Annual Review 2014
We have maintained our sector-leading reputation for academic excellence, and remain the only university to date to be commended for the quality of student learning opportunities.

Excellence in research has always been one of the cornerstones of our vision, and this year was no exception. A selection of our diverse and exciting work is showcased in this Review, including medical advances for women in labour, 3D printing and the law, and exploring how we can get our children to eat their greens.

We even caught the attention of Prime Minister David Cameron in March for our relevance to industry - he praised our "excellent courses that have helped to build up the British [film] post-production and facilities industries."

This was all made possible by the enthusiasm with which our staff and students embraced BU’s bold new vision. It has been a year of collaboration and cooperation that has seen us forge new academic links around the globe and develop valuable relationships with our local community. For example, this year saw the inaugural BFX Festival which was designed to showcase the visual effects and animation industry, and the Festival of Learning entered its second year and was once again a resounding success.

We are definitely putting our money where our mouth is, and our excellence is being supported by substantial investment in both staff and facilities. This year we have advertised 50 new academic posts, and we have three major construction projects currently underway. Even so, this is still just the tip of the iceberg. In total we will be spending more than £200 million on our facilities over the next five years.

This is a very exciting time for the university and we are very proud of what we have achieved together over the past year.

We hope you enjoy this Annual Review.

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**Welcome to BU**

**Epidural simulator**

**3D printing and the law**

**VeggiEAT: discovering the recipe for good health**

**Cutting edge facilities**

**Festival fun at BU**

**BU community**

**Student and staff achievements**

**Celebrating an award-winning year with SUBU**

**BU: The finances**

**BU: The numbers**

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*Sue Sutherland OBE*
Chair of the University Board

*Professor John Vinney*
Vice-Chancellor

*Chloe Schendel-Wilson*
SUBU President

"This year’s Annual Review highlights how BU just keeps getting better. From our excellent teaching to our cutting-edge research and professional practice, we continue to create, share and inspire people through Fusion.

There have been some exciting developments this year including the new Student Centre and the new academic building. In addition, we remain the only university to be nationally commended for the quality of our student learning opportunities.

Many people have contributed to this success. Firstly the BU Board and University Chancellery. Secondly the outgoing President of the Students’ Union Murray Simpson, and his team, including his successor Chloe Schendel-Wilson. Thanks must also go to our students, the BU alumni and our friends in the Annual Review.

"The Board is delighted with the university’s achievements over the past year. BU’s success is self-evident from its ground-breaking education and research, the awards it has received and the high quality of student applications.

Last year the Board approved unprecedented investment into transforming BU’s facilities to ensure that we offer the best possible educational experience. Progress to date on several ambitious building projects remains on target. We congratulate the Vice-Chancellor and his team, the Deans, Directors of the Professional Services, and all university staff on their significant efforts.

The Board would like to thank the Chancellor, Pro-Chancellors, fundraising champions and benefactors for their generous support which enriches the experience of students and staff.

As a valued member of the Board, we wish to recognise the exceptional contribution of this year’s Students’ Union President, Murray Simpson, and look forward to working with new President, Chloe Schendel-Wilson.”

*Professor John Vinney*
Vice-Chancellor

"The great thing about BU is that it recognises that there is more to the university experience than just a degree, with the ever-competitive nature of the job market, graduates need extra skills to succeed.

BU ensures that all of our students have the opportunity to develop personally and professionally throughout their time at university and supports students long after they graduate.

By putting students at the core of every decision, BU and SUBU can work in partnership to ensure the student journey is an excellent one.

With the development of the student centre at the heart of campus, SUBU is entering into a new era in which student engagement will undoubtedly increase. At SUBU, we aim to promote student engagement and consistently deliver on the needs of today’s students.

I look forward to working with BU in this new era to ensure our students develop the skills they need to stand out in the crowd and have a university experience worth remembering.”

*Chloe Schendel-Wilson*
SUBU President

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*Chloe Schendel-Wilson*
SUBU President

"Excellent courses that have helped to build up the British [film] post-production and facilities industries”

David Cameron, Prime Minister

It has been another year of fantastic progress towards BU’s vision – a fusion of excellent education, cutting-edge research and industry-standard professional practice.

