The academic period 2011-12 has been hugely significant in the ongoing development of Bournemouth University as an institution of international standing and reputation. As the world of higher education has changed around us, we have set out a new direction in the University’s Vision – BU2018: Creating, Sharing, Inspiring – which was approved by the Board earlier this year.

“Creating the most stimulating, challenging and rewarding university experience in a world-class learning community by sharing our unique fusion of excellent education, research and professional practice and inspiring our students, graduates and staff to enrich the world.”

It is a vision we must all – students, staff, and alumni – share as we seek to establish BU as a world class centre of academic excellence in education, research and professional practice; a learning community with a truly global reach combining the elements of Creating, Sharing and Inspiring to deliver the ultimate experience for all.

Our aim is to provide a highly personalised experience where students are actively engaged in all aspects of their learning – receiving an excellent education from academics who are at the top of their field; working collaboratively and sharing knowledge with their peers; getting involved in research relevant to their subject areas; experiencing the joy of discovery; and being prepared for professional practice by undertaking work placements and studying a curriculum that has been developed in close collaboration with industry.

At the heart of BU2018 is Fusion – the combination of inspirational teaching, world-class research and the latest thinking in the professions, which creates a continuous and fruitful exchange of knowledge that stimulates new ideas, learning and thought leadership.

But Fusion is not just a philosophy.

It is a catalyst for a dynamic interaction between staff and students across BU that will result in the widest possible academic, social and professional benefits.

What’s more, BU is committed to bringing it to life with the help of a £3m per annum Fusion Investment Fund.

In this Annual Review you will find many examples of Fusion and how we continue to do everything we can to create, share and inspire across the whole BU community. You will also find information on the investment we continue to make in our infrastructure to maintain the kind of world-class facilities that make BU such a great place to study.

We hope you enjoy it.

Welcome
to a celebration of the best of BU!
The students have played a key role in the projects which highlighted the importance of understanding how the abundance and distribution of Sika deer affect a wide range of species and habitats. Positive effects include their usefulness in managing salt marshes, home to rare species, such as Silver Studded Blue Butterflies, and newly created meadows.

Their research has also shown that numbers need to be managed to prevent over-grazing of important salt marsh habitats and to protect neighbouring areas of forest and crops.

Details of the research were highlighted on a Radio 4 programme Nature: In Search of Ecology, one of a nine part series where experts were called in to examine a problem where wildlife is put at risk.

The programme showed the students focusing on the habitat of the deer, as well as their breeding and feeding habits. It gave a fascinating insight into how students can get involved directly in cutting edge research that brings tangible benefits to external organisations.

Exposure of this kind also helps to raise the profile of the type of student led consultancy work that academics like Dr Diaz are helping to drive as part of BU’s student experience.

The student

“SERT has certainly enriched my experience of being a BU student as it has allowed me to combine the theoretical study of ecology with conservation management initiatives. This fusion of the academic with the practical has been of great personal benefit as it has given me a unique opportunity to work side by side with many experienced conservationists and researchers. It was a tremendous project and one in which they played a significant role, proving the real benefits of this type of student led consultancy.”

Dr Anita Diaz
Senior Lecturer in Ecology in the School of Applied Sciences
Collaborative research that has transformed leadership skills

The research
As research that has helped shape the future of social work and informed Government policy at the highest level, Professor Keith Brown’s ground-breaking report into effective leadership is a prime example of how BU works collaboratively and across sectors.

Professor Brown shared his expertise, and that of BU’s Centre for Post-Qualifying Social Work, to come up with a blueprint for post-qualifying social work, expertise, and that of BU’s Centre within the University infrastructure”.

Entitled ‘Leadership and Management Development for Social Work and Social Care: Creating Leadership Pathways of Progress’ his report has provided the first framework for establishing an effective leadership and management pathway in social care and social work, as well as shown evidence of positive impacts made by authorities who have piloted the leadership module within the pathway.

