



in the news

September – November 2011



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07 November 2011

Study contradicts government's criticism of NHS over cancer deaths

Ministers 'happier with NHS bad news stories'

Claims of low standards used to justify shakeup

Denis Campbell
Health correspondent

David Cameron and Andrew Lansley's repeated criticisms of the NHS's record on cancer have been contradicted by new research that shows the health service to be an international leader in tackling the disease.

The findings challenge the government's claims that NHS failings on cancer contribute to 5,000-10,000 unnecessary cancer deaths a year, which ministers have used as a key reason for pushing through their radical shakeup of the service.

In fact, the NHS in England and Wales has helped achieve the biggest drop in cancer deaths and displayed the most efficient use of resources among 10 leading countries worldwide, according to the study published in the British Journal of Cancer.

"These results challenge the feeble justification of the government's changes, which appear to be based upon overhyped media representation, rather than hard comparable evidence. This paper should be a real boost to cancer patients and their families because the NHS's performance on cancer is much better than the media presents. It challenges the government's assertion that the NHS is inefficient and ineffective at treating cancer - an argument for reforming the NHS," said Prof Colin Pritchard, a health academic at Bournemouth University.

He co-wrote the research with Dr Tamas Hickish, a consultant medical oncologist

at Poole and Royal Bournemouth and Christchurch hospitals in Dorset.

The research shows that ministers have misrepresented the NHS's record on cancer in order to gain support for their unpopular shakeup, said Pritchard.

The prime minister and the health secretary have said that both survival and death rates from the disease in Britain are low by international standards. Cameron, for example, claimed during last year's general election campaign that Britain had a higher rate of cancer deaths than Bulgaria.

The authors studied cancer mortality and the amount of GDP spent on health care between 1979 and 2006 in England and Wales and nine other countries, including Germany, the US, Spain, Japan and France.

In numbers

34,484

According to the study, the number of people alive today thanks to NHS improvements in cancer treatment

31%

The fall in mortality among males aged 15-74 in England and Wales between 1979 and 2006

4,156

Cancer deaths per million men in England and Wales from 1979-81, compared with 2,869 from 2004-06

While cancer deaths fell everywhere, England and Wales saw the biggest drop in mortality among males aged 15-74 - down 31%. While six countries saw falls of at least 20%, England and Wales - which in 1979-81 had the third highest rate with 4,156 deaths per million men - improved the most, achieving the fifth lowest rate among the 10 countries by 2004-06 with 2,869 deaths per million. Among men aged 55-64 and 65-74, who are more likely to get cancer, mortality dropped by 35% and 28%.

While mortality among women the same age declined by less, at 19%, that was the third biggest improvement after Japan (23%) and Germany (20%).

"That shows how good England and Wales are on cancer care, relative to spend. We do significantly more with proportionately less. It means that 34,484 people are alive today that wouldn't have been if things had not improved since 1980," said Pritchard.

Prof John Appleby, chief economist at the King's Fund health think tank, published research in the British Medical Journal earlier this year which disputed the portrayal of Britain as "the sick man of Europe" and argued that cancer survival rates had been improving, significantly in the case of breast cancer.