Welcome to a celebration of the best of BU!
Epidural simulator

Award-winning medical technology could improve training and reduce risk for patients

The research

Over a thousand epidurals are administered every day in the UK; most commonly for pain relief during childbirth. Inserting an epidural needle into the spine requires great skill and prolonged training. It can be challenging even for the most experienced anaesthetists. If the procedure is not performed accurately it can result in debilitating pain, extreme headache, nerve damage and in rare cases even death.

BU researchers are working on an innovative NHS project to develop a simulator that will improve training for this delicate procedure. The idea came from Poole Hospital’s Senior Consultant Anaesthetist Professor Michael Wee and draws on the expertise of BU’s medical robotics researcher Dr Venky Dubey.

Together with BU research student Dr Neil Vaughan, Professor Wee and Dr Dubey developed a prototype epidural simulator, which uses software to replicate the procedure. The devices combine ultrasound and MRI images to assist epiduralists in determining the position of the epidural needle. Unlike existing epidural training technology it incorporates a patient’s weight, height and BMI. Coupled with a physical mannequin, this is a realistic model for training.

The project has received international recognition, having been awarded the Institution of Engineering and Technology (IET) Innovation Award in the Information Technology category, seeing off competition from more than 400 entries from 30 countries.

The team are now working with NHS Innovations South West Ltd., who develop and commercialise innovative and commercialise new innovative technology and train NHS Innovation Leaders.

The impact

Professor Michael Wee, Consultant Anaesthetist at Poole Hospital Trust

“One of the most common problems after an epidural for labour is what is called a dural tap, where the epidural needle punctures the covering of the spinal cord and causes leakage of spinal fluid. This may cause a debilitating headache for the mother and prevent her from caring for and enjoying her newborn. There is a need to provide precise training in a delicate clinical procedure which has potentially devastating effects when things go wrong.

This prototype simulator allows epiduralists to practise on something that closely resembles the real person. If widely adopted this could reduce the learning curve, making epidurals more effective and potentially reducing the risk to patients. This may be translated into savings to the NHS in the form of a reduction in compensation claims.

The ultimate intention is to create a high-fidelity epidural simulator with incorporated sound and vision true to the labour environment. This will increase the realistic experience of training, similar to that of a flight simulator. I decided to team up with the BU School of Design, Engineering and Computing as they have the necessary expertise and skills in developing the epidural simulator.

The student

Dr Neil Vaughan

“I received my PhD for my work in developing the prototype epidural simulator and it’s rewarding to be titled ‘Doctor!’ It has been wonderful working with this team of researchers. Together we have successfully won world-class awards, published in high-impact journals and presented at prestigious international conferences.

Highlights for me were receiving the ICT Pioneers award in the ‘Transforming Society’ category and being awarded a prestigious Scholarship from the Institute of Engineering and Technology. Most importantly though, my satisfaction has come for being part of a team working to develop technologies and devices which could improve clinical training, reduce patient injuries, and ultimately save lives.”
and the Law
Research could shape the future of British law when it comes to intellectual property and 3D printing

The research
3D printing technology has been around since the 1970s, but in recent years the industry has seen an exponential growth. Significant technological developments and wider accessibility for consumers has meant three-dimensional objects can be more easily recreated and personalised in the home or office. However, there is still limited literature and debate on the implications for IP law.

The potential to reproduce physical objects ranging from toys to jewellery and many more, caught my imagination. I also realised that there was a complete lack of academic articles or research on the topic of IP implications of 3D printing, although it raised so many interesting and complex issues.

I began to explore the implications for IP law, and started researching and publishing in this area. Since then, I have published several articles, received funding for further research and delivered talks in the UK and abroad, including a keynote speech at the European Parliament.

Through my PhD in Copyright Law I have worked as a Research Assistant for a number of projects undertaken at the Centre for Intellectual Property Policy and Management (CIPPM). During 2013-2014, I was involved in assisting Dr Dinusha Mendis on a project on 3D printing and Intellectual Property Law commissioned by the UK Intellectual Property Office (UKIPO). I was particularly involved in providing research assistance for the project report on the ‘Legal and Empirical Study of 3D Printing Online Platforms and Analysis of User Behaviour’.

