

BU

Bournemouth
University

2006

review



highlights 2006

- BU welcomed nearly 16,000 students to study on nearly 200 first degree courses (including 61 foundation degrees) and over 140 postgraduate degree courses, in addition to a range of professional and short courses
- More than 1,600 international students now study at BU representing nearly 130 countries from around the world
- Over 400 BU students now benefit from scholarships
- BU's renowned Media School remained the largest centre of professional higher education for the media industries in the UK with over 2,000 undergraduate and postgraduate students
- BU educated over 5,000 health and social care staff in the South West of England, enjoying the highest category of confidence in its National Health Service-funded provision
- The Bournemouth Hotel School commenced development with BU backing. When complete it will be the first fully-commercial teaching hotel in the UK
- Building on its recognised areas of research strength and potential, BU began recruiting 28 new senior academic members of staff
- BU offered more fully-funded PhD studentships than any other UK university and enrolled 60 students in a wide range of disciplines
- Graduates of the BU-based National Centre for Computer Animation worked on major films including *Shrek* and *Happy Feet*
- Among the prestigious *alumni* from Bournemouth are Edwina Dunn, Chief Executive of Dunhumby and one of the brains behind the highly successful Tesco Clubcard Scheme; Reza Dehghani, founder of the popular streetwear brand Criminal Clothing and Rachel Jones, producer of Radio One's breakfast spot *The Chris Moyles Show* which attracts nearly 10 million listeners each week day



highlights

Contents

Welcome from the Chair of the University Board	2
Foreword – a view from the Vice-Chancellor	4
Year in review	6
New BU branding	10
Research	12
Tourism	16
Advantage	18
Engaging community	20
Innovation	22
Enterprise	24
Sustainable development	26
Alumni and development	28
Achievements	30
Statistics	32
Summary of accounts	34
Key people	36



contents



welcome

elcome from the Chair of the University Board

**A Fellow of the
Institute of Actuaries
and the Chartered
Institute of Management,
Alan Frost has long
experience in the financial
services sector and
is an experienced former
CEO with a reputation
for strategic thinking
and successful change
management**

Bournemouth University is an engaging and vibrant place and an institution that I am proud to serve as Chairman of the Board.

As Bournemouth – or BU, as it has been rebranded – positions itself for the future, two key strands emerge which are of vital importance if we are to achieve our goal of sustaining the future of the University for generations to come.

The first of those strands is the emphasis we've placed on our long-term future which we believe is secure. The Board's endorsement of a new Corporate Plan in 2006 and the ongoing process to adopt our new Strategic Plan in 2007 will serve to consolidate that position further still.

We must also prioritise the sustainability of the environment as we know that our students and others will want this issue to be at the top of our agenda. We will, undoubtedly, be measured by how well we manage these issues and the control we exert on the environmental impact of Bournemouth University on the constituencies it serves. That impact includes our estate, represented by our two campuses in Bournemouth and Poole, which now more clearly reflect what we are about as a University.

Our principal constituencies comprise three very important communities – our students, our staff and those with whom we live and work. The University's actions must reflect our wish to ensure that these communities are properly served. This means that we must provide our students with optimum value for money in return for the investment they make in BU, particularly in light of the increased fees students now pay. We must treat our staff with respect and support them in releasing their potential as academics in an enriched learning environment. We must serve as a beacon to the outside world, taking account of what's going on around us and seeking to add to the spirit of the local community by our efforts as a University.

The key to our success in all of these areas remains sustainability and it is on that premise that we will judge ourselves – and be judged – a successful University.

**Alan Frost,
Chair of the University Board**

High

quality higher education in an academically-rich environment: building a future on firm foundations

foreword

A view from the Vice-Chancellor

This is my second Annual Review Foreword since I took up my appointment as Vice-Chancellor in September 2005. I am pleased to report that the possible changes I signalled at that time have been embraced enthusiastically by those with an interest in our development.

My previous foreword spoke of how the University had come a long way in a short time and discussed the firm foundations on which we can build. These foundations are outlined below.

- We are a popular University; we now have nearly 16,000 students studying with us, of whom over 1,600 are from overseas.
- We remain the **only** University at the heart of the largest non-industrial conurbation in Europe. We enjoy a magnificent location, sandwiched between the UK's newest National Park, best beaches and largest natural harbour. The area is home to a major financial services sector, the largest concentration of language schools outside London and the national headquarters of several major companies.
- We have a dedicated and enthusiastic staff.
- We have several small centres of excellence on which we can base future growth.
- Bournemouth is world-renowned as an international conference centre and plays host to major academic, professional and party political conferences. It is also one of the largest exhibition and entertainment venues on the south coast.
- The University is an increasingly powerful player in the economic and cultural life of South West England and is recognised increasingly as a key driver in the region's knowledge economy.

We spent the early part of 2006 reflecting on what our future might hold, confident that we could be whatever sort of University we wanted to be. We returned to basics and focused on our values of *creativity, innovation, partnership* and *enterprise*, our attitude that is *friendly, professional, inclusive* and *supportive*, our commitment to our *region* and our outlook that is truly *global*.

We then developed a collective understanding of a much-changed higher education environment that awaits us in only a few years time.

Following extensive internal discussion our Corporate Plan was published in July 2006. In this we imagined 2012 and described what we saw:

Bournemouth University is a youthful and innovative international institution offering a range of high-quality academic programmes geared to the professions. Our student-centred learning environment emphasises both intellectual achievement and employability. We are proud of our strength in research and enterprise and the world-class standing of our centres of academic excellence.

The Corporate Plan provides the framework within which we are now plotting a course to this vision. Colleagues in our Schools and Professional Services completed this part of our planning by the end of 2006 but there is much work to be done as we craft our Strategic Plan for July 2007.