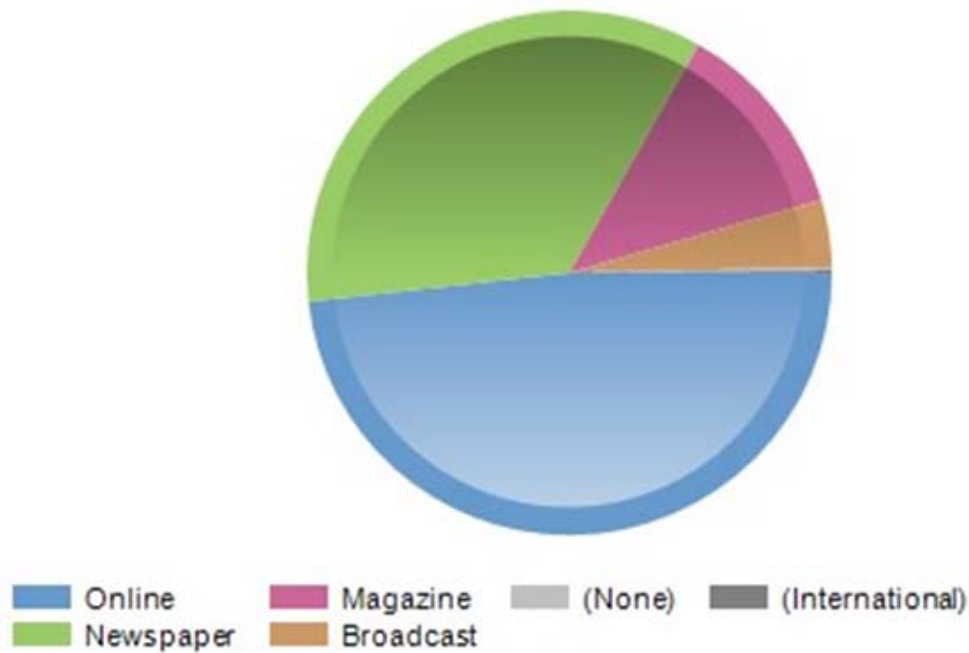
Pritchard said: "David Cameron and Andrew Lansley are happier with NHS 'bad news' stories rather than, as our research shows, that we should celebrate the NHS which, in monetary terms, is vastly superior to the private health care system of the USA."

"Of course we should always be looking to improve. But the only way to judge the NHS is to compare it with other countries, which shows that we are still getting the NHS on the comparative cheap."

The Department of Health declined to respond directly to Pritchard and Hickish's findings.

"These results challenge the feeble justification of the government's changes, which appear to be based upon overhyped media representation, rather than hard comparable evidence. This paper should be a real boost to cancer patients and their families because the NHS's performance on cancer is much better than the media presents. It challenges the government's assertion that the NHS is inefficient and ineffective at treating cancer - an argument for reforming the NHS," said Prof Colin Pritchard, a health academic at Bournemouth University.

Snapshot of coverage



48% online

35%
Newspaper

12%
Magazine

4% Broadcast

1%
International



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theguardian

THE HUFFINGTON POST
UNITED KINGDOM

01 November 2011

eTourism Lab to explore technology for industry

BOURNEMOUTH University will launch its eTourism Lab at World Travel Market.

This research Lab has been set up to explore information and communication technologies alongside e-based strategic management and marketing for tourism and hospitality organisations.

Led by Bournemouth University's Professor Dimitrios Buhalis, the facility will be incorporated within the International Centre for Tourism and Hospitality Research of the School of Tourism at Bournemouth University.

"Technology will be critical for competitive advantage and our research will have great relevance

and impact globally," said Professor Buhalis, who along with other members of the lab, will be at WTM on stand **GV597**

03 October 2011

Take up the New Media Writing challenge

4:26pm Monday 3rd October 2011

By Ed Perkins »

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LAST year's winner Christine Wilks created a fascinating media fiction about a woman sculptor, carving on the site of an old colliery, who was disturbed by a medley of voices – expressing fears and desires – from the mine's industrial past.

Now Bournemouth University's Media School has launched its second international New Media Writing competition that is open to anyone to enter.

"The event is a celebration of writing, which uses new media to its best advantage," said senior lecturer Dr James Pope, who is co-ordinating the competition.

He hopes to attract entries from local writers who can, if they wish, collaborate, for example, with digital artists.

The world of books is fast changing with the growing popularity of ebooks that can be read on Kindle, iPad and other such devices. And publishers are waking up to the potential of the new art form in creating, for example, interactive ebooks.

The first New Media Writing Prize was launched in association of the Poole Literary Festival a year ago and Ms Wilks will be among the judges of the competition this year.

19 October 2011

A model for good social care management

Specialist training aimed at social workers and senior care staff hopes to improve performance across children's and adult services

The report, by Bournemouth University and Learn to Care, the professional association representing heads of social care education and workforce development in England, has been published in response to a new government requirement that frontline and aspiring managers should receive dedicated training and support as part of a root-and-branch reform of social work.

The Social Work Reform Board has been tasked with overseeing the change programme, ordered in the wake of the Baby Peter scandal in Haringey, north London, in response to the recommendations of a government-appointed taskforce. One of the taskforce's central conclusions was that measures were needed to strengthen frontline managers through greatly improved training arrangements.