The impact
"The interaction of 3D printing and intellectual property law is a new policy issue for the UK Government. The UK Intellectual Property Office (UKIPO) commissioned the IPO Commissioned Project aims to fill the gap in the research whilst informing the development of policy in this area. It has also acted as a springboard for further collaboration with industry and other stakeholders across the UK and abroad."

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.

As part of that fusion, undertake world-class research in recognised areas of academic excellence.

More information is available at www.bournemouth.ac.uk/cippm
VeggiEAT: discovering the recipe for good health

A new Pan-European project is finding out how making vegetables tastier can improve health across the continent

The research

Only one in ten children and less than a third of adults are eating the recommended ‘five a day’ of fruit and vegetables, according to the latest government figures. Their health is suffering as a result.

BU’s Dr Heather Hartwell is leading a cross-European project to encourage people to eat more vegetables and to enjoy them too. As food service operators can have a powerful influence here, the project is in collaboration with some high profile industry partners.

The VeggiEAT team are researching the characteristics people most like to taste in vegetables, including how factors like size, sweetness and texture make a difference to people’s enjoyment. Using this knowledge, the team will develop innovative new recipe ideas involving vegetables, such as sweetcorn mousse and cake made with peas.

VeggiEAT is due to be completed in September 2017, and it is hoped the project will eventually inform government policy across Europe and put the food service industry at the forefront of healthy eating interventions – while also giving consumers foods they will enjoy.

French company Bonduelle, which produces and sells processed vegetables, is providing samples of different peas and sweetcorn for testing, to see whether characteristics like size, sweetness and texture make a difference to people’s enjoyment. The French training academy and research centre for the food and hospitality industries - the Institut Paul Bocuse - is also a partner.

Aalborg University in Denmark and the University of Florence are also collaborating in VeggiEAT, which is a Marie-Curie Industry and Academy Partnerships and Pathways (IAPP) project, funded by the European Commission.

The impact

VeggiEAT is the latest in a series of Dr Hartwell’s impact-led projects, which have influenced nutrition and food provision in organisations such as hospitals and prisons.

“There’s been a lot of individual intervention such as the ‘five-a-day’ message. VeggiEAT is looking at vegetable consumption from the premise that we are all eating out more and so the food service industry needs to take more responsibility,” she said.

“Sources of collaborations are a win-win situation really. Industry gets help with their research and development, and it’s really important that the work we do in universities is not isolated from how industry works. We can suggest solutions, but unless they are going to work in a real-life context, they are never going to be useful. That is one of the strengths of the VeggiEAT project.”

The student

Sarah Price

“Having the opportunity to help with the VeggiEAT Project was great as it gave me an insight into real life research. I helped with the data collection as part of the Festival of Learning which involved taste-testing of vegetables with school children and older adults. This was an excellent chance to experience working as part of a team of international researchers as well as collecting data. Assisting with the data collection of the project has taught me skills which will be very valuable for the data collection of my PhD project.”
Cutting-edge facilities

Investing in BU

Over the last year BU has continued to invest millions in improving facilities and services across both campuses.

- Work began in summer 2014 on a £22m academic space on Talbot Campus, due for completion in 2016.
- A new student centre which will be home to student support services and the Students’ Union at Bournemouth University (SUBU) will be completed in spring 2015.
- An additional £3m has been invested in improvements and refurbishments to buildings on both campuses.
- New services contracts for catering, security and cleaning have been awarded in 2013/14, valued at £3.4m per year.
- Capital investments were assisted by major donors, including donations from The Garfield Weston Foundation.
In its second year, and a flagship regional event for Universities Week, the Festival of Learning was a great chance to showcase the best of BU to the community – sharing the wealth of knowledge and expertise within the university and demonstrating how work done here can impact on lives around the world.

BU students also had the chance to showcase their skills, knowledge and talent during the Festival of Design and Innovation, which ran from 20–23 June. 190 students from across six Design, Engineering and Creative Technology courses exhibited their final year projects – with everything from a tunnel-boring machine to an eco-shower and indicator light system for bikes on display.

The Festival of Design and Innovation attracted over 500 visitors – including industry representatives and talent scouts – as well as groups from local schools, inspiring the next generation of potential budding designers.

