From Salford
Alumni Magazine 2014

CLASS of ’92
United legends include University in plans for Salford City FC

PLUS
The new Salford Institute for Dementia
Update: Transforming our campus
How the horrors of war changed nursing
Research studies
Your alumni updates and much more...
Dear graduate,

Reading over this issue of the alumni magazine before writing this message, I was struck, as in past years, by the extraordinarily broad spectrum of activity led by our academics, students and global network of graduates.

From exciting initiatives, such as our partnership with the ‘Class of ’92’, to ambitious research projects, campus investment programmes, industry link-ups and flagship events, there is no question that the University has some remarkable stories to tell.

My personal thanks to all the graduates who have contributed to the activity highlighted in this magazine, and to those involved in the even larger body of activity that there simply wasn’t space to cover. And my special congratulations to those truly exceptional graduates who have received Alumni Achievement Awards.

Turning to the future, the next five years of activity at Salford will be shaped by our new strategic plan, which was presented to Council in November 2013 and has now been approved.

The document was drafted after close consultation with students, graduates, trade unions, councils, external partners, and special-interest and community groups. In identifying our strengths, areas of focus and priorities, it canes out a strong and distinctive proposition for our future.

What I can confirm in advance of publication is that the University of Salford will remain focussed on its traditional objectives: forming partnerships with industry, engaging with local communities and conducting bold research that improves the lives of ordinary people.

In past years, by the extraordinarily broad spectrum of activity led by our academics, students and graduates, the University has some remarkable stories to tell.

What I can confirm in advance of publication is that the University of Salford will remain focussed on its traditional objectives: forming partnerships with industry, engaging with local communities and conducting bold research that improves the lives of ordinary people.

On every page of this magazine, there are inspiring examples of the difference our staff, students and graduates are making in these three areas. Their tireless efforts make me very proud to be part of the Salford community. I hope you feel the same.

Professor Martin Hall
Vice-Chancellor

Debrah Best
Alumni Engagement and Regular Giving Manager

As the University of Salford’s new Alumni Engagement Manager it is my pleasure to welcome you to the latest edition of From Salford - the magazine produced especially for you, our alumni!

I would also like to extend a special welcome to our Class of 2014 graduates; you are the latest members of a global alumni network of over 135,000 people with a lifetime connection to the University of Salford.

In this issue we bring you details of a host of brand new initiatives at the University, including our cover story highlighting a new partnership with the Manchester United ‘Class of ’92’. This is a fantastic opportunity for our students to participate in the high-profile project to develop local non-league side Salford City FC.

Over the past year we have also launched the unique Salford Institute for Dementia, been visited by Nobel Peace Prize winner Muhammad Yunus, and produced a world record-breaking echo! Find out more about all of these, and lots of other exciting University updates, inside. On page 28-33 you will also find our research news supplement ‘Perspectives’, outlining work by some of our leading academics in areas as diverse as cancer diagnosis, the Chernobyl exclusion zone, and transforming the future of TV.

Last but certainly not least are all of your alumni updates and stories about some of the fantastic things that Salford graduates are achieving around the world.

I hope you will enjoy reading this issue of From Salford. Whatever you are doing you’ll always be an important part of the Salford story. We are working on ways to stay connected with our alumni and provide more opportunities for you to benefit from engaging with the University, so please do take a moment to update your details at www.salford.ac.uk/stayconnected.

From the Editor
Gareth Pettit
Alumni Engagement and Regular Giving Manager

Thanks to
Stacey Anderson, Frosyni Bairaktari, Caroline Boyd, Kyle Broadhurst, Paul Butlin, James Castle, Ben Cavely, Kayla Chan, Justin Clark, Claire Green, Aaron Groves, Abiata Hann, Chris Hepworth, Tom Irat, Colin McCallum, Ellen Robinson, John Thornton, Jill Wright and all of our contributing alumni.

If you would like to receive your magazine electronically, please email your full name to alumni@salford.ac.uk with ‘green magazine’ in the subject line.

From Salford Alumni Magazine 2014

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Green magazine

If you would like to receive your magazine electronically, please email your full name to alumni@salford.ac.uk with ‘green magazine’ in the subject line.
On the 100th anniversary of the conflict, Journalism student James Castle explores the enduring impact that those who volunteered their care in WWI made on nursing practice.

“We learnt lessons at the time of World War One that patients needed to be cared for more holistically. They were cared for compassionately and made as comfortable and as pain free as possible.”

Dr Celia Hynes
Director of Multi Professional Postgraduate Studies at our School of Nursing, Midwifery, Social Work & Social Sciences.

At the outbreak of war in 1914 there were around 300 trained military nurses in the nursing corps, The Queen Alexandra’s Imperial Military Nursing Service. But by the end, this figure had grown to more than 10,000.

The catastrophic number of casualties in the spring of 1915 led the army to call on volunteers, known as Voluntary Aid Detachments (VADs), to cope with the demand.

Limb loss and patient trauma, such as shell shock, required a new approach. As Dr Hynes says, “We learnt lessons at the time of World War One that patients needed to be cared for more holistically. They were cared for compassionately and as pain free as possible.”

This was crucial as effective pain relief was often not available. Care was also extended to treating those who were not going to survive their injuries, beginning the practice of palliative and end-of-life care that is taught at the University today.

One of the major advancements made during the war was the increased involvement of nurses in making decisions about care. According to Dr Hynes, “The use of clinical judgement in the provision of care has been the main thing; nurses are now equal to doctors. That has been made possible by the experiences of those in World War One.” Those on the frontline sat nursing on a pathway from noble vocation to clinical profession, and started a revolution in how women in healthcare are perceived. Today, due in large part to the courage and intelligence shown by their forbears in WWI, nurses are seen as leaders of change.

How the horrors of war transformed the nursing profession

Thrust into the horror of war unpaid and often with no training, the life of a war-time nurse on the battlefields of Europe was frequently as trying as that of the soldiers they treated.

Despite this, nursing made huge advancements in patient care during WWI and raised the profile of the women who chose the vocation.

2014 marks 100 years since the outbreak of the First World War. At Salford, the Conflict and Peace Project is a four year rolling programme of events, engaging with the issues of conflict and peace from 1914 to the present day. The events range from exploring our work in prosthetics and wound care to creative responses from visual arts, creative writing and drama; from solemn commemorations of what has been lost to celebrating the hope and creativity which arises from great adversity.

“Never forget”

The First World War had a huge impact on the lives of people in Salford. While a devastating war is never to be celebrated, it is appropriate that we work with others to commemorate this anniversary.”

Professor Martin Hall
Vice-Chancellor

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Professor Martin Hall
Vice-Chancellor
Improving the lives of people with dementia

In November of last year, the University launched the Salford Institute for Dementia: a ground-breaking initiative dedicated to helping communities live positively with dementia.

The Salford Institute for Dementia is in the forefront of the dementia-friendly movement in the UK” The Times

Institute receives record donation

The success of the Institute has been accelerated by a £250,000 donation from the Medlock Charitable Trust, which, in addition to a significant gift from the Dowager Countess Eleanor Peel Trust, marks one