While the planning has continued, we have started (and in some cases completed) projects to initiate the change process; here are a few examples:

- Our corporate image has been transformed through our highly successful rebranding project. The new and enlivened appearance of this Review is one of many highly-visible examples of its success.
- We have changed the Senior Team by external appointments to the following key posts: two Pro Vice-Chancellors, three Heads of School and a Head of a Professional Service.
- We have advertised 28 new academic posts to accelerate the development of our existing and potential centres of excellence. We have been delighted by the quality of applicants and have begun to make appointments.
- We have launched a fundamental programme to "Release the Potential" of our academic staff, to ensure they are provided with the support they need to make the transition from a concentration on the process of teaching to a concentration on the process of learning; and to use the efficiency gain to support ever greater levels of research, enterprise and professional practice. The aim is to ensure that student learning is facilitated by academics at the forefront of their field.
- We have developed our capability to keep at the leading edge of technological innovation in higher education; most notably a new and very effective virtual learning environment, computer-based personal development planning and an increased use of podcasting. (Many of the more recent developments are made possible because we have one of the most extensive wireless computing networks of any UK university).
- We have reviewed our research environments and research output and have focused on those areas with the greatest chance of success in our preparations for the Research Assessment Exercise (RAE) 2008.
- We have appointed 60 fully-funded PhD students to strengthen our research environment.
- We are reviewing the Academic Career Structure to ensure a close fit with our Corporate Plan.

The reflection, planning and actions of 2006 were made possible by the Board, Executive, academic staff and professional services staff coming together in a common cause. This was a tremendous achievement, for which I thank them all; this puts the University in a very strong position for 2007 and beyond.

Professor Paul Curran
Vice-Chancellor

6 year in review

Year in review

Anthony Minghella, centre, launches the new Skillset-funded Bournemouth Screen Academy. Left, Stephen Jukes, Head of The Media School, and right, Professor Stuart Bartholomew, Principal of the Arts Institute at Bournemouth



January

The appointment of Liisa Rohumaa, Deputy Editor of the *Financial Times* website, FT.com, as the country's first online journalist in residence with the Media School coincides with the start of a major study into the emotional literacy of journalists and journalism training funded by a £75,000 grant from the Arts and Humanities Research Council.

Dame Yvonne Moores, the former Chief Nursing Officer for England, accepts appointment as Pro-Chancellor of BU.

February

BU makes the first of a series of senior management appointments throughout the year by announcing Professor Nick Petford as Pro Vice-Chancellor (Research and Enterprise) and Professor Rosemary Pope as Pro Vice-Chancellor (Education).

March

Award-winning film director and screenwriter Anthony Minghella confirms Bournemouth's status as one of Britain's leading centres for film-making by launching the new Skillset-funded Bournemouth Screen Academy, a joint initiative with the Arts Institute at Bournemouth.

BU's Centre for Intellectual Property Policy and Management starts the development of a University-wide IP Copyright policy and related staff development programme to achieve sustainability and equity across the University community.

The newly-completed Melbury House, home to the University's Professional Services and Innovation Centre on the Lansdowne Campus, is opened by the High Sheriff of Dorset, Charlotte Townsend, who resides in the original Melbury House in West Dorset.



Bill Bryson

The University's undergraduate computing courses achieve accreditation by the British Computer Society, giving full exemption for students to achieve membership of the BCS upon graduation.

IHCS wins a £1.2 million per annum contract to provide post-qualifying education and continuing professional development education to NHS staff in Dorset and Somerset until at least 2010.

April

Mother-daughter duo Lynn and Laura Meaden graduate from BU during Spring Award Ceremonies. Both complete the Bachelor of Arts in Business and Management, part-time, with mother Lynn achieving an upper second.

May

BU's Legal Practice Course (LPC) achieves the highest possible grading by the Law Society in five out of six assessment categories, putting the Bournemouth Law School among the best LPC providers in the country.

The Times Good University Guide for 2006 places BU at 69th out of 99 UK higher education institutions listed – a rise of 15 places from the 2005 guide representing the greatest improvement of any English university in the table during the year.

The 2006 disaster management course is the largest to date with delegates including senior government and military representatives from seven countries. The BU Disaster Management Centre also runs training courses in Nigeria, Mongolia, South Eastern Europe and Turkey with a new programme in Sri Lanka starting later in 2006.

BU enjoys an Evening with Bill Bryson who enthalls a packed lecture theatre with tales from his travels around the world. The noted author followed in the footsteps of fellow Honorary Doctorate recipient Peter Alliss and led the way for yet another 'Hon Doc', Murray Walker, by helping to raise money for Alumni Fund Scholarships through the 'Evening with' event which is now a regular fixture at the University.

June

The International Student Barometer ranks BU at number one in four categories. International students at 29 UK universities were surveyed with BU coming top for its International Office, Immigration Advice, Friends from Other Countries and Academics' English.

BU fosters closer ties with partners in China as part of a major 'New Media Park' under development just south of the Chinese capital, Beijing. The agreement comes following a visit to the University by representatives of Beijing Source Tech, the company co-ordinating foreign investment in the park, and officials from the Da Xing District which will host the government-supported initiative.

July

BU prepares to welcome three new Heads of Academic School to Bournemouth in the autumn: Professor Chris Brady, Institute of Business and Law; Dr Gail Thomas, Institute of Health and Community Studies and Professor John Vinney, School of Design, Engineering and Computing. Dr Chris Miller is also announced as the new Head of the Centre for Research and Knowledge Transfer.

August

BU is awarded 'Fairtrade University' status by the Fairtrade Foundation, becoming one of just 32 Fairtrade Universities and Colleges across the UK.

The Guernsey Training Agency is granted University Centre status. This recognises the Agency as an education provider of international standing. It significantly increases the island's access to a range of university courses, research facilities and consultancy expertise.

The vibrant new BU brand is launched. Read more on pages 10 and 11.

September

The new BU Lecture series is launched by Professor Nick Petford whose talk on 'How Volcanoes are Formed' sets a future theme for the monthly events – 'It's a Wonderful World'.

BU is named among the top 10 'modern' universities in the 2006 *Sunday Times University Guide*. The University is also cited in the Guide by UK head teachers who rate BU for the equal highest quality undergraduate provision in tourism. BU led the same survey in media and tourism in 2005.

The new BU website is launched alongside our virtual learning environment myBU.

October

BU remains a very popular university and bucks the trend in student enrolments.

BU's School of Design, Engineering and Computing co-hosts the 10th International Conference on Knowledge-Based and Intelligent Information and Engineering



Systems (KES 2006) at the Bournemouth International Centre, jointly co-ordinated with the University of Brighton.

BU's new LearnHigher social learning room officially opens on the Talbot Campus. The new resource area, to be used to support students in their personal development planning, among other activities, is funded as part of the University's involvement in LearnHigher – the UK's largest collaborative Centre for Excellence in Teaching and Learning (CETL) partnership.