Professor Keith Brown, co-author of the new report, says while a plethora of courses and management programmes exist, few are aimed at the specific needs of social work managers. Until now, many team leaders or aspiring managers have relied on corporate training programmes or generalised business courses such as MBAs or diplomas in management studies. However, these often do not take into account the unique nature of the profession.

"Effective leadership is the fundamental bedrock of the profession. Arguably, getting supervision right is a specialist professional remit rather than a generalist one," says Brown, director of Bournemouth University's centre for post-qualifying social work. "It is vital to have leadership development for managers, who need to be able to challenge decisions and have a professional responsibility to individuals and communities as well as to their employers. Currently, there is a lot of training out there but it is not assessed – and does not make a difference to frontline practice."

27 September 2011

Silicon Milkroundabout Takes Aim At The City

At Bournemouth University, alumnus of Tom Crawford, Dyson's head of product design, students are snapped up by big names before they leave university. They report that 73% of their Software Systems Framework BSc (Hons) program were employed full-time in IT roles, while JP Morgan recruits directly from the university campus. That company employs 5,500 people in Bournemouth alone.

The Silicon Milkroundabout event is also being supported by David Cameron's Tech City, the start-up development in London's east that describes itself as the EU's fastest growing IT cluster.

Eric van der Kleij, Chief Executive of Tech City said: "The biggest challenge to building Tech City is helping graduates understand the benefits of working for a start-up. What they maybe don't realise is that many recruiters see some time spent in a start-up as a great benefit."

Van der Kleij listed Songkick, Moo.com, Mind Candy and Tweetdeck as just some of the UK start-ups that have recruited graduates. Each has a base in Tech City.

Daniel Hough, a graduate who now works as a developer at Huddle said: "The pivotal factor in my decision to join a start-up was the desire to avoid the conventional graduate schemes that a lot of my friends had gone into out of University, with large software companies, banks and financial institutions. I'd heard about the facelessness of the organisational structures that often show up, and how arbitrary and restrictive some of the schemes were, and how one could feel like a little cog in a huge machine.

"To me, joining a start-up where I could have a major influence on the company's performance and direction, with a fun and creative working environment was an obvious decision."

27 November 2011

Spoilt rotten Some moulds add flavour while others are toxic. So how do you spot the right kind of rot?

WORDS
PHIL DADUST
PHOTOGRAPH
ALAMY

There's something menacing about mould. Not only is it disfiguring, but it threatens to escalate. "Turn your back," it whispers, "and I will spread. Today I'm a few spots on your cheddar, but tomorrow your whole kitchen will be full of fur. You will only escape by burning the house down."

It's not entirely fanciful, this fear. The microscopic fungi that we call mould can survive cold, dry or acidic conditions that make bacteria curl up their toes and die. They spread their threads through everything from meat and fruit to bread, vegetables, cheese and jam. They're the culinary equivalent of dry rot.

I had a nasty attack recently, while attempting to make bacon. Having made the elementary mistake of trying to dry it in a too-damp cellar, I ended up with five kilos of salted meat that was dusted with white, spotted with blue and marbled with brown. Sticky and rank, it offended the hands and the nose, as well as the eyes.

If you ever find yourself in a similar situation (though you won't, because you're not stupid), all is not necessarily lost. Jasper Aykroyd, who makes his living explaining how to cure meat properly, says that as far as salami or homemade bacon are concerned, although black or brown moulds usually spell disaster, as does anything slimy and white, the powdery white or greeny blue varieties are generally nothing to worry about. They're typically only skin-deep, and if it looks as if they're getting out of hand you can wipe them back into line with a vinegar-soaked cloth.

In fact, he says, the right kind of mould actually enhances character: "It's an important part of the curing

process, particularly with salami. It gives the meat a certain bitterness. In the same way that bitterness adds structure to a beautiful wine, it brings depth to bacon and ham." Which is why many recipes, particularly on the other side of the channel, call for charcuterie to be infected with the powdery white *Penicillium camemberti*.