Co-authored by Jane Holroyd MBE on behalf of Learn to Care, the body that represents workforce development managers from all local authorities in England, the new framework has been developed over an 18 month period that has involved rigorous testing and piloting by key local authorities.

At the heart of this is a new underpinning theory and approach known as Self-Leadership, which critically emphasises the quality of thinking and developing the ability to manage oneself as part of improving personal and organisational performance. Researchers say this Self-Leadership model is applicable to all professions, whatever their managerial positions.

An evaluation strategy was also developed and used to measure and quantify the scale and significance of the change within the whole organisation and led to employers seeing real and significant return on investment. Professor Brown also advised the Department of Health in the drafting of the Mental Health Act.

The impact
“‘This framework is enormously important for the future of long term care in the UK and reputationally for Bournemouth University it is an incredibly important breakthrough. With respect to the majority of the strategies that social work/social care employers utilise for their staff, including leadership development, what we are currently doing with social work and social care training is teaching without testing, and training without measuring the impact. What Professor Brown and his colleagues are doing is to be commended and the University needs to herald what an amazing asset it is to have this Centre within the University infrastructure’.”

Conor Burns, MP for Bournemouth West

The student
“I would highly recommend people studying at Bournemouth University’s Centre for Post Qualifying Social Work. When people first engage in their practice when they qualify, they obviously go through a period of consolidation, but over time people need to keep up their CPD (Continuing Professional Development).

“The course has made a tremendous difference, really helping me to progress my career. I feel like I have become a much more competent person and that I am more creative and open about expressing my views.

“Also, it can really help people to have that time and space away from their workplace, to work with other colleagues on their course, and also then to directly relate what they’re doing on the course to their professional practice. Whether it’s the person doing the course, the organisation, or the people that access the services – everyone benefits from a course like this.”

Deborah Howard
 Acting Associate Director at Dorset HealthCare University NHS Foundation Trust

Sharing our unique fusion of excellent education, research and professional practice

• Fuse research, education and practice to create a unique academic experience where the sum is greater than the component parts
• As part of that fusion, undertake world-class research in recognised areas of academic excellence
• Through our fusion, we will offer exceptional levels of relevant real-world learning opportunities and work placements
• Our fusion will deliver inspirational teaching using the latest technology in world-class facilities
• BU is recognised internationally as a thought-leader through our research, education and practice in key areas of strength.

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BU was awarded the Queen’s Anniversary Prize for Higher and Further Education, recognising the outstanding talent and achievements of staff, students and graduates in The Media School’s National Centre for Computer Animation (NCCA)
Animators facing an Olympian challenge are up to the mark

The project
There is nothing more inspiring than the feats of Olympic athletes, yet as the UK celebrated hosting the 30th Olympics BU was celebrating an Olympian achievement among its own graduates.

But their efforts had nothing to do with sporting or athletic talent – they were involved in a project that sums up the BU ethos of achievement among its graduates.

There is nothing more inspiring than the feats of Olympic athletes, yet as the UK celebrated hosting the 30th Olympics BU was celebrating an Olympian achievement among its own graduates.

The film depicted the UK as a giant stadium with Olympic athletes preparing and competing in a range of landscapes, including a BMX rider preparing at the edge of a cliff and sprinters and gymnasts going through their paces on the streets.

The graduates were from the university’s National Centre for Computer Animation (NCCA). More than 80 graduates of the Centre have gone on to highly successful careers with some of the biggest names in the industry.

“The involvement of our graduates in the cutting edge animation that helped to promote the BBC’s Olympic coverage is testament to the international reputation of BU’s National Centre for Computer Animation (NCCA).”

“Little wonder the NCCA enjoys such a reputation for excellence, both here and abroad. Its graduates are of the highest calibre and long may that continue.”

Stephen Jukes, Dean of The Media School

The graduate
“Working on an animation project for an organisation as high profile and demanding as the BBC requires a special kind of ability at the best of times.”

“Little wonder the NCCA enjoys such a reputation for excellence, both here and abroad. Its graduates are of the highest calibre and long may that continue.”