BU hosts *Question Time* and visits from Conservative Party Leader David Cameron and MPs Boris Johnson, Hugo Swire, George Osborne and John Whittingdale.

November

Data are released showing that BU students in media, business, law and computing enjoy a premium on their starting salaries.

Professor Tim Darvill, Head of BU's Archaeology Group, breathes new life into the controversy surrounding the origins of Stonehenge by publishing a new book on the subject – *Stonehenge: The Biography of a Landscape* (Tempus Publishing).



Professor Darvill suggests that the ancient monument was a source and centre for healing and not a place for the dead as believed by many previous scholars.

BU's first 'virtual' graduates celebrate after completing a ground-breaking course offered via the internet. The inaugural graduates of the e-Learning Business and Management (eBAM)



Stuart Brown one of BU's first 'virtual' graduates

degree, co-ordinated by BU and Leeds Metropolitan University, are the first in the UK to complete a part-time foundation degree in business and management entirely online. Among the 100 or so students currently enrolled on the course worldwide are a number from the Army – from Afghanistan to Vietnam – the first major corporate client for the course.

BU announces that Lady Dione Digby DBE DL has accepted a one-year appointment as Chancellor of the University, succeeding Lord Taylor of Warwick. Her wide range of interests – from music and the arts to the environment, education and local government – have made a considerable impact on the county and the region.

December

Internationally acclaimed crime novelist Minette Walters, recipient of an Honorary Doctorate from BU, formally opens 'Rose Cottage', a facility for the University's forensic students and external organisations to carry out and observe full-scale simulated crime scene investigations and protocols.

BU attains the highest possible rating for the management of its foundation degrees. The Quality Assurance Agency expresses its 'broad confidence' in the University's 'collaborative



Minette Walters opens Rose Cottage, the University's new crime scene investigation centre

provision' of programmes following an audit involving regional further education colleges, overseas universities and other institutions which partner the University in the delivery of a range of qualifications.



Professor Richard Conder, Chief Executive of the Guernsey Training Agency, left, with BU Vice-Chancellor Professor Paul Curran



10 newBUbranding



**Bournemouth
University**

Core logo



**Bournemouth
University**

Birds



**Bournemouth
University**

Stripes

The new
BU has arrived

Our new visual identity has now been launched. This different 'look and feel' represents one part of the University's brand strategy, which has been developed over the past year to support our Corporate Plan

branding



Sparks



Ribbons



Swirl

The new brand strategy includes a set of brand values which will be reflected in our marketing messages and written communications to ensure the new BU appears as a confident, contemporary and professional institution.

A guiding principle of the new identity is that we need to project a strong and consistent corporate image. This does not mean everything will look the same: quite the opposite. The new visual identity offers great flexibility through a vibrant mix of imagery and colours, a new typeface and an innovative logo concept. There is one core logo, but we have also created a suite of complementary logos which can be used to demonstrate individuality in certain specific situations.

The core logo will be the one you see consistently across our key publications. However, there are certain occasions (e.g. series of advertising banners, promotional merchandise) when the other logos from the suite can be used.

Building on the brand

The new brand, launched in August, is one of the first steps towards a bright future for BU. Over the next few years our Annual Reviews will feature details of investment in new buildings and appointments of senior staff, underpinning our commitment to delivering our brand values.



10

Bournemouth University

is preparing for an unprecedented period in its history by embarking on a radical programme of investment in research



What often defines a successful university is how good it is at research. There is some excellent research at Bournemouth University but what we need to do is develop that research base by investing in new positions and PhD students so that these areas can achieve critical mass and grow and flourish.

Professor Nick Petford
Pro Vice-Chancellor
(Research and Enterprise)

re

Committed to excellence

Ahead of the next Research Assessment Exercise (2008), BU is realising its research potential through a dedicated programme of staff development. Launched in November 2006, the programme aims to invest in staff whose collective intellectual output will shift the BU focus from the process of teaching to the process of students learning with academics who are also engaged actively in research, enterprise and professional practice.

The seeds of this aspiration are also fuelled by the largest recruitment drive of PhD studentships by any UK university. From March 2006, BU allocated £1 million to fund an unprecedented PhD studentship programme, successfully recruiting 60 new students who will build on areas of strength and potential while developing opportunities for interdisciplinary projects.

Underpinning this new initiative is an established network of research capable staff who are already making their mark by attracting the attention of UK Research Councils and other major organisations for funding and recognition.



Professor Adrian Newton

The global economy

Professor Adrian Newton's contribution to major research published by the United Nations identified how the commercial development of tropical rainforest products can enable rural communities to escape poverty, without irreversibly damaging the environment.

Commercialisation of non-timber forest products: factors influencing success describes the results of an international, multi-disciplinary project which looked at why some commercialisation initiatives in Mexico and Bolivia succeed while others do not.

A major new grant of over £1.2 million (1,720,000 Euros) from the European Commission's INCO-DEV programme will see Professor Newton return to Latin America to lead a new collaborative project with European and South American colleagues to investigate the potential restoration of natural forests in the dry land areas of Chile, Argentina and Mexico.

This project, *Restoration of forest landscapes for biodiversity conservation and rural development in Latin America*, is one of the largest research awards ever received by Bournemouth University.

Influencing national policy

A significant report by Professor John Edwards and his colleagues from BU's Centre for Foodservice Research outlined the advancements made by the government in improving the eating habits and well-being of UK prisoners.

Commissioned and published by the National Audit Office, the report, *Prisoner Diet and Exercise*, reveals significant improvements in HM Prison Service's catering arrangements resulting in financial savings and improved quality of service.

search

Inside animation

Experts from the National Centre for Computer Animation – which achieved BU's highest rating in the last Research Assessment Exercise – unveiled an ingenious new system in July to bring more realistic movement to animated characters. The development, led by Professor Jian Zhang and his colleague Dr Xiaosong Yang, allows animators to 'flesh out' characters more effectively.

"Using our software, it is now possible to replace much of the 'mechanical' work involved in creating computer graphics with a new process that builds the internal structure of a character based on its outward appearance," says Professor Zhang, Director of the Computer Animation Research Centre, who can see commercial applications for the software within the entertainment industry as well as more practical applications emerging in medicine. "This puts the animator in complete control of the creative process, saving hours and hours of development time."



