other awards applied for the 2017 Newton Prize from the eligible countries – India, Malaysia, Thailand and Vietnam. Dr Hensengerth's project was one of just five shortlisted for the Vietnam award.

During his project, Dr Hensengerth and his team engaged with policy makers and communities to develop decision support in flood mitigation. The approaches developed by the project, and the issues it identified, are now having a significant impact on the reshaping

and development of disaster management policies, practices and research in Vietnam and the wider Mekong region.

Dr Hensengerth, who works in Northumbria's Department of Social Sciences and is part of the Centre for International Development, added: "Responding to floods under uncertainty requires inclusive policy making, including bridging local and scientific or professional knowledge in order to meet the complex needs of a diverse and pluralistic society."

Northumbria's Centre for International Development brings together academics, practitioners and students to promote research, consultancy, teaching, training and public engagement on issues of global poverty and inequality, working closely with the communities and individuals who experience this, and helping to influence the policies, practices and approaches that seek to address it.



Floating market on the Mekong River in Vietnam

www.northumbria.ac.uk/cid

London



The cyber-man

Northumbria University News talks to Professor Hamid Jahankhani about his role as Programme Leader for MSc Cyber Security at Northumbria's London campus and why students choose to study the programme.

Tell us about yourself

I gained my PhD from the Queen Mary College, University of London. In 1999, I moved to the University of East London (UEL) and became the first Professor of Information Security and Cyber Criminology at the university in 2010.

I joined Northumbria in July 2016 as Programme Leader for MSc Cyber Security.

I am the Editor-in-Chief of the *International Journal of Electronic Security and Digital Forensics*, and general chair of the annual International Conference on Global Security, Safety and Sustainability (ICGS3). I have edited and contributed to over 15 books and have just written a new book *Cyber Criminology* which is due to be published by Springer in autumn 2018.

In summer 2017, I trained as the GCHQ 'cyberist' to train the next generation of cyber security experts through GCHQ CyberFirst initiative.

Why is cyber security so important right now?

In an era when the political and economic environment across the world is more volatile than it has ever been before, computer-based systems face increasing challenges, disputes and responsibilities, and while the Internet has created a global platform for the exchange of ideas, goods and services, it has also created boundless

opportunities for cyber-crime.

Cross-border cybercrime poses a real threat to global security. Many countries do not have laws in place to combat it, and the international legal framework is still patchy. By creating complex and difficult-to-trace internet layers, which cut across many national borders, or by tricking individuals into releasing their personal data, organised crime is often able to operate virtually undetected. The Internet has all the ingredients needed by organised crime to pursue its damaging business: it is global, it is fast and it's virtual.

What is the MSc Cyber Security Course?

Our MSc Cyber Security course is designed for students who already have a computing or related degree, or extensive and relevant experience, and who seek a postgraduate degree in cyber security to develop their critical knowledge and skills in this discipline. The course is delivered via a full and part-time mode of study at our London campus.

The course allows students to explore the subject in great depth, informed by up-to-date relevant research and industrial trends. It aims to provide students with advanced and specialist knowledge and skills in cyber security.

The course has an active Cyber Security Specialist Advisory

Board with members of staff from Newcastle, London and within the industry. One of the key members of the Advisory Board is Lord Alex Carlile, President of the UK's largest professional security organisation, The Security Institute, and Chairman of the Chartered Security Professionals Registration Authority.

Why study cyber security at Northumbria's London campus?

Our London Campus is conveniently located where the financial district meets the digital and technology sector. The campus is just minutes away from Liverpool Street station, with connection to four major airports. This offers students an excellent base from which to study in one of the world's leading cities, offering great work experience and networking opportunities. It is also easily accessible for our part-time weekend study students.

Learning is enhanced by applying theoretical concepts in practical ways to reinforce lecture topics and maximise "learning by doing". Taught and research modules follow a flexible approach where students are provided with the appropriate materials and tutors act as learning facilitators. Major and emerging issues are debated in depth, and there is a clear focus on developing transferable skills for employment.

What type of career opportunities can this course offer?

This course can give students an extra edge in today's competitive job market. Graduates will be equipped to work in a variety of careers in the IT industry or to progress to academic or research-orientated careers. Typical career paths include working in software and systems security, big data management and security, network and cloud security, IoT Security, consultancy or senior management roles in information governance/information security and various job roles in blockchain security.

Do you have specific research areas that you are involved in?

My principal research area, for a number of years, has been in the field of cyber security, information security and digital forensics. In partnership with the key industry, I have examined and established several innovative research projects that are of direct relevance to the needs of UK and European information security, digital forensics industries, Critical National Infrastructure and law enforcement agencies. I have planned, proposed and managed several collaborative projects, and secured research income of up to £6m.

You recently hosted the 11th International Conference on Global Security, Safety and Sustainability at the London campus. What was this for and who attended?

I proposed and led the development of the annual international conference on global e-security now called ICGS3,



Professor Hamid Jahankhani

international conference on global security safety and sustainability. The ICGS3 receives paper submissions from many countries in all continents.

Drawing on over 10 years of running this event, the 11th ICGS3 conference had an information-packed agenda. Representatives from across the industry, government and academia discussed and debated the challenges of complexity, rapid pace of change and risk/opportunity issues associated with modern products, systems, special events and infrastructures. Key note speakers included: Raj Samani, Chief Technology Officer, EMEA, Intel Security; David Emm, Global Research and Analysis Team, Kaspersky Lab UK; Lord Alex Carlile, CBE, FRSA, QC, (Baron Carlile of Berriew); Ms Amie Taal, Vice President at Deutsche Bank, NY, USA.

The student experience has always been at the heart of ICGS3 activities. Every year Masters and Undergraduate students have the opportunity to deliver the findings of their research to industry experts, government representatives and other academic peers. This provides a perfect research informed environment for students to open up links with their peers in the industry.

<http://london.northumbria.ac.uk>

THE CONVERSATION UK

The Conversation is a collaboration between news editors and academics to provide informed news analysis and commentary that's free to read and republish.

At Northumbria, our academics have been working with The Conversation to produce independent, quality current affairs journalism on some of the latest topics to hit the news.

Here are some of our top picks...



Q+A: What's going on with Brexit and the Irish border?

As Brexit negotiations reached a critical juncture, the question about the future of the border between Northern Ireland and Republic of Ireland became critical. **Connal Parr**, Vice Chancellor's Research Fellow in the Humanities Department, answers questions about the situation and contextual factors affecting Northern Ireland's border.



Why Lego could be the key to productive business meetings

It's 60 years since Lego patented their little plastic blocks and since then over 600 billion bricks have been produced. These bricks have been used to build cars, death stars and a multitude of creations born in the imagination of 'legoists' all over the world. **Sean McCusker**, Associate Professor in Education, discusses valuable benefits that emerge in business environments from adapting 'serious play' method.



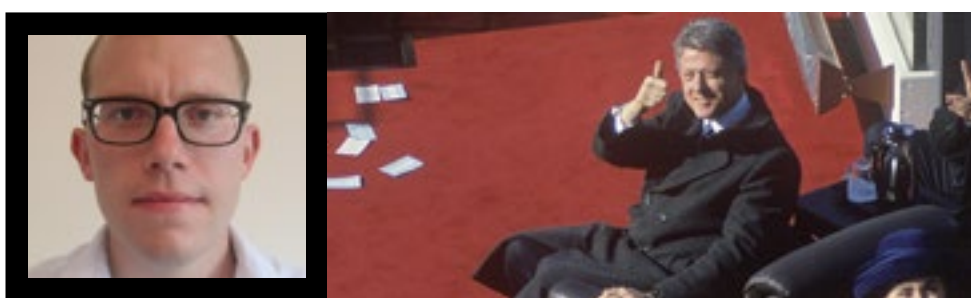
Five young women in porn have died within a few months – it's time for a change

The recent deaths of five young women in recent months – August Ames, Olivia Lua, Olivia Nova, Yuri Luv and Shyla Stylez – have served to reignite debates regarding working conditions and the treatment of performers. **Rosie Hodsdon**, PhD Candidate in Law and Sexuality, discusses the issues such as mental health among the performers and what we can do to change this.



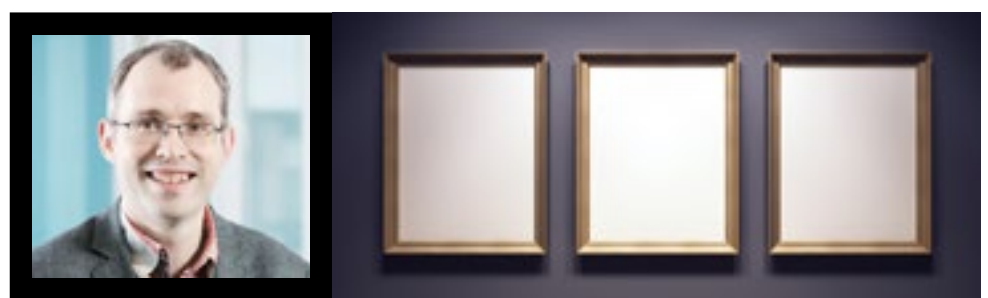
Britannia, Druids and the surprisingly modern origins of myths

The new TV series *Britannia*, which has won plaudits as heralding a new generation of British folk-horror, is clearly not intended to be strictly historical. **Matthew Kelly**, Professor of Modern History, discusses the origin of the popular ideas about the pre-Roman Britain today.



As it celebrates its 25th birthday, how does the Clinton administration look today?

Bill Clinton recently marked the 25th anniversary of his inauguration as the 42nd US president. Until the night of November 8 2016, millions of voters and experts assumed that he would be celebrating that milestone as the First Gentleman in a second Clinton administration, and that when he returned, he would be welcomed by the party and country both. **Patrick Andelic**, Lecturer in American History, reflects on the past events during and in the running for presidency.



Censorship or debate starter? Here's why removing Waterhouse's Nymphs was a bad idea

Manchester Art Gallery's decision to temporarily remove John William Waterhouse's 1896 work, *Hylas and the Nymphs*, has undeniably succeeded in its stated aim to 'prompt conversation about how we display and interpret artwork'. **Matthew Potter**, Reader in Art and Design History, raises the question: is this the most effective way of producing meaningful discussion?





Where is Britain in Macron's new Europe?

After years in the doldrums, the European project has received a shot in the arm from the French president, Emmanuel Macron. **Ariane Bogain**, Senior Lecturer in French and Politics, discusses the effect of Brexit on the relationship between Britain and France and the future that lies ahead.



Cat Person: a creative writing expert on why you should read the short story for the #metoo age

It's safe to say that when Kristen Roupenian wrote *Cat Person* she did not expect it to end up trending on Twitter and in global news outlets. **Tony Williams**, Associate Professor of Creative Writing, discusses Kristen Roupenian's debut story: *Cat Person*, which has gone viral worldwide for its take on modern-day dating.



How our minds construct the past, present and future depends on our relationship with time

Does our perspective on time simply boil down to a matter of preference or are other factors also at play? **Dr Sarah Duffy**, Senior Lecturer in Languages and Linguistics, discusses the complexity of concept of time.



New housing can be affordable and homely if builders learn lessons from the car industry – and IKEA

For many people, the housing market is not a welcoming place. If there was ever a time to introduce mass-produced affordable housing, surely that time is now. **David Morton**, Associate Professor in Architecture and Built Environment, discusses the implementation of mass production and in its benefits for the industry.



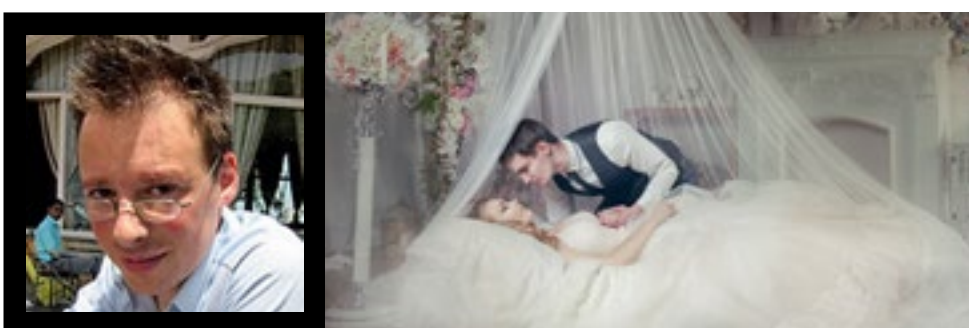
Were Team GB's skeleton suits responsible for fantastic three medal haul?

Thanks to drag-resistant ridges, 3D laser scanning and top-notch material, Team GB's skeleton suits are said to have provided up to a one-second advantage per run over the rest of the field and have been a hot topic of controversy. **Nick Martin**, Senior Lecturer in Aerodynamics, explains the science behind the revolutionary suits.



AI profiling: the social and moral hazards of 'predictive' policing

A UK police force which was using an algorithm designed to help it make custody decisions has been forced to alter it amid concerns that it could discriminate against poor people. **Mike Rowe**, Professor in Criminology, discusses the moral and ethical issues of police use of AI predictions.