The most famous *Penicillium*, of course, is *Penicillium notatum*, the mould that gave the world penicillin. But its less glamorous siblings are good friends to the food industry. *Penicillium camemberti* (again) is sprayed on to camembert and brie to age them and create their white rinds, while *Penicillium roqueforti* gives blue cheeses such as stilton and roquefort their veins. At Hampshire-based Two Hoots Cheese, creators of three award-winning blues, co-founder Sandy Rose explains that mould is added to the milk at the start of the process, and that the cheeses are pierced twice as they mature, to allow the air to reach the mould beneath the surface. "We once accidentally left the mould out of our Barham Blue," she recalls. "The ripening process slowed right down, and the flavour was completely different."

Another mould, *Botrytis cinerea*, is essential to dessert wines such as Sauternes and Trockenbeerenauslese. Grapes attacked by the "noble rot" become partially raisinised, reducing their water content and increasing their sweetness. Many winemakers will deliberately spray *Botrytis* spores over their vineyards.

Does this mean we should be more relaxed about mould? Yes and no. Impressively thorough advice from the US Department of Agriculture says you can rescue hard cheese and firm fruit and veg by cutting out at least an inch around and below the mould spot, but

advises you to chuck out whiskery hot dogs, cooked meat, casseroles, grain and pasta, soft cheeses, yoghurt, sour cream, jellies, soft fruit and veg, bread, baked goods, peanut butter, legumes, nuts and many more.

Philippa Hudson, senior lecturer in food safety at Bournemouth University, backs up that advice about cheese - though she'd only remove a centimetre or so beyond the surface mould. This will usually be our old friend *Penicillium*. "But it's important to say that not all of the *Penicillium* moulds are safe," she adds. "Some of them do produce toxins and you can't necessarily tell which are the bad ones by looking at them. It's not as if all green moulds are good, all white moulds are good and all brown ones are to be avoided." Mind you, she admits, that's not totally useless as a rule of thumb: "You're moving along the right tracks."

How dangerous can moulds be? "Seriously dangerous," she says. "The genus *Aspergillus*, which grows on peanuts and peanut products, produces a group of toxins called aflatoxins. They can cause liver cancer - and cooking won't destroy them."

That's a message that Peter Wareing endorses. He's the editor of the handbook *Common Yeasts and Moulds in Foods*, and a food safety expert at Leatherhead Food Research, which carries out independent scientific studies. As well as peanuts, brazil nuts and almonds, all of which can harbour aflatoxins, he warns about apples, where moulds can produce a toxin called patulin.

But there's some good news. According to Wareing, most jam mould can safely be spooned away with no further threat to life and limb, while patulin is destroyed by fermentation. All of which means that so long as you stick to a diet of cider and marmalade, you should be entirely safe.



PHOTOGRAPHS: GAIL ME ROBERTSON FOR THE GUARDIAN; FELICITY CLARKE

Bournemouth students Leggit for charity

3:00pm Tuesday 15th November 2011

By Steven Smith »

Print Email Comments(0)

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STUDENTS spent the weekend gallivanting as far as they could for free to raise cash for charity.

The Leggit event saw around 370 Bournemouth University students leave the Old Fire Station at Holdenhurst Road at 10am on Saturday, with the aim of travelling as far as they could by 10pm on Sunday.

Armed with just their nous and a certificate of authenticity, they had to rely on the goodwill of others to see them on their way.

Lauren Ellis, president of Raising and Giving (RAG) at the university, said: "We came up with the idea last year and had 151 people take part and we raised £10,000.

"We launched it again this year and we have roughly 370 today. We've already raised £2,000 and there's still another week of fundraising."

Last year the winning team managed to make their way to Egypt without spending anything.

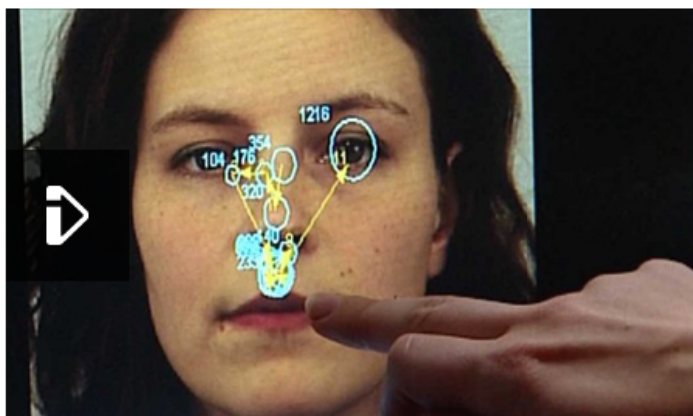
The event now holds records for the biggest UK hitch-hike and biggest worldwide student hitch-hike.