LEFT
Professor Jian Zhang
developing the
groundbreaking
animation software



16

Head teachers voted Bournemouth University equal top in the UK for studying tourism in the 2006 *Sunday Times Good University Guide*

tourism

Global impact

Throughout the year, the School of Services Management has gone from strength to strength – building on its international links, spearheading global projects and undertaking high-profile UK consultancy including the development of Olympic research in the lead-up to the 2012 games.

During October, Vice-Chancellor Professor Paul Curran presented certificates at the IHTTI School of Hotel Management in Neuchâtel, Switzerland. Twenty-three students from 12 countries graduated with a Bournemouth BA honours degree, following in the footsteps of 500 BU students from 56 countries who have graduated since the programme began in 1994. For many years, Swiss hotel schools have been the custodians of standards for hotel management courses and BU is proud to be connected with its partner in Switzerland.

The International Centre for Tourism and Hospitality Research has been conducting a survey into the impact that terrorism and natural disasters such as tsunamis, hurricanes and earthquakes might have on the perceptions of travellers in relation to the risk of visiting particular destinations. The two-stage survey is focusing specifically on food poisoning, physical harm, financial loss and performance deficiencies.

In central Asia, The Centre for Land-Based Studies has played a central role in shaping the future tourism strategy for Turkmenistan. Present trends in the global tourism industry suggest that all those working in tourism and related areas need a clear understanding of environmental issues.

Staff from cultural heritage sites including the Silk Road will be trained via a series of intensive short courses to help Turkmenistan compete in world markets.

Closer to home, the University's Centre for Event and Sport Research has been exploring research areas to include analyses of the opportunities to use the London 2012 Olympic and Paralympic Games to maximise long-term sport tourism benefits, and several research projects investigating the impact and legacy of the Olympics on sport and regional economies.



MAIN PICTURE

BU is engaged in research into the impact of global disasters on tourism

INSET

Vice-Chancellor Professor Paul Curran, front row centre, congratulates graduates at IHTTI

Staff, students and graduates

who embrace the 'Be You' philosophy embodied in the University's brand values have found Bournemouth an ideal place to springboard their ambitions into lifelong successes

BU graduate Reza Dehghani has become one of the fashion world's most successful entrepreneurs.

Since he graduated with a BA (Hons) in international marketing management in 1999, Reza has built streetwear brand Criminal Clothing into a global phenomenon supplying some 1,700 retailers worldwide and generating an annual turnover of £10 million which has doubled over the last two years.

Reza's rise is the talk of the industry. Criminal, which has Bournemouth and London stores, is well known for its provocative slogans featuring rather colourful language. And the company's no-nonsense, no advertising policy relies on word-of-mouth to allow the brand to develop on its own merits.

The 30-year-old says he aspired to create a global brand because of his interest in languages and culture and love of travel. "Criminal has almost given us a ticket to be really true, to express what we really feel and what we want to do," he enthuses. "Nowadays, with fast communication and ease of travel, it's far easier to break international barriers."

Research student Sukhpreet Singh originally arrived from India to pursue a postgraduate degree.

Sukhpreet's interest in a career related to intellectual property has led to his enrolment as a PhD student in the field, supported by the Centre of Excellence in Intellectual Property & Policy Management based in the Bournemouth Law School.

"I would recommend Bournemouth University for international students not only because of the excellent job they do to support students but also because of the emphasis they place on research.

"Bournemouth has a Centre for Excellence in Media Practice and a Centre for Excellence in International Policy & Property Management. These Centres incubate professionals to go out and fulfill their dreams."

ad

» Criminal has almost given us
a ticket to be really true, to
express what we really feel
and what we want to do

Reza Dehghani
BU graduate 1999

vantage

10

ournemouth University's growing expertise and commitment to raising the aspirations and achievements of learners is leading to exciting and innovative HE practice and workforce development throughout the South West of England

community

Engaging community

By harnessing the opportunities provided through its regional partners, BU is helping to secure locally-based HE progression routes for a seamless transition between school, college, work and higher education. Throughout the South West of England – where over 400,000 adults a year study for a range of qualifications – BU is working with partners in regionally-relevant employment sectors, the professions, public and voluntary organisations to provide workforce development, learning opportunities, consultancy and research appropriate to their needs.

Lifelong learning

The South West Lifelong Learning Network (SWLLN), launched in September 2006, brings together higher education institutions and further education colleges in the region under BU's leadership to create a coherent framework and enhanced opportunities for progression in the region.

Funding worth £3.4 million over three years provided by the Higher Education Funding Council for England (HEFCE) will support SWLLN partners in developing and piloting common curriculum areas, credit frameworks and an enhanced information, advice, guidance and learner support which will focus on priority sectors for the region including small businesses, public services, heritage, tourism, retail and hospitality.

“The SWLLN provides an exciting opportunity for Bournemouth and its partners to create innovative opportunities and improved quality of choice for learners to engage with Higher Education,” said Professor Rosemary Pope, Pro Vice-Chancellor (Education).

Inspiring creativity

BU is certainly making an impact in the creative industries where The Media School excels in a range of activities from cascading equipment and staff development and exchange to the use of student ambassadors and mentors, summer schools, master classes and student placement. These activities have contributed to many local schools achieving specialist status.

A unique project led by students and staff of the Centre for Excellence in Media Practice during the spring gave year nine pupils at the Royal Manor School in Portland, Dorset an opportunity to create their own multimedia stories through film, graphics, sound and words.

“The possibility to use words, pictures and sounds is very exciting for the young ‘writers’ at Royal Manor, and the pupils are at the forefront of an evolving new form of storytelling,” said Senior Lecturer Jim Pope who led the project.

Engaged in engineering

Developments in the engineering sector – marine, avionics, design and computing – are under way to provide relevant and flexible pathways for the sector.

University support for two week-long Engineering Apprentices Summer Schools in 2006 gave 54 apprentices from local businesses opportunities to raise the aspirations and achievements of these economically-active young people to progress their learning.

Employers and local work-based learning providers, Paragon/ITE, worked alongside University staff from the School of Design, Engineering and Computing and college staff from Weymouth and Yeovil to provide a challenging and innovative programme for the apprentices. As part of their experience, participants designed, built, tested and raced electric ‘green power’ cars in teams – combining engineering with growing environmental awareness.