Passion Pictures

The impact
“Working on an animation project for an organisation as high profile and demanding as the BBC requires a special kind of ability at the best of times.”

“My role at Passion means I design and set up the rigs and tools we use for character animation. I also get involved with simulation, i.e. cloth and sometimes fluids; basically anywhere characters have to interact with other objects. While not actually animating the characters I usually have to provide support for the animators when trying to achieve difficult poses, there were a lot of those on the Olympics spot. The process involves a lot of interaction with the character modellers as it can be quite a challenge to get geometry to deform well and always requires carefully designed topology.”

NCCA graduate Chris Dawson

Character Technical Director for Passion Pictures

Created by Passion Pictures to a concept by creative agency Rainey Kelly Campbell Roalfe/ Y&R, the full two minute 40 seconds version of the trailer was broadcast on Tuesday 3 July 2012 on BBC One. Shorter edits were also used through the campaign in the run up to, and during, the Games.

The graduates were from the university’s National Centre for Computer Animation (NCCA). More than 80 graduates of the Centre have gone on to highly successful careers with some of the biggest names in the industry.

“It is this kind of individual with enthusiasm and imagination. We need people who not only have the knowledge and expertise to deliver but can work collaboratively - and of course are bursting with enthusiasm and imagination.”

“It is a reputation of which we are justly proud and culminated in the award of the Queen’s Anniversary Prize in 2011, recognition of the NCCA’s ‘world class’ teaching and research that is setting new benchmarks in the field of computer animation and digital media as a whole.

“Since its establishment in 1989, the NCCA has pioneered both undergraduate and postgraduate courses in computer visualisation, animation and digital effects. We regularly welcome industry experts to our undergraduate and master classes, and professional teaching staff of the highest calibre also means that our graduates are equipped with the kind of skills demanded by renowned media organisations.

“Indeed, like Christian at Passion Pictures, many of our graduates have gone on to highly successful careers with some of the biggest names in the industry.”

Stephen Jukes, Dean of The Media School

Animators facing an Olympian challenge are up to the mark

Inspiring our students, graduates and staff to enrich the world

• Prepare students for flexible futures with skills to meet the changing demands of the workplace
• Build personal professional development opportunities into all programmes
• Create highly sought after, employable graduates known for their intellectual rigor, critical thinking, professionalism and resilience
• Support and inspire staff to realise their full potential
• Inspire our staff and students to enrich the world.

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A Bolt from the BU!

BU at the Olympics

BU student Rob Grieve (far left) had to be on his toes to keep up with the fastest man on the planet as he helped film Usain Bolt – but he got a ‘high five’ with the superstar athlete for his trouble!

A BA (Hons) Television Production student, Rob worked as a camera assistant during the athletics, medal ceremonies and opening ceremony, so found himself in the thick of the action most of the time.

“It is a summer I will quite simply never forget”

“We followed Usain on his laps of honour after his 100m and 4x100m wins, and I did get to high five him and Johan Blake, and also shake Blake’s hand on another occasion,” said Rob.

“I also got to say good luck to Mo Farah as we were filming his entrance into the stadium for the 10,000m – with Jess Ennis in the background on her lap of honour!”

In fact Rob was often in the right place at the right time during London 2012. He was just yards away from the torch bearers as the cauldron was lit and was right in the middle of the athletes during the opening ceremony.

“It is a summer I will quite simply never forget,” he said.

Other BU students under the auspices of RELAYS (Regional Educational Legacy in Arts and Youth Sport) also took up various roles for the 2012 Games at Weymouth – scene of the sailing events.

RELAYS is a project designed to inspire young people and their communities to participate in, create and promote cultural and sporting activities.

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A sound choice for Ugne

Ugne Ciesiunaite was one of a number of lucky BU students selected by the Olympic Broadcasting Service to bring the London 2012 Games to a worldwide TV audience.

Ugne – who is studying a BA (Hons) in Television Production – was part of the sound team responsible for providing field of play sound at the equestrian events, which included the arena for showjumping and dressage, and the cross country track (approximately 6km long).