This year a record 18 students from BU also went on to exhibit their work at the prestigious New Designers Festival – with Product Design student Graham Friend winning the Proctor and Gamble Award for his Skypouch design, which aims to make air travel more comfortable for babies and their parents during flights.

Festival season hit BU in style this summer, with thousands of people enjoying the Festival of Learning and Festival of Design and Innovation.

With more than 150 free public events running from 9–15 June, this year’s Festival of Learning had something for everyone – with events ranging from weird and wonderful food tasting to professional development opportunities and fun sporting activities.

There were over 4,000 visits to Festival events at BU’s campuses and locations across Dorset, with positive feedback from many attendees – including the Rt Hon David Willetts MP, then Minister for Universities and Science, who officially opened the Festival of Learning.

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It's so important to get members of the public visiting universities. Because there are lots of people who don't quite know what happens on a university campus, it's important to build good relations between the university and the wider community and having thousands of people coming into Bournemouth University, because of the range of activities available at the Festival – that's a great idea!
The Rt Hon David Willetts MP

I think this event is a really good idea. I found it all extremely interesting and all the staff/student volunteers were so friendly and helpful.
Lynne Andrew – Member of the public

As a student on the Business Studies degree programme, I have really enjoyed my placement year as the Festival of Learning 2014 event coordinator. I feel that I have had the perfect opportunity to gain and develop my skills and knowledge, and grow in confidence. I am proud to have played such an important part in showcasing the best of BU and its world-leading research. I strongly encourage all staff and students to get involved next year, whether to run an event or just attend!
Emily Loring – Events Coordinator (Festival of Learning)

This is a great Festival, well done. Having only moved to the area recently this was a great way to see the university, very impressive.
Pat Edwards – Member of the public

Over 4000 visits were made to this year’s Festival of Learning activities on campus and across the region, which was great to see. Feedback from the local public has been extremely positive and a wealth of new connections and partnerships with local organisations and individuals have been formed. We have received recognition from both regional and national educational bodies which further supports BU’s commitment to public engagement through events such as the Festival of Learning.
Barry Squires – Festival of Learning Manager and Research Development Officer for Public Engagement

Thousands visited BU this summer to enjoy the activities on offer and see the talent on display.

What they said
Across the university, staff and students have been embracing the principles of fusion through collaborative work in the community.

They have been sharing ideas, knowledge and expertise with people and organisations across the region on creative and research-based projects that make an impact. Here are just a few of those projects that show what makes BU so special.

**Student and staff achievements**

Four BA (Hons) Advertising students, Laura Merchun McAulay, Florence Evans, Cameron Black and Marta Cowburn Cuesta, won Ad Venture, a European-wide advertising competition, organised by the European Association of Communications Agencies (EACA).

Pioneering work on healthy lifestyles and nutrition led to a £144,000 grant for Dr Jane Murphy, Associate Professor in the School of Health & Social Care.

60 Media School graduates worked on Oscar-winning film Gravity – prompting praise from Prime Minister David Cameron on the excellence of BU’s visual effects courses.

At New Designers 2014, Product Design student Graham Friend won the Proctor & Gamble Award for Exemplary Design with Skypouch, a product designed to support babies during air travel.

The prestigious Celia Brackenridge Prize was awarded to Emma Kavanagh Lecturer in Sport Psychology and Coaching Sciences, for the best emerging presenter at the Brunel International Research Network for Athlete Welfare (BIRNAW) Symposium at Brunel University.

The Bournemouth University Boat Club was named NUS Sports Club of the Year for their charitable accomplishments and dedication.

**Environment**

BU retained the EcoCampus Gold Award in 2014, one of only 21 higher education institutions in the UK to achieve this award, after demonstrating it operated in a sustainable manner - including having a robust environmental management programme in place.

The Big Dig hit international headlines this year after the discovery of five Roman skeletons. The unique find was uncovered by archaeology students and staff at the Winterborne Kingston dig, and could change how we view the history of Romans in Britain.

**The BU community**

*Across the university, staff and students have been embracing the principles of fusion through collaborative work in the community.*

They have been sharing ideas, knowledge and expertise with people and organisations across the region on creative and research-based projects that make an impact. Here are just a few of those projects that show what makes BU so special.