Four charities will benefit - Teenage Cancer Trust, Margaret Green Animal Rescue, Round Table Children's Wish and The Royal British Legion.

BBC NEWS

17 October 2011

Bournemouth researchers tackle 'face blindness' cause



Prosopagnosia or 'face blindness' is a condition where some people find it difficult to recognise faces, sometimes including their own.

The awkwardness of asking someone out as a teenager is bad enough - but for Paul Schofield not recognising the girl he liked made things even worse.

Related S

Nursing Life



60 SECONDS WITH

Gail Thomas

We talk to Professor B Gail Thomas, dean of health and social care at Bournemouth University, who trained as a nurse in 1969.

Why did you decide to become a nurse?

I think I always wanted to be a nurse; it seemed to be a very worthwhile occupation even as a child. I think the images of nurses in children's books when I was growing up appealed.

Where did you train?

I was in the last class of hospital-trained nurses at the Montreal General Hospital, before nursing moved to colleges in Canada in 1970. It was wonderful training.

What was your first job?

I worked on an adult medical ward with the specialty of haematology. It was demanding, busy and rewarding. I learnt an enormous amount about balancing competing demands.

What is the trait you least like in yourself and why?

At times, I lack patience. I am a "do-er" and don't always find it easy dealing with more passive people. As I get older, it's easier to embrace different styles.

Whom have you learnt most from in your career and why?

I can think of many role models in clinical practice. In relation to learning to be a leader, the head of a large and busy faculty of health. She knew the name of every single member of staff and cared about each of them as people. It is too easy to forget that organisations only succeed because of the staff.

What advice would you give someone starting out?

Nursing and midwifery are very fulfilling. They offer a host of opportunities to work in different fields across the world. Most importantly, they offer the chance to make a positive impact on people's lives.

What keeps you awake?

Very little. I sometimes worry about colleagues who are under pressure and feel they cannot give the service they would like.

What's the most satisfying part of your job?

The diversity, meeting people and helping new nurses to learn to be effective practitioners.

Your proudest achievement?

After my two sons, it was being awarded my PhD aged 51 after six long years of part-time study alongside a very large job.

What do you think will change nursing in the next decade?

The move to community-based services from diverse providers will open up many possibilities to nurses wanting creative and autonomous roles.

What makes a good nurse?

The ability to use all of one's senses in interpreting scenarios and supporting individuals at vulnerable points in their lives.

If you could change one thing in healthcare, what would it be?

I think the NHS is a superb service and would want the "free at the point of delivery" concept protected forever.

Your ideal weekend?

I often have them - doing conservation work in Dorset with my husband, walking along the promenade in Bournemouth and spending time with friends in London.

If you could spend an hour with someone, who would it be?

It would probably be Nelson Mandela. I think I could learn from his strength and humility.

29 November 2011

Shoppers pay more attention to their surroundings in London, says research

In this morning's session with approximately 100 executives from advertisers, media agencies and outdoor media specialists, Justin Gibbons from Work Research presented the findings into how people view their experiences of shopping in London.

Westfield Stratford City in east London opened two weeks ago (13 September) and has attracted more than million customers through its doors, despite launching amidst economic uncertainty.

CBS Outdoor won the outdoor advertising sales contract for Westfield Stratford City at the beginning of the summer and sells full motion ads on around 100 55-inch screens inside the mall and four large-format sites on the external walkways.

Gibbons, a partner at Work Research, worked with the Media School at Bournemouth University to take 40 people shopping in London to establish how different groups of people behave when shopping in the capital.

Work Research divided London shoppers into six groups: material girls and boys, young people with disposal incomes; career and the city, career women; coffee and crayons, women with young children; modern man, hip men with a love of gadgets; regular man, "bewildered" men whose wives buy them zip up clothing; and quality seekers, suburbanites who save up to splash out.

After the presentation of the research findings, CBS Outdoor's national sales director Liam Reynolds announced the media company would launch London shopper packs to target people in key areas of London.

CBS Outdoor has the contract to sell advertising on the screens inside the other major Westfield centre in White City as well as the contract for London Underground and most London buses.