For the cross country events they had to prepare the track, which included rigging nearly 90 microphones which were all earmarked on a plan, but often had to be adapted on the spot.

The hard work paid off.

“The distributors said that the sound for equestrian events was better than they’ve heard in a really long time! It was great, knowing that I contributed to something of such high standard, and at the biggest sporting event on the planet too,” said Ugne.

A pool’s eye view for Ben

When Ben Cornish was among the BU students chosen to be part of the Olympic Broadcasting Service team at the Aquatic Centre for the swimming events, he thought his role would be camera operator’s assistant.

But then he got a surprise.

“Whilst filming, I was asked if I would like to be a camera operator, rather than an assistant. I was given a job as camera operator in the press conference area, but then the director for the swimming events needed another operator for his underwater robotic camera called ‘the periscope’.”

Ben’s footage was used in all broadcasts of the swimming, on some occasions more than a couple of times per show.

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Cutting-edge facilities
that are transforming the student experience
BU community: Our people and how they collaborate

Perhaps the best and most tangible example of Fusion and our commitment to the principles of Creating, Sharing and Inspiring is demonstrated in the collaborative work between staff and students. It’s what makes BU such a special place for students and staff alike. Co-creation is at the heart of the BU experience and the following projects demonstrate just how successful student and staff collaboration can be.

The School of Tourism
In the School of Tourism, Caroline Jackson and Miguel Moital worked with Arjun Bahl (MSc Events Management) on a paper entitled ‘Event sponsorship by alcoholic and non-alcoholic drinks businesses in India’. The originality of the study is that it examined how companies make decisions (i.e. sponsors), sellers of sponsorship (i.e. the sponsored) will be in a better position to win over competition and secure the desired sponsorship deals.

“The what started out as a naive attempt to write a dissertation ended up with it being published in a forthcoming issue of the International Journal of Liability and Scientific Enquiry. 2012 Vol. 5”

Arjun Bahl

The Media School
Lecturer became student as Richard Benger (Associate Professor and Head of Postgraduate Research at the Centre for Excellence in Media Practice) collaborated with students Madeleine Saunders and Rachael Reynolds (BA (Hons) English) on the Digital Transformations project, which focused on a videogame called LA Noire and also considered how games of this type are still largely ignored in education as ‘textual subjects’.

“Participating in the Digital Transformations project was both refreshing and stimulating, particularly the role reversal of teaching a familiar lecturer to play a videogame, LA Noire.”

Madeleine Saunders

At the November 2011 award winning event we welcomed the following people to the BU community as Honorary Graduates

Dr Brian Astin
Doctor of Education
Roger Browning
Doctor of Education
Alan Frost DL
Doctor of Business Administration
John Kent
Doctor of Business Administration
Ian Livingstone
OBE Doctor of Arts
Clive Stafford Smith OBE
Doctor of Laws

Communication and Media undergraduate John Gorman was awarded national NUS Rep of the Year for his commitment to strengthening student representation at BU.

Psychology student Lisa Marshall received the National ‘NUS Student of the Year’ award for her outstanding voluntary work. Lisa was also recognised as an Olympic torch bearer, carrying the flame through her home town of Lowestoft.

Hospitability students Julian Dombrowsky, Suzanne Parr and Eleanor Moore collected a top award at the Master Innholders conference for their work on ‘Maintaining Sustainable Competitive Advantage’ in the hospitality industry.

Led by Alison Taylor and Dr. Catherine Angell Bournemouth University received the internationally-recognised Baby Friendly Initiative Award for the high quality of education in breastfeeding provided to midwifery students.

Two students from the School of Tourism Andrew Spencer and Kimberley Kirk-Macaulay were recognised for their excellent work by The Institute of Travel and Tourism (ITT), winning PhD Student of the Year and Hospitality and Catering Student of the Year respectively.

BA (Hons) Multi-Media Journalism graduate Joe Casey was awarded a BAFTA for his special undercover report of care homes for BBC’s Panorama.