Securing organisational effectiveness

Business start-ups in the region have an improved chance of survival thanks to the Centre for Organisational Effectiveness. Based within BU's Business School, the Centre developed a pilot website – www.survivingstartup.co.uk – to provide innovative and interactive solutions to help new SMEs get over that crucial ‘start-up’ period. The work is an Atlantic Net project with partners in Spain, Portugal, France, Ireland and the UK.

Union Learning Reps (ULRs) also came under the evaluative eye of the Centre thanks to a grant from the South West Trade Unions Congress which enabled BU experts to evaluate the Learning Works for All Fund and investigate the role of ULRs in championing the union learning agenda and how that agenda might help to revitalise union presence in the workplace.

22 innovation

design and innovation

lie at the heart of
successful business
growth and wealth
creation within
our region and
nationally



in

Showcasing talent

The BU Festival of Design and Innovation is where education meets the commercial market and provides a showcase for design and innovation talent, education and support in the region. More than 150 new designs and prototypes with commercial potential were on public display for the first time, as well as commercialised designs from previous years.

This unique event is in its fourteenth year and brings together public and private supporters to champion and assist innovation, commercialisation and business growth in the South West.

This year, David Newton was awarded the 'Best Design' prize at the Design Show. David won the award for his original X TURN snowboard binding that allows quick adjustment of a snowboard user's stance angles, without the need to remove the boot from the binding.



Operations such as riding a chairlift or skating along flat terrain are made difficult with the typical positioning of the front foot. The X TURN binding allows the user to change position, as well as offering the ability to make small adjustments to allow experimentation with different stance angle settings.

Mathew Price also received a prize at this year's Show, for Most Commercially Viable Design, for his original temporary door lock that allows the user to lock and alarm interior doors without causing damage to the door.

Two years ago, while studying Product Design, Franziska Conrad designed and displayed a new pop-up tent as her final year project. The innovative angular design – totally unique for a pop-up – became a 'must have' item for those visiting the student design show. Experts from BU's Centre for Research and Knowledge Transfer (CRKT) helped Franziska to protect and register her design while seeking a possible commercial partner to develop the idea further and eventually produce it for the retail market. The Quick Pitch SS is now available from Gelert, one of the UK's favourite camping brands.

Phil Robinson, a finalist in this year's Enterprising Young Brits 2006 Competition, set up his first business, Zorin Innovations Limited, in 2001 to support the development of his final-year Product Design project. Phil designed a new type of bicycle pump and last year exchanged contracts with the multi-national company Dahon California Incorporated. His Biologic Zorin Pump is now being manufactured under licence by Dahon and is on sale in the UK and United States.

Simon Phelps has been selected by the National Council for Graduate Entrepreneurship (NCGE) and the US-based Ewing Marion Kauffman Foundation to be part of its new Entrepreneurship Fellows Scheme. He has also secured a grant from the Department of Trade and Industry (DTI) further to develop and invest in his unique Floodstop modular flood barrier.

novation

Business solutions

The Knowledge Transfer Partnerships (KTP) Centre obtained approval for 10 new KTPs during 2006 which represents a portfolio of approximately £1.7 million of new external funding over the next two years.

This year, BU's KTP Centre has been supporting Schools with the successful completion of seven, two-year KTPs with local companies.

This programme attracts grant funding of up to 60 per cent of costs, to support a high calibre graduate working on a project which has been identified as crucial to future business success. Projects can solve business problems or develop opportunities. The business will also gain access to University academic expertise and facilities.

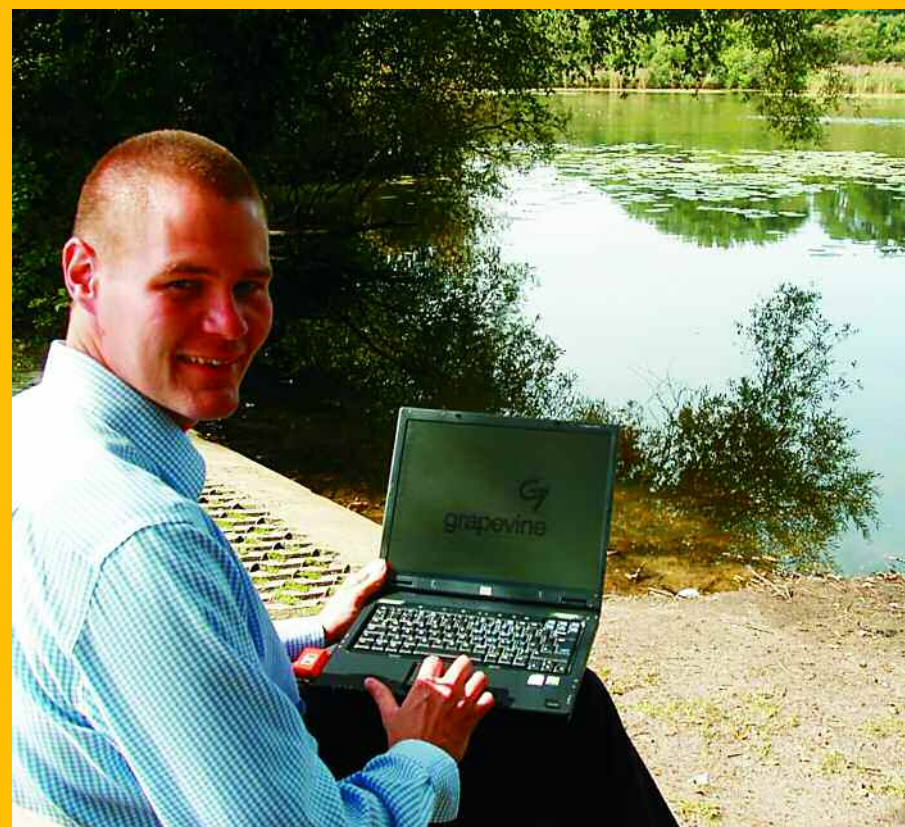
One particular KTP that was completed by BU's Institute of Business and Law was with Grapevine Telecom Ltd and concentrated on the development and implementation of a strategic marketing plan that has provided the company with the foundations to enable it to move its marketing approach from reactive to proactive.

Grapevine Telecom provides cost-effective and reliable mobile communication solutions to both large and small organisations across the country.