Reynolds said the packs would allow for both "scale and niche targeting" and could be tailored to fit particular briefs or to target particular types of London shopper, such as "quality seekers" or "material girls and boys".

In addition to the 40 shoppers, quantitative research was conducted by Dipsticks via an online panel called Panelbase on a survey sample of 819 respondents aged between 16-64 living in London and the South East.

The research found almost two thirds (65%) of London shoppers were likely to spend more when shopping in central London than on their local high street, while the same amount said they were more likely to spend more time browsing in central London.

NewScientist

24 October 2011

"Each site should be treated as if it's a crime scene, and you must presume there might be criminal investigations in the future," says [Ian Hanson](#), a forensic archaeologist at Bournemouth University, UK, and a veteran adviser on the exhumation procedures that followed the Balkan and Iraq conflicts.

Hanson says that creation 15 years ago of the International Commission on Missing Persons in the [Balkans](#) was the first systematic effort to document evidence from mass graves properly and identify remains. So far, about 17,000 bodies have been identified of the estimated 30,000 who went missing during the Balkan conflict, mainly in [Bosnia and Herzegovina](#). Around 20,000 bone samples and 80,000 blood samples have been taken since 1996, he says.

In Iraq, where Hanson says at least 300,000 went missing during the rule of [Saddam Hussein](#), a law was introduced in 2006 to protect mass graves. At present, around 2000 to 4000 Iraqi cases are being resolved each year, and Hanson says it will be decades before all the country's "missing" are identified.

25 November 2011

Royal prize for Bournemouth University's work in animation

Bournemouth University will receive a royal honour from the Queen for its work on computer games and special effects.

BU will get The Queen's Anniversary Prize for Higher and Further Education at Buckingham Palace on February 24.

The award recognises the university's National Centre for Computer Animation (NCCA).

A university spokesman said: "The Queen's Anniversary Prizes are part of the national honours system and are the most prestigious awards in UK education."

More than 50 NCCA graduates worked on James Cameron's epic *Avatar*, and during 2011 MA graduate Andy Lockley received an Oscar for his visual effects work on *Inception*.

Other credits over the years have included *Star Wars*, *Toy Story* and the *Harry Potter* series.

The NCCA has also been working with surgeons to develop training simulations for cancer surgery.

Graduates also work throughout the games industry.

Sofronis Efstathiou, the joint associate dean of the NCCA, told the Echo earlier this year: "We are responsible for only eight per cent of the visual effects and Games graduates in the UK.

"But last year, 53 per cent of all students finding jobs in the industry came from Bournemouth."

06 September 2011

Student support

A UNIVERSITY student is showing her support for the Olympic and Paralympic games with the Bring on the Games window sticker.

Bournemouth student Sophie Marsden, 19, said that the games would be a once in a lifetime opportunity for the UK.

She said: "I think that the community spirit and what it will bring to the area will be really good.

"It will highlight the UK's profile as a sport-orientated country.

"It will be great to watch and really good to have the experience."

She added that she would be trying to get as involved in the games as much as possible.

She said: "It's a once in a lifetime experience.

"It's not likely that it will come back to the area any time soon.



The Telegraph

26 November 2011

How to make cartoons more real – add imperfections

Computer generated animations such as the hit Disney/Pixar movies *Toy Story* and *Cars* could in future boast a new feature to make them look more real – imperfections.

Researchers at the University of Bournemouth are developing techniques to recreate the gritty realism that comes from using film in animations.

They have found that by introducing the grainy texture produced by the light-reactive crystals on traditional film, animations can look more believable.

Flecks of dust appearing briefly on a lens and other imperfections can also make a scene appear more real.

Their research could help to make special effects in action movies appear more believable while also allowing animators to change the mood of a scene.

Directors often used the textures produced by different types of films to change the mood of their movies to give them a gritty edge.



People in the news

Professor Colin Pritchard

"These results challenge the feeble justification of the government's changes to the NHS"

Professor Dimitrios Buhalis

"Technology will be critical for competitive advantage and our research will have great relevance and impact globally"

Professor Keith Brown

"Training every children's social worker in, for instance, reflective practice is going to take a minimum of three to four years."

Dr. Sarah Bate

"We estimate that one in 50 people in the UK suffer from some form of the condition"