**See[n But Seldom Heard**

‘See[n But Seldom Heard is a collaborative research project aimed at challenging the public perceptions of disability. Dr Carrie Hodges and her team in BU’s Media School and Wendy Cutts and Dr Lee Ann Ferge from the School of Health & Social Care, have partnered with Victoria Education Centre and Sports College on the research.

Through workshops and events, the project enables young disabled people to explore their experiences of disability through creative methods including writing and poetry performances.

“I wanted to express my story and show people that disability isn’t all about the wheelchair. [The most important thing about the project was] that we all got our individual voices heard… everyone deserves a say.” Participating student, Victoria Education Centre and Sports College

**The BUDI orchestra**

An innovative project has brought together professional musicians with local dementia patients and their carers. Members of the Bournemouth Symphony Orchestra (BSO) collaborated with Bournemouth University Dementia Institute (BUDI) on a project aimed at helping those with dementia learn, or relearn, how to play musical instruments. The BUDI orchestra project resulted in a one-of-a-kind public performance from the BSO musicians and people with dementia blending singing, body percussion and playing instruments. The orchestra plans to continue rehearsing together and are planning future performances thanks to funding from the Dorset Legacy Fund.

“It’s been a pleasure to be involved in the BUDI orchestra. Getting to know these wonderful people and being able to make music together has been a very rewarding and moving experience. Music makes a real connection and being able to witness the blossoming of confidence in everyone both individually and as an ensemble makes it a very worthwhile project.”

John Murphy, Bournemouth Symphony Orchestra Musician

**BU Dorset Shrievalty Awards**

Supported by the Office of the High Sheriff of Dorset, the ‘BU Dorset Shrievalty Award’ celebrates the accomplishments of students working on a chosen local community project that allows collaboration with stakeholders to make a difference. The award, which is in its third year, forms part of the BU Student Development Award and enables students to develop experience in the community.

“The Shrievalty Award will give me the opportunity to make genuine contacts, which will help me to pursue people in the future and could lead to future employment.” Participating student, Victoria Education Centre and Sports College

**Staff Demographics**

- Total number of fixed term and permanent staff as of July 2014: 1529
- Academic staff: 640
- Professional & support staff: 889
- Male: 42%
- Female: 58%
- Overseas staff: 15%
- Full-time: 1,190
- Part-time: 338

**At the 2013 Award Ceremonies we welcomed the following people into the BU community as Honorary Graduates**

- Dr Peter Wilson MBE
  - Doctor of Arts
- Dr Helena Lucas MBE
  - Doctor of Arts
- Professor Alice Roberts
  - Doctor of Science
- Dr Kenneth Vall
  - Doctor of Education
- Dr Eddie Bullock
  - Doctor of Business Administration
- Dr David Alfred MBE
  - Doctor of Education
- Dr Michael Viasto OBE
  - Doctor of Technology

**Student Demographics**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
</tr>
<tr>
<td>Mature</td>
<td>35%</td>
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<tr>
<td>Overseas</td>
<td>8%</td>
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<tr>
<td>International (Overseas, EU (non-UK) and Channel Islands)</td>
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<tr>
<td>Full-time</td>
<td>76%</td>
</tr>
<tr>
<td>Part-time</td>
<td>24%</td>
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<tr>
<td>First degree</td>
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</tr>
<tr>
<td>Other undergraduate</td>
<td>19%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>14%</td>
</tr>
<tr>
<td>Partner Institution students (no.)</td>
<td>2,189</td>
</tr>
<tr>
<td>UK students from within a 50 mile radius</td>
<td>36%</td>
</tr>
</tbody>
</table>

**Honorary Graduates**

The following people were named Honorary Graduates at the Annual Graduation Ceremonies on 11 July 2014.

- Dr Michael Vlasto OBE
  - Doctor of Education
- Dr David Alred MBE
  - Doctor of Business
- Dr Eddie Bullock
  - Doctor of Education
- Dr Kenneth Vall
  - Doctor of Science
- Professor Alice Roberts
  - Doctor of Arts
- Dr Helena Lucas MBE
  - Doctor of Arts
Celebrating an award-winning year with SUBU

The Students’ Union at Bournemouth University (SUBU) have enjoyed another successful year supporting and nurturing students at BU.