The KTP between BU and Grapevine developed and implemented a strategic marketing plan to reposition Grapevine in the face of uncertainty and radical technological change in the mobile telecommunications market.

The partnership delivered a systematic review of Grapevine's product and service portfolio, market opportunities and competitors, to identify a clear focus and strategic direction. The key outcomes from the KTP for Grapevine were increased growth, increased products and services, increased new sales leads and an overall increase of Grapevine's profile across the South West region.

The success of the KTP has had significant benefits for all involved, the company, BU and the associate, Paul Lappage, who was employed under the programme. Paul has now accepted a role as Business Development Manager at Grapevine. Paul said: "The opportunity for professional development and experience was second to none. Given the industry, it's a role that never gets dull and as I work with a great team at Grapevine, I had no hesitation in carrying on the good work."



he Knowledge Transfer

Partnerships (KTP) scheme is a structured programme enabling businesses to deliver a project of real strategic importance over a two to three-year period

LEFT
Paul Lappage,
formely KTP
Associate,
now Business
Development
Manager at
Grapevine



S

ince 1999, Bournemouth University has led UK higher education in developing graduates as global citizens who understand sustainable development (SD) and are equipped to challenge injustice and champion change in a global society



sustain

Sustainable development

Over the last two years, BU secured an institutional step-change by embedding Sustainable Development (SD) across its full range of activities encompassing corporate responsibility and behaviour, and education, research and enterprise activity.

Supported by a Leadership Foundation Fellowship, Bournemouth's participatory and holistic approach successfully employed a top-down/bottom-up method of engagement to gain maximum buy-in and deliver a comprehensive institutional approach to SD.

The resulting strategic report – entitled *A Global Perspective at BU: Education for Global Citizenship and Sustainable Development: a blueprint for change* – achieved University Senate endorsement in February 2006 and helped to establish an action plan to progress specific developments. The University's Environmental Policy was substantially updated to reflect the breadth of concerns.

Further BU activity in SD included:

Fairtrade – the agreement of a 'Fairtrade Policy' initiated changes to purchasing and supply and fostered an education programme with published resources for students. 'Fairtrade University' status was awarded in August 2006.

Transport – a comprehensive Travel Plan continued to increase usage of public transport and cycling.

Energy – the ongoing energy awareness campaign was highly commended in the Green Gown Awards 2004/5. Energy monitors among staff champion energy efficiency in all departments and a new remote monitoring system closely measures and manages energy consumption.

Waste – a cutting-edge, pay-by-weight waste contract enables the University better to understand its waste and where it comes from, and

new initiatives have significantly increased the number of materials that can be recycled.

Construction – the University is toughening environmental standards for all new buildings and developing guidelines for major refurbishment projects.

Sustainable Procurement – suppliers are assessed on their environmental impact, ISO 14001 accreditation and conformity to relevant legislation. The procurement of paper from a sustainable source for use in copiers and for printing University prospectuses, for example, is standard practice.

Curriculum – programme review is a vehicle for ensuring that all programmes facilitate and encourage global awareness. Guidelines ensure that programme teams incorporate aspects of global perspectives into programme design. Global citizenship is part of personal development planning and linked directly to employability with staff development providing support for change.

An international conference – **Education for Sustainable Development: Graduates as Global Citizens** (September 2005) – highlighted the role of HEIs with regard to SD and explored suitable approaches.

Extra curricular and community activity – activities to broaden perspectives include the launch of the 'Global Cinema', the designation of a specific 'Diversity Week' with events to challenge perceptions of global issues, equity and justice, and support for national campaigns (Fairtrade Fortnight, National Bike Week, Energy Saving Week etc).

Successful Make a Difference (MAD) Days increased participation by students and staff in community-based projects, highlighting the Students' Union's commitment to demonstrating citizenship through active volunteering.

able

RS

Sharing the vision of the University's forward drive for excellence is an integral role of the Alumni and Development team

development

Communicating the vision

Through friend-raising and fundraising activities, the team is building on the strength of the now-established Bournemouth University Development Trust. With the former Lord Lieutenant of Dorset, Captain Michael Fulford-Dobson, as its Patron, the Trust aims to increase the University's independent finances and provide the flexibility to respond to, and meet, new needs.

Over the last five years, the team has developed a range of exciting initiatives to provide financial support for a portfolio of projects including the establishment of an Alumni Fund in February 2005.

The Alumni Fund encourages graduates and friends of the University to contribute directly to scholarships for exceptional students who are making a positive contribution to University life. Funds are then made available to those who demonstrate that they will use the award to build upon this via a specific project or activity.

To date, 19 Alumni Fund scholarships of up to £500 each have been awarded to students seeking support for activities such as additional training for the University's Peer Assisted Learning (PAL) scheme, music tuition, sports coaching, photography and first aid courses.

Further support has come from Honorary Doctorates of BU who are participating in a series of 'Evening with' activities to raise further funds. The highly successful series was launched by Peter Alliss, broadcasting's 'voice of golf' in November 2005 and continued by noted author Bill Bryson in May 2006 and former motor racing commentator Murray

Walker in December 2006. Internationally-renowned crime novelist Minette Walters is scheduled for May 2007.

Student callers in each of the last two years have helped to make the University's annual telephone fundraising campaigns successful with pledges of over £18,000 from graduates and others who have a personal interest in the success of BU.

Some of the money raised through those key contacts will support a number of extra curricular areas with funds, to date, going towards a new electronic drum kit for the Music Department, a sound system for the Sports Centre and resources for the Library and Learning Centre.

Friends and family of current students, as well as others from the surrounding community, have also signed up to a programme launched in September 2005 to help them play a more active part in campus life from wherever they live in the UK or abroad. The Family and Friends Fund has already raised over £1,300 in a short time to invest in e-books for the University library.

Matched funding for fundraising

A review of Alumni and Development activities gave the University impetus to secure funding from Universities UK (UUK) early in 2006 to enhance further the fundraising and networking activities of the Alumni and Development Office. Recommendations from the review were incorporated into the UUK bid and will be reflected in a new plan and structure for the Development team.

Through UUK's Matched Funding Scheme for Fundraising, Bournemouth will receive £270,000 over three years, an amount to be matched by the University. The investment will allow the University to strengthen the capacity and breadth of its Development team, with an eye to establishing an even wider and more robust network of long-term friends of the University who will support strategic objectives.