#MeToo, Sleeping Beauty and the often controversial history of fairy tales

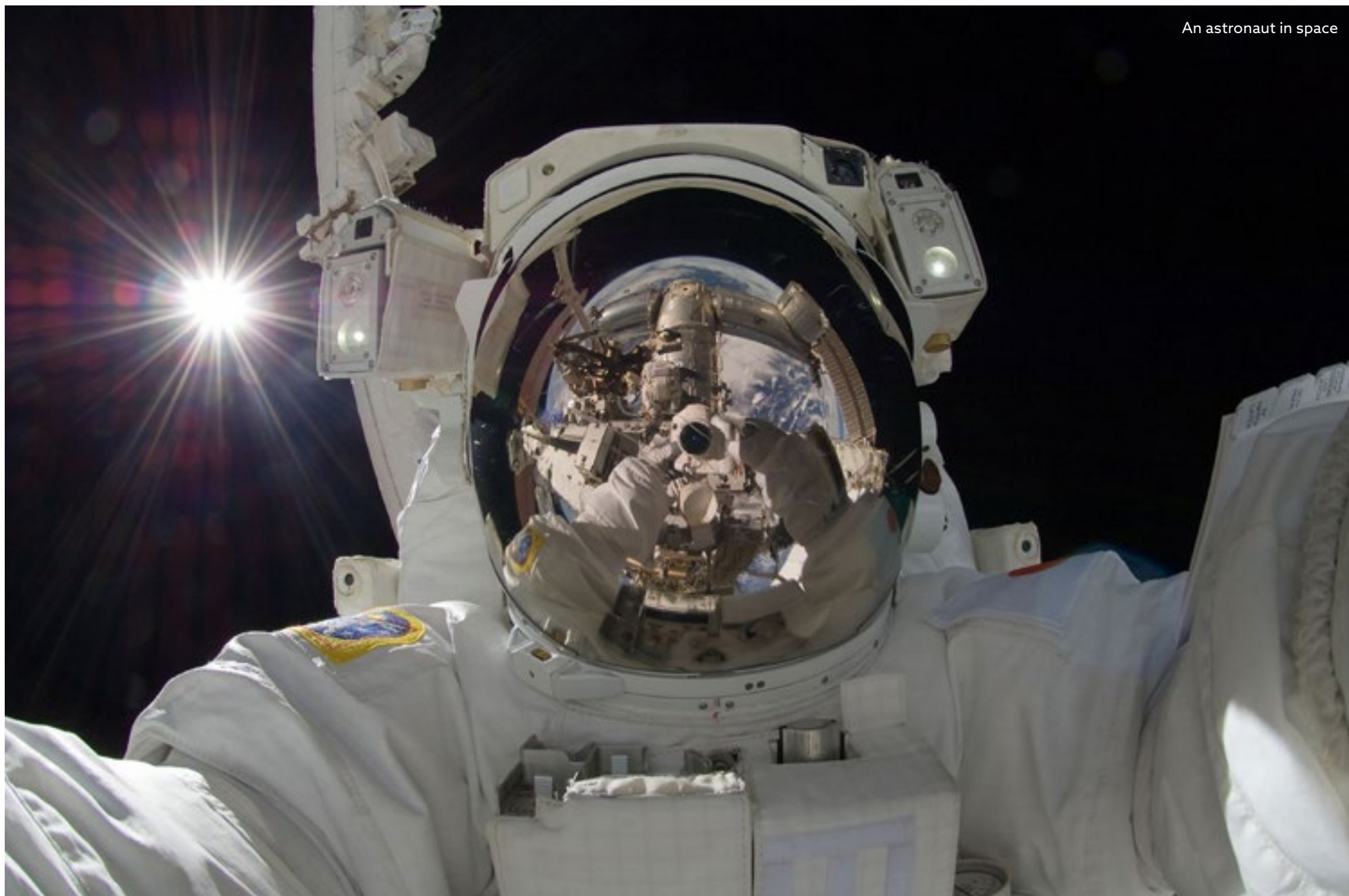
It's one of the more bizarre episodes to have seen the light of day since the #MeToo movement got going late last year. In November 2017, the British newspaper The Telegraph reported that the mother of a schoolboy who had brought home a copy of the fairy tale *Sleeping Beauty* was calling for the text to be banned. **Pete Newbon**, Lecturer in Romantic and Victorian Literature, discusses the outrage fairy tales have caused throughout their history.



Horrible Histories: bringing children an irreverent take on the past for 25 years

Periodically across two and a half decades, the books and its television spin off have been accused of distorting and oversimplifying the serious business of history. **Tom Lawson**, Professor of History, discusses various accusation made against the TV show and the effects of the series on children.





Research is out of this world

The idea of living on Mars may seem like a science-fiction fantasy, but with academics at Northumbria ‘Taking On Tomorrow’s’ challenges today, human colonisation of the red planet may be closer than we think.

Led by Professor Nick Caplan, members of Northumbria’s Aerospace Medicine and Rehabilitation Laboratory, based at the University’s City Campus, have been carrying out research to determine how partial gravity affects the spinal muscles that work to keep humans upright. This includes working to develop exercise techniques to counteract the physical deterioration experienced by astronauts following space flight, allowing them to remain fit and healthy at partial gravity. This research could provide the answer to how humankind could safely travel to, and live on, Mars in the future.

Working with the European Space Agency and funded by the UK Space Agency, the Northumbria researchers are now teaming up with French aerospace company Novespace,

which uses specialist aircraft to carry out parabolic flights. These follow a special flight pattern above the Earth which results in short periods of reduced gravity, providing those on board with a feeling of weightlessness similar to that experienced in space.

Nick Caplan, Professor of Aerospace Medicine and Rehabilitation at Northumbria, said: “Following current missions to the International Space Station, astronauts return to Earth in a physiologically deconditioned state, where they have immediate access to medical support. However, when astronauts travel to Mars, they will arrive with deconditioned bodies, with limited access to medical support. We need to develop effective countermeasures to tackle this deconditioning, to make sure astronauts stay fit and healthy.”

The study is a collaboration between Northumbria and the European Space Agency’s Space Medicine Office. The findings from the research will also be used help people here on Earth, including those suffering from lower back pain who experience similar spinal muscular changes to astronauts.

Northumbria’s burgeoning Aerospace Medicine and Rehabilitation Laboratory is home to the Aerospace Medicine Systematic Review Group, which has published reviews on the effects of partial gravity on the human body. With spaceflight known to age the body about seven times faster than normal ageing on Earth, the Northumbria team aims to discover how the risk of injury to astronauts can be mitigated and how exercise could be used to keep them fit and healthy while in space.



Celebrating a successful partnership

10th anniversary celebrations for the University's successful collaborative partnership with St George's University, based on the Caribbean island of Grenada, have come to a close.

The anniversary marks a decade since the signing of a Memorandum of Understanding between the two institutions, which established the Keith B Taylor Global Scholars Programme (KBTGSP) – named after the inspirational former Vice-Chancellor of St George's University.

The Programme allows students on St George's four-year medical degree to complete the first year of their course at Northumbria's campus in Newcastle. This provides students with the opportunity to gain valuable insight into cross-cultural medical practices, and experience of living and studying in an international setting. Since the course began over 1,800 students have taken part in the Programme.

Professor Peter Francis, Deputy Vice-Chancellor of Northumbria University said: "This anniversary marks a significant milestone in the relationship between Northumbria

University and St George's University, and also coincides with our 25-year anniversary as a university. Northumbria has a global reputation for delivering academic excellence and the partnership with St George's is just one demonstration of that. For ten years, students on the Keith B Taylor Global Scholars Programme have enriched Northumbria's academic community through their academic and extra curricular contributions and we are delighted to have helped to develop doctors who are saving lives across the globe, thanks to this relationship. I look forward to the partnership continuing into the future."

Dr G Richard Olds, President of St George's University said: "There is no substitute for a well-rounded medical education in producing world-leading physicians, and gaining experience in international settings is invaluable. Our students are fortunate to have this opportunity

available to them in their first year, and benefit significantly from their time at Northumbria. The KBTGSP is an ideal international programme for medical students who wish to devote at least a portion of their professional lives to the service of developing countries, underserved regions of the world, or international non-government organisations. Developing students with such ambition is a key aim of St George's."

Baroness Howells of St Davids, President of the Windward Islands Research and Education Foundation, and the only Grenadian member of the House of Lords, was one of a number of guests who attended a special anniversary dinner as part of the celebrations.

www.northumbria.ac.uk/partnerships



L-R: Northumbria Deputy Vice-Chancellor Peter Francis, Baroness Howells of St Davids, and Dr G Richard Olds, President of St George's University

Health minister talks to Northumbria students



L-R: Suzanne Crozier, Lead Midwife for Education at Northumbria, with NHS Fab Change Week organiser and former Northumbria student Jane Dowthwaite

The event was organised by a former Northumbria midwifery student Jane Dowthwaite, who is now an ambassador for the campaign. The NHS Fab Change event, which has been running for seven years, is organised by NHS staff. It began as a simple day-

long event, but has grown each year and activities now fill a full week. Northumbria was the only University that the NHS Fab Change UK team visited as part of the week-long tour. This year Mr Hunt spoke to Northumbria's healthcare staff and students via a video link to the University's Coach Lane Campus.

Staff and students at Northumbria had the opportunity to speak to Health Secretary Jeremy Hunt MP as part of NHS Fab Change Week – a week-long campaign aimed at promoting continuous improvement within the NHS.

Roy Lilley, a former NHS Trust chair, independent health policy analyst, writer and broadcaster also spoke at the event, alongside current midwifery students, discussing how students could make positive changes to the NHS during their studies

and placements. He said: "We are delighted the Secretary of State made time to join us 'virtually' with a message to send us on our way. Fab Change Week is the focus of the year for all of us who understand that sharing best practice and listening to the front line are the foundations of moving the NHS forward as it faces the challenges of the future."

Suzanne Crozier, Lead Midwife for Education at Northumbria University, also helped to organise the event. She

said: "To be the only university visited as part of the NHS Fab Change Week tour is fantastic and a real honour. Listening and talking to Roy and the Health Secretary has been a great and rare opportunity for our students and staff, and they have thoroughly enjoyed it. It also demonstrates what a crucial role they and the education sector have in delivering a first class NHS."

Jane Dowthwaite said: "I thoroughly enjoyed my time at Northumbria and see change as a real enabler to improving the NHS and patient care. NHS Fab Change Week has just grown and grown. I am delighted to say that I am now an ambassador for the campaign and I was determined to bring the NHS Fab Change Week tour to Northumbria, where I know there is excellent theory and practice, and change is encouraged. Education

plays such a key role in driving change so it is important students are given a voice."

Current students also had the opportunity to talk about their own experiences and discussed the importance of having a voice and influencing change. As part of NHS Fab Change Week, NHS staff are encouraged to make a pledge which they intend to carry out over the next year to help improve the NHS. Health care staff and students at Northumbria took part, making their own individual pledges to show their support and commitment to continued improvement.

www.northumbria.ac.uk/nursing

Architect examines the importance of tourist visitor centres



The Giant's Causeway Visitor Centre

Northumbria University's Head of Architecture has published a new book highlighting the importance and significance of visitor centres at major tourist destinations.

As a Professor of building usability and visualisation, Ruth Conroy Dalton is particularly interested in how architectural design can affect the way that people understand and interact in spaces. Focusing on the positive impact that architecture can have at key tourist sites, she has written a book which critically analyses 20 award-winning contemporary visitor centres across the UK.

Designing for Heritage: Contemporary Visitor Centres, reviews some of the most architecturally significant examples of visitor centres to be designed and built throughout the UK in recent years, including those at The Giant's Causeway in Northern Ireland; Stonehenge in Wiltshire and the newly-opened The Sill National Landscape Discovery Centre in Northumberland. The book examines the social role of visitor centres; their focus on visitors' needs and how architects work to develop a



relationship between the centre and its surrounding landscape.

Professor Dalton explained: "With tourists expecting higher levels of service, information and retail opportunities, visitor centres have become a vital component in providing access to heritage sites, historic buildings, landscapes of natural beauty and monuments. As a consequence, numerous architecturally-renowned centres



Bombay Sapphire Visitor Centre

have been designed and built in recent years. It is perhaps no surprise that many have been featured in architectural awards, as they not only offer a 'jewel' of a project to architects, being small in scale but high in profile, but the buildings must also respond sympathetically to

a rich physical and cultural context."

The University's architecture and built environment subjects are ranked in the top 200 in the world, according to the QS World University Rankings by Subject 2018.

Designing for Heritage: Contemporary Visitor Centres is

published by Lund Humphries and is available to purchase on Amazon.

www.northumbria.ac.uk/architecture

Celebrating 25 years as a university



Northumbria's 25-year Thanksgiving service at St Nicholas' Cathedral, Newcastle

As part of Northumbria's 25th anniversary celebrations, staff, students, stakeholders and members of the public came together at a special Thanksgiving service at St Nicholas' Cathedral in Newcastle.

The service, part of the Cathedral's Choral Evensong, was a great opportunity to celebrate Northumbria's heritage and its future as a world-class university: Northumbria at Newcastle.

The University's year-long 25th anniversary celebrations kicked off last summer at a special reception in June in the Great Hall on City Campus hosted by Chancellor, Baroness Tanni Grey-Thompson DBE and Vice-Chancellor, Professor Andrew Wathey CBE (pictured).

Northumbria can trace its origins back to Rutherford College, a 19th Century institution founded with the purpose of expanding educational opportunity in Newcastle and providing an environment for learning and innovation. Since becoming a

university in 1992, Northumbria has grown in stature, reputation and impact and it is now one of the UK's Top 50 universities. Among its many accolades, Northumbria had the 4th largest increase in research funding in the last Research Excellence Framework (2014) and it was also shortlisted for University of the Year in the Times Higher Education Awards in 2017.

Northumbria has unveiled a new brand position designed to reinforce the University's credentials as a true challenger institution. #TakeOnTomorrow has launched alongside a new logo, establishing Northumbria's ambition, which embraces the future and tackles global challenges head on – for the next 25 years and beyond.

www.northumbria.ac.uk

Timeline

A lot has happened since 1992. Here are just some of Northumbria's achievements and milestones since gaining university status 25 years ago:

1992: Newcastle Polytechnic becomes the University of Northumbria at Newcastle

1995: New Faculty of Health, Social Work and Education created

2000: Northumbria becomes the largest university in the North-East

2002: The University of Northumbria changes its name

2005: Named Sunday Times Top New University of the Year

2007: Award-winning City Campus East opens

2011: £30m Sport Central opens

2013: The University's Student Law Office wins the Queen's Anniversary Prize

2014: Northumbria opens London Campus

2015: Northumbria won Times Higher Education Business School of the Year Award

2017: Shortlisted for the University of the Year Award in the Times Higher Education Awards

2018: Northumbria launches new logo and brand position #TakeOnTomorrow



Vice-Chancellor, Professor Andrew Wathey CBE



Team Northumbria Superleague netballers

New logo scores an early hit with Superleague netball team

Team Northumbria Superleague netballers were the first to #TakeOnTomorrow after stepping out on court in kit sporting the University's new logo.

A crowd of more than 650 saw the new-look team take on Bath in an exciting season opener. Speaking just before the game in February some of the players explained what the new brand and logo meant to them.

Iman Thomas, studying Criminology and Sociology, said: "The new logo is very different and really stands out, especially with the shield which gives you some history and a clear identity. You really feel you are representing Northumbria when you are on court. The hashtag #TakeOnTomorrow has a sense of being inquisitive as well, which I like because it shows we are not just athletes but students too. The new logo certainly represents that.

Whether you have a good a day or a bad day, #TakeOnTomorrow gives you something to strive for."

Law student Tamsin Maola added: "It is definitely bold and prestigious and you can see the history coming through, which gives it that grounding. Being able to identify with it so well also backs up the fact that we are proud of who we are and who we are representing. #TakeOnTomorrow is about having that drive and ambition, whether that is as students pushing for higher grades or on court taking on your opponent."

www.northumbria.ac.uk/sport



Netball stars

Spelling out the problem of summer learning loss

The loss of academic skills and knowledge among children who do not attend a holiday club over the summer holidays has been confirmed by a team of researchers at Northumbria.

The Northumbria-led study, Investigation of Summer Learning Loss in the UK – Implications for Holiday Club Provision, is the first in the UK to demonstrate that after a seven-week holiday, primary school children's ability to spell declines.

The research involved more than 70 children, between the ages of 5-10 years of age, from three schools across deprived areas in Scotland and the North East of England who did not attend a holiday club over the summer. They were tested in spelling

and reading ability immediately before and immediately after the school summer holiday, and then approximately seven weeks later.

Findings showed that children's spelling scores were significantly poorer upon returning to school compared to scores at the end of the previous term. Once children had returned to school, their spelling improved but it took nearly four weeks to reach the same level of performance shown at the end of the previous term. Children's reading ability, however, did not improve or



get worse after the summer holiday, according to the study.

Jackie Shinwell is a collaborative PhD student within the Department of Psychology at Northumbria and co-authored the study under the supervision of Professor Greta Defeyter, Director of Healthy Living at the University.

"This study is part of a wider evaluation of the network of holiday clubs across the UK that are being delivered by a range of partners," said Jackie.

"It was important to do this research to first, establish whether there was quantitative evidence of children's learning loss across the summer in the UK. I am

now interested in investigating whether holiday clubs can help reduce this loss."

Professor Defeyter advises a number of national governmental and international committees on the importance of school breakfast clubs and holiday activities.

This research is important in demonstrating that holiday hunger is not simply about children going hungry or eating unhealthy foods. Professor Defeyter added: "The Healthy Living Lab at Northumbria has carried out extensive research into holiday hunger, and this data provides insight into the impact of long school holidays on educational attainment in primary-age children

– particularly in areas of poverty.

"This research adds to a growing body of evidence that shows there is a real need for accessible activity provision during the school holidays for children and young people in the UK. Future research investigating whether children show similar patterns in terms of mathematics, and whether learning loss is affected by social class may have important implications for UK educational policy and further inform the need for the type and scope of holiday provision in the UK."

<http://healthylivinguk.org/>



Karl springs into action to develop global gymnastics

Northumbria's Karl Wharton has seen his expertise in coaching gymnastics recognised on a global stage.

Karl, a Senior Lecturer in Sport Coaching, has been invited by the International Gymnastics Federation (FIG) to be part of a four-strong working group

that will significantly influence the development of acrobatic gymnastics around the world.

FIG formed the group after receiving support from the International Olympic Committee to go ahead with the World Age Group Development and Competition Programme. The aim of the group is to co-ordinate and merge with the FIG academy programme (a three-level coach education programme) for Acrobatic Gymnastics. Karl's involvement in the development of the technical content and curriculum of the academy programme was instrumental, with his work forming the basis of the three levels of technical manuals and technical lectures that the FIG have been permitted to use.

This is not the first time Karl's outstanding service to coaching gymnastics has received recognition. In 2016, he received an MBE for his leading work in coaching gymnastics. He was honoured in particular for his work with the Deerness Gymnastic Academy in Durham as well as his role on the FIG Acrobatic Gymnastics Technical Committee.

Speaking about the appointment, Karl said: "Obviously, I am delighted to be invited to be part of this working group and to have an impact on the world stage in the development of gymnastics. It is a great honour and something that will further enhance my standing as a world expert in coaching pedagogy and something that will add value and knowledge to my teaching and

authenticity with the students."

Professor John Saxton, Head of Northumbria's Department of Sport, Exercise and Rehabilitation, added: "This is excellent news for Karl and a worthy acknowledgment of his vast experience as a gymnastics coach. Karl's involvement in this programme and more generally, with the sport's governing body, brings real advantages for students on our Sport programmes at Northumbria. They get access to a world-class gymnastics coach who has played an important role in shaping developments in the sport."



Karl Wharton

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Call up success for Northumbria sporting stars

Northumbria's reputation for supporting the next generation of football talent has been recognised in the latest round of call-ups to the English Universities Northern squads.



Northumbria footballer Luke Hannant

Eleven women and four men from Northumbria have made the cut to represent the English Universities Northern football and futsal squads. Futsal is a variation of football played on a hard court, smaller than a football pitch, and mainly indoors.

Northumbria's rising stars will train and compete in a series of friendly matches before the full English Universities squads – selected from players across the regions – are finalised later this year. The English Universities Programme works to develop talent and selects top athletes from universities across the country to make up a national squad to represent England in the University Home Nations. Last summer it was confirmed that Northumbria's Coach Lane Sports Centre would be the focal point for an accredited Football Association (FA) Women's High Performance Football Centre – one of just eight nationwide.

Amber Whiteley, Northumbria University's Football Development Coordinator, said: "The 15 call-ups across both football and futsal underline the progress that is being made at Northumbria. Our coaching staff and players are doing a tremendous job and it's always great to see that hard work and dedication recognised at a regional and national level. We are very fortunate that we have a talented pool of players at Northumbria right now and I'm confident those selected will be pushing for the full England team."

Whiteley is assisting Portsmouth FC Ladies boss Perry Northeast in delivering the English Universities women's football programme this season. Hannah Marshall, Northumbria women's futsal coach, has been named assistant coach to James Barlow for the full England squad and Andy Coyles, a senior lecturer at Northumbria, is head coach of the English Universities men's football programme.

With the Coach Lane high performance centre home to players

of all ages and abilities from across the North East, it seems Northumbria remains on course to extend its reach as a major player in local, regional and national football.

Michael Gunn, who has developed one of the best programmes in the UK as head of Northumbria men's futsal squad, added: "These are exciting times. We've got two of the futsal men heading off to train with the English Universities Northern squad and another two only just missed out. The performances of both the women's and men's futsal squads in BUCS competition during the last few years prove we've got something special going on here."

At national league level Team Northumbria's men have consolidated a mid-table position in Division One of the Northern League. Manager Colin Stromsoy, also the University's Director of Sport, said: "This is a fantastic time to be involved with football at Northumbria. I'd like to congratulate all of those students who have won call-ups this month and wish them the very best of luck in the coming weeks."

The following students have been named in the English Universities Northern squads: Women's football (Mollie Lambert, Faye Mullen, Georgia Gibson, Louise Griffiths, Bridget Galloway, Olivia Watt); Women's futsal (Grace Donnelly, Jess Ellison, Rhiannon Gray, Lauren Crellin, Louise Griffiths); Men's football (Greg Purvis, Harry Simpson); Men's futsal (Sam Hutsby, Jack Gunn).

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George Wacokecoko

Northumbria on show at St James' Park

Northumbria's Rugby Union team will be the focus of attention when the squad takes to the field at one of the North East's most iconic sporting venues – St James' Park.

Northumbria men's first team has been riding high in the top four of the British Universities and Colleges Sport (BUCS) Super Rugby competition all season with the players focused on making the BUCS Rugby Union Championship Finals at Twickenham in April.

However, before that coach Darren Fearn's squad tackle traditional rivals Newcastle University at Newcastle United's 52,000 capacity St James's Park. The highly anticipated clash is part of 'The Big One' – a festival of rugby on March 24 where the university teams compete first and then professional club Newcastle Falcons take on Northampton Saints in the Aviva Premiership. On a weekend where no football will be played by Newcastle United, Sunderland or Middlesbrough, 'The Big One' is an event that aims to promote rugby to the entire region.

"It's a match we're massively looking forward to," said buoyant Northumbria first team captain Oli Robinson. "I didn't think we would get a varsity game this year so I'm looking forward to it. It is a one-off game, all about pride and who is the best university rugby side in the North East so I'm really excited."

"St James' Park is the biggest stadium in the North East and it gives me goosebumps just knowing I'm going to be playing there. My family is from Newcastle – my brother and my dad are both Geordies – so they are extremely jealous. To be part of this, and to be captain, fills me with such pride."

Robinson's words were echoed by a proud Northumbria University Director of Sport, Colin Stromsoy.

"It's a reflection of just how far we've come in sport at this university over the last few years," said Stromsoy. "The fact that our men's Rugby Union first team, challenging at the top of the BUCS Super Rugby league as one of the best teams in the country, has the opportunity to play at St James' Park is just incredible."

"I am delighted for the players because they've worked so hard. I am also thrilled for Darren and his coaching staff. We have been working very hard with the Falcons, who have done an absolutely unbelievable job. The football club have played a massive part too. We were determined to give the players this opportunity to be fully involved."

Four Northumbria students were named in the latest England Students training ahead of their double fixture with France Students in April. Josh Bragman, Will Muir, Robinson, George Wacokecoko and Jake Ellwood all look set to feature against the French after impressing coach Aaron James. Jo Brown, meanwhile, was named in the England women's training squad ahead of the 2018 Six Nations tournament. The Northumbria student is a key player in the University's women's first team chasing a top two finish in BUCS Premier North this season.

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SPORT

Top 10 in the national BUCS* league



Northumbria Student Sport President Kerry-Anne Hastings lifts the cup

Fantastic fifth for sport stars

Northumbria's sport stars 'Take On Tomorrow' with a stunning fifth Stan Calvert victory in a row.

The University has beaten rivals Newcastle for the fifth year running with a landslide victory, 80-22.

The month-long multi-sport competition between Northumbria and Newcastle University became one of the most one-sided clashes in Stan Calvert history this year, with Newcastle struggling to get over 20 points. The Stan Calvert Memorial Cup is one of the biggest and most

competitive varsity clashes in the country, and a major event for the hundreds of students across both universities who take part in it each year. Northumbria's Director of Sport, Colin Stromsoy, praised the athletes and staff who made this year's effort feel 'a little bit special'.

"This is the result of nothing but hard, dedicated work by amazing students and staff," he said "I'd like to say well done to Kerry-Anne

Hastings, our amazing and winning Student Sport President.

"This was possibly the best Stan Calvert Cup victory of our five. Our students and staff are to be applauded for their application, professionalism and quality. Our success is down to focusing on everything that we can do – and doing it to the best of our ability.

"We make sure that every aspect of the support we offer to our teams is better than anywhere else. In simple

terms, it's about being the best we can possibly be. This year's victory was all about our endeavour, our quality, our determination and our professionalism – all of which drives our culture."

Northumbria's immediate aim is to match their rivals' record breaking six-year winning streak from 2008-2013. Another victory next year in 2019 would see Northumbria do just that, while closing to within two of Newcastle's overall tally.

Colin added: "While we had a resounding win there were some tough matches and Newcastle University really did themselves proud. I watched sport of the highest quality in a number of fixtures – credit to both universities."

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**British Universities and Colleges Sport*