From humble beginnings as the Bournemouth Polytechnic Students’ Union, SUBU has become one of the leading students’ unions in the country. As well as celebrating its 20th anniversary, this year SUBU was shortlisted and won a number of national awards that reflect its significant and diverse impact on the student experience.

SUBU’s Volunteering service developed significantly this year, with more than 700 students doing more than 4,000 hours service in the local community. Key highlights included the establishment of six permanent student-led community projects, with 16 committed student leaders, and the development of a huge community project – The Big Feed – which collected over four tonnes of food for local foodbanks.

This hard work and dedication from SUBU staff and students alike was recognised with a Volunteering Service Award 2013/14 from the Student Volunteer Network (SVN), while Alexa Browning, one of SUBU’s Volunteer Coordinators, was also shortlisted for an SVN Lifetime Achievement Award.

It was an equally successful year for sports at BU, with the Bournemouth University Boat Club winning ‘Sports Club of the Year’ in the National Union of Students (NUS) Awards. The Boat Club impressed judges with their commitment to introducing new students to their sport, raising money for charity, and working with children in local schools – while also training hard and winning many races throughout the year. After running an international intensive training camp, the Boat Club also narrowly missed qualifying for Henley Regatta this year – a huge achievement for such a small but dedicated club.

SUBU’s Student Representatives were runners-up at the same NUS Awards ceremony in the ‘Best Academic Representation’ category. More than 700 Student Representatives have been trained and are active in representing the views of students across the university to help improve the student experience. The working partnership between BU, SUBU and the students has now been recognised and published by the Quality Assurance Agency (QAA) as a ‘Good Practice Case Study’ for others to learn from, adding to the commendation BU received from the QAA for student learning opportunities.

Finally, Raising And Giving (RAG) had another great year, with a huge £165,000 being raised from their charitable activities - which included trips to Ghana, Nepal, Kilimanjaro, Machu Picchu, and Vietnam. The hugely popular annual ‘LEGIT’ 24 hour hitch hike challenge saw 158 students raise over £15,000, with this year’s winners reaching the Sahara Desert!

The SUBU team are always a pleasure to work with, whether that is arranging access to the Home Secretary for NERVE student magazine, hosting student warden events at Westminster or attending community events with them. And it is always a pleasure to see the innovative way RAG go about raising so much for good causes. SUBU are national leaders in this respect.

I have found SUBU to be an enthusiastic and engaged team of individuals and I look forward to continued involvement with SUBU, the university and the wider student body. Representing SUBU and BU is one of the most enjoyable parts of being the Member of Parliament for Bournemouth West.
BU: The finances

Expenditure 2012-13 £000

Summary consolidated income and expenditure account for the year ending 31 July 2013 (£000)

Income 2013

- Funding Council grants £30,094
- Tuition fees and education contracts £74,933
- Research grants and contracts £3,076
- Other operating income £11,832
- Endowment and investment income £629

Total £120,145

Expenditure

- Staff costs £61,531
- Depreciation £6,398
- Other operating expenses £49,735
- Interest payable £2,601

Total £120,265

Summary consolidated balance sheet as of 31 July 2013 (£000)

2013

- Fixed assets £89,021
- Current assets £36,461
- Creditors: Amounts falling due within one year -£17,759

Total assets less current liabilities £107,723

- Creditors: Amounts falling due after more than one year -£33,666
- Pension liability -£29,975

Total net assets £44,082

Represented by:

- Deferred capital grants £21,088
- Revaluation reserve £5,716
- Revenue including pension reserve £17,278

Total funds £44,082

BU: The numbers

1st university to be “commended” for the quality of student learning opportunities (QAA)

89.9% of BU graduates have work experience, more than any other university in the UK

91.6% of UK-based BU graduates were either in employment or further study within 6 months of graduation

448 postgraduate researchers studying at BU in 2013/14

580 research and knowledge exchange projects underway in 2013/14

80% student satisfaction in the 2014 National Student Survey (NSS)

1st university to be “commended” for quality of student learning opportunities

Visit the BU Annual Review 2014 website at buannualreview.org.uk