The Development team will benefit from training and advice on fundraising and from networking with other institutions who are also involved in expanding their own development programmes.



ment

BU student and staff achievements

BU Fellowships

BU awarded Learning and Teaching Fellowships in 2006 to: Alison Green, Academic Services; Christopher Benjamin, School of Design, Engineering and Computing; Heather Hartwell, School of Services Management; Kate Welham, School of Conservation Sciences; Maggie Hutchings, Institute of Health and Community Studies; Paul Barnes, Academic Services and Richard Berger, The Media School.

Entrepreneurship Fellow

BU graduate Simon Phelps (Computer Aided Design – 2004) was selected by the National Council for Graduate Entrepreneurship (NCGE) and the US-based Ewing Marion Kauffman Foundation to be part of its new Entrepreneurship Fellows Scheme. Simon, a finalist for the Institute of Directors/Bournemouth University Innovation Award at the 2006 Dorset Business Awards, also secured a £10,000 Smart Award from the Department of Trade and Industry (DTI) further to develop and invest in his unique 'Floodstop' modular flood barrier.

Global Research Award

Dr Venky Dubey from the School of Design, Engineering and Computing was awarded a £75,000 Global Research Award by the Royal Academy of Engineering.

Green Gown Awards

BU's Travel Plan won the Transport Category of the 2006 'Green Gown' Awards, impressing the judges with significant benefits to students and staff.

GWR Fellowship

Professor Jian Zhang of The Media School received a £117,000 Fellowship, one of only 20 awarded by Great Western Research.

National Teaching Fellow

Jenny Moon of the Centre of Excellence for Media Practice in The Media School was one of only 50 recipients from across the UK to receive a prestigious £10,000 National Teaching Fellowship from the Higher Education Academy.

Times Higher Awards

Bournemouth University was a finalist for the *Times Higher Awards* in the category 'Outstanding Contribution to Sustainable Development' in recognition of the excellent strides made in embedding sustainable development through corporate responsibility and behaviour, curricula and pedagogy and extra-curricular experience.

Sporting Achievements

BU student John Fernandez won the BUSA Featherweight Boxing

Championship and 16 other students represented their country in sport including David Hubbard who captained the English Universities side in indoor volleyball; Lauren Smith (England – synchronised swimming), Liam de Feu (Jersey – swimming) and Sian Scott (England – athletics) who travelled to the Commonwealth Games in Australia; and Megan Pascoe who represented Great Britain and finished sixth in the World Disability Sailing Championships, also in Australia.

Skills for Care

The University's Centre for Post-Qualifying Social Work was highly commended for Best Involvement of Service Users and Carers in Social Care Education/Training in the national Skills for Care Accolades for 2006. The award follows the Centre's success in 2005 when it was named Best Training and Education Provider in Social Care in the UK. BU's undergraduate Social Work degree was the seventh highest rated Social Work and Community Studies programme in the UK according to the *Guardian University Guide* for 2007.

Young Guns

Final year hospitality students Nick Connelly and Josie Simcox won joint first prize in the national Young Guns competition sponsored by The Catering Forum to recognise students who excel in their placement. Of the 10 finalists, four came from BU with no other university having more than one finalist.

Salisbury College

The vast majority of students at Salisbury College go on to work in their chosen industry. Many former TV and Film students have been involved in projects such as *Four Weddings and a Funeral*, *Woodlanders*, *Mrs Brown*, *Chocolat*, *Event Horizon* and Steven Spielberg's WW2 series, *Band of Brothers*.

BU works in partnership with local colleges across the South West to provide opportunities for study, either at locations near to home or to provide specialist courses not widely available on a national basis. Our partners include Bridgwater College, Kingston Maurward College, Salisbury College, The Bournemouth and Poole College, University Centre Yeovil and Weymouth College.

achi

nts 2006

evements

BU statistics 2005/06



2005-06 Student Profile

Total Enrolments

Total	15,201
Full-time undergraduates	10,106
Part-time undergraduates	3,569
Full-time taught postgraduates	825
Part-time taught postgraduates	486
Research postgraduates	215

International Student Enrolments 2005-06

Total	1,642
International (non EU)	1,096
EU (non UK)	546
% of BU enrolments from outside UK	11%
% of BU enrolments from outside EU	7%

Top 10 non-EU source countries

China	283
Norway	106
India	62
Thailand	55
Turkey	49
Taiwan	39
Nigeria	38
USA	30
South Korea	28
Canada	24

65% of non-EU students are from these top 10 source countries

Research and Enterprise Statistics 2006

Number of consultancy and research contracts	279
Number of businesses with whom BU has a collaborative working relationship	2,081
Number of student and graduate commercialisation and business start-up projects	40
Number of attendees at business and community knowledge exchange events	6,200

Some major funding gains in 2006

BU School/Professional Service Award

Focus

Institute of Business and Law	Trades Union Congress (TUC) Canadian High Commission – Dept of External Affairs	To monitor and evaluate the South West TUC's Learning Works for All (LWFA) programme To explore emotion in business-to-business service relationships focusing on shipping agents and their communication interactions with other service providers and partners regarding cargo
School of Conservation Sciences	INCO-DEV Programme (European Commission)	To lead a new collaborative project with European and South American colleagues to investigate the potential restoration of natural forests in the dry land areas of Chile, Argentina and Mexico
School of Design, Engineering and Computing	Two EU funded projects	To investigate misuse detection systems in telecommunications To research the production of visual development environments
Institute of Health and Community Studies	Research project by Multiple Sclerosis Society Health Foundation funding stream grant	To conduct a multi-centre randomised controlled trial of a fatigue management programme for people with multiple sclerosis To work with primary care practices around the management of acute lower back pain within the 'Engaging clinicians in quality improvement' project
Media School	Joint Information Systems Committee funding Arts and Humanities Research Council British Council three-year contract Arts and Humanities Research Council	To digitise and catalogue the Independent Radio News/LBC audio archive held by the Centre To digitise and catalogue Southern Commercial Radio's archives in partnership with the Hampshire Records Office To deliver three 12-week courses to mid-career broadcast journalists from India To work with the Dart Centre for Journalism to investigate the emotional literacy of journalists who report on extreme issues such as terrorism, violent crime and suicide
School of Services Management	TEMPUS programme Complementary Measure	To extend delivery of training in Tourism and Environment in Turkmenistan
Academic Services	Joint Information Systems Committee	To deliver a collaborative project entitled 'Personal Development Planning for Cross-Institutional Learning'
Partnerships, Access and Continuing Education (PACE)	Funding to support 'Aim higher in Life'	For widening participation activities over three years

Summary of accounts

Notes to the summary accounts

The full report and financial statements for the year ending 31st July 2006 were approved by the Board on 15th December 2006. Copies may be obtained from the Director of Finance or can be seen on the University's web site.