Darren Jones, a BSc (Hons) Computer Aided Product Design graduate won two British Engineering Excellence Awards for his fire safety product Freedor.

Student Demographics

Registered students 17,706
Male: Female 42:58


Staff Demographics (As of July 2012)

Total Head Count 1,443 staff

401 Professional, Support and Administration

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Student and Staff Achievements

BU takes its commitment to providing the best educational facilities very seriously. That’s why we are investing £13 million pounds in the university’s infrastructure and IT provision to achieve the strategic aims of BU2018.

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Environment

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Giving back to the community – whether it is here or abroad – is a facet of university life that BU takes great pride in.

For the past three years students from Bournemouth University have made the trip to Bulgaria in partnership with Gapforce hoping to make a real difference to the lives of some very special children. In June 2012, volunteers from the Students' Union at Bournemouth University (SUBU) went to the town of Rousse in north Bulgaria to work at Hope Orphanage, helping with renovation work and spending some quality time with the children. Such was their commitment, the students successfully raised more than £7,500 to fund the trip.

Hope Orphanage currently houses approximately 75 children all aged between three and seven years old. The volunteers were able to play and interact with the children and offer activities such as face painting and making Chinese paper decorations.

But it wasn’t all play. The volunteers renovated the gym by plastering and repainting the walls. They were also able to help financially by purchasing toys for the children to play with and clothes for them to wear.

Volunteering is a new concept in Bulgaria. The average local person doesn’t have the resources to help someone else in their community, which is why the help the volunteers provided was so valuable.

SUBU knows that the children at the orphanage need all the help, support, love and care they can get – and there is little doubt that the volunteers were able to make a real impact on their lives.

The student:
“"I took part in thehub goes global in 2011 and it was one of the most amazing experiences I have ever had. It was a challenge both physically and emotionally but I learnt a lot about myself as a person, met some incredible people and spent time with the Bulgarian orphans, whilst trying to improve their living conditions as much as possible. Thank you to thehub for making this all possible!”

Olivia Easton

The impact
“Thanks to you, during your visit, the children at Hope Orphanage have had a happy and emotionally positive experience and the murals that you did have created a more enjoyable environment for them. We would also like to express our gratitude for the toys and the scooters, which the children love!”

Head Mistress, Hope Orphanage

SUBU achieved ‘Silver’ in The NUS Green Impact awards, narrowly missing Gold

£180,000 was raised by RAG (Raising and Giving) for four core charities: The Teenage Cancer Trust, Margaret Green Animal Rescue, Round Table Children’s Wish and The Royal British Legion - a record breaking year.

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BU: The numbers

1st
This year, BU received first class honours for the third year running in this year’s People and Planet Green League

9%
increase in student satisfaction from 2011 in the National Student Survey (NSS)

54
student and graduate commercialisation and business start-up projects in 2010-11

67
new academic appointments were made in the last year

70+
Computing animation alumni worked on four out of the five films nominated in the category for best visual effects at this year’s Oscars

100% of BU courses offer the opportunity of a professional placement

150
students enrolled on the BU Student Development Scheme with 63 completing the award

246
consultancy and research contracts started in 2010/11

333
student volunteer took up 617 individual volunteering opportunities this year

469
research and knowledge exchange projects were undertaken in 2010/11

480
hours of conservation work were done in conjunction with local police

751
Scholarships were awarded this year

1,253
students completed a full sandwich year placement

1,255
alumni have volunteered to guest lecture to current students

1,800
international students representing 130 different nationalities study at BU

3,856
students graduated in November 2011

6,750
students attended the 2011 Summer Ball, making it the largest of any UK university

7,434
non-UK alumni are still in contact with BU

17,706
students are currently enrolled at BU

48,056
former students in 138 different countries receive regular updates from BU

£1.1m
was spent on staff development opportunities

£2.5m
BU’s income from knowledge exchange in 2011-12

£3m
BU’s total research income for 2011-12

£10m
is our current annual spend on buildings and IT facilities

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