The University adopted the provisions of FRS17 Retirement Benefits for the first time this year. In previous years the pension liability calculated by FRS17 methodology was shown merely as a note to the accounts: that liability is now incorporated into the consolidated balance sheet and a corresponding deduction made from accumulated revenue reserves. The 2004/05 accounts have also been restated. The adoption of FRS17 has given rise to an additional charge of £362k in the Income and Expenditure account and a charge of £1.5m in the Statement of Recognised Gains and Losses.

The surplus for the year prior to the FRS17 adjustments was £192k (2005: £1,040k). The 2005 results included a non-recurring credit of £770k in connection with a settlement for recovery of costs relating to a discontinued building development.

The FRS17 adjustments relate only to the non-academic staff of the University who are members of the Dorset County Superannuation Scheme. The majority of academic members of staff belong to the Teachers Pension Scheme but as the assets and liabilities of this Scheme are not separately identifiable the University is not required to adjust its accounts to reflect its share of them.

The 2006 results have been improved by the writing back of cost provisions made in previous years in relation to certain contracts with the NHS but have also been deflated by professional charges in relation to the University's current student accommodation project. Although it is likely that a high proportion of these charges will be recovered in subsequent years when accommodation becomes available it is prudent to recognise the costs at this stage.

Excluding these non-recurring items the University achieved a surplus of £141k. While this surplus represents only 0.17% of income this nevertheless has been a satisfactory outcome in difficult financial circumstances. The surpluses achieved by the University over time enable the funding of capital and development expenditure.

A net cash outflow of £2.5m (2005: £1.2m) was recorded before meeting scheduled loan repayments. This outflow was after capital investment in buildings and equipment of £3.3m (net of capital grants received). In September 2006 the University had no external debt apart from the finance lease on one of its student residences.

The Board recognises that without the dedication and skill of both academic and support staff of the University the many achievements of the year would not have been secured. The Board therefore wishes to record once again its appreciation of all their continuing efforts.

**Summary Consolidated Income and Expenditure Account
For the year ended 31st July 2006**

Income	2005/06 £000	2004/05 £000 (Restated)
Funding Council grants	37,756	31,511
Academic fees and support grants	31,053	28,559
Research grants and contracts	1,606	2,021
Other operating income	10,456	10,280
Interest receivable	343	330
	81,214	72,701
Expenditure		
Staff costs	41,621	39,462
Depreciation	4,465	3,977
Other operating expenses	34,243	27,933
Interest payable	1,055	1,158
	81,384	72,530
(Deficit)/surplus for the year	(170)	171

Summary consolidated balance sheet at 31st July 2006

Fixed assets	59,639	57,524
Current assets	9,619	11,501
Creditors: amounts falling due within one year	(17,421)	(19,272)
Total assets less current liabilities	51,837	49,753
Creditors: amounts falling due after one year	(10,381)	(10,401)
Pension liability	(14,302)	(12,430)
Total net assets	27,154	26,922
Represented by:		
Deferred capital grants	14,127	12,216
Revaluation reserve	8,482	8,883
Revenue reserve	4,545	5,823
Total funds	27,154	26,922

Key people

University officials

The Chancellor

Lady Dione Digby

Pro-Chancellor

Sir Leonard Appleyard

Pro-Chancellor

Dame Yvonne Moores

University officers

Vice-Chancellor

Professor Paul Curran

Deputy Vice-Chancellor

David Willey

Pro Vice-Chancellor (Education)

Professor Rosemary Pope

Pro Vice-Chancellor (Research and Enterprise)

Professor Nick Petford

Director of Finance

Rob Allan

Director of Human Resources

Michael Riordan

Secretary and Registrar

Noel Richardson

Honorary Doctorates

Doctor of Education

Professor Gillian Slater

Doctor of Letters

Julian Fellowes

Doctor of Arts

Michael Fulford-Dobson

Doctor of Laws

Geoffrey Rowland

Doctor of Technology

Bruce Steele

University Board

External Members

Alan Frost (**Chair of the Board**)

Sir Leonard Appleyard

Dr Peter Barnwell

Mary Chant

Kelvyn Derrick

John Harper

Ivor Hauff

Professor Tom Husband

John Knowles

Tim Lee

Fiona McMillan

Rupert Sebag-Montefiore

Glyn Smith

Simon Smith

Giles Sturdy

Sue Sutherland

Rt Rev Tim Thornton

Zoya Zuvcenko

Internal Members

Professor Paul Curran

Charles Elder

Ben Howard

Dr Elizabeth Mytton

Catherine Symonds

Clerk to the University Board

Noel Richardson

University Senate

Professor Paul Curran

Rob Allan

Anne Allerston

Professor Chris Brady

Dr Brian Astin

Mandi Barron

Ron Burns

Elsbeth Caswell

Rita Dugan

Mark Gagan

Professor Mark Hadfield

Janet Hanson

Professor Nigel Hemmington

Ben Howard

Alan Hunt

Stephen Jukes

Paul Kneller

Dr Chris Miller

Professor Nick Petford

Professor Rosemary Pope

Noel Richardson

Michael Riordan

Dr Gail Thomas

Catherine Symonds

Dr Kenneth Vall

David Willey

Jenni Winter

Professor John Vinney

key



people



**Bournemouth
University**

**Bournemouth University
Fern Barrow
Poole
Dorset
BH12 5BB**

**Tel: +44 (0) 1202 524111
Fax: +44 (0) 1202 965002
Email: enquiries@bournemouth.ac.uk**

www.bournemouth.ac.uk

Produced by Bournemouth University on environmentally friendly paper. Bournemouth University has Fairtrade status.

Alternative formats are available on request.
formats@bournemouth.ac.uk

2382-02/07-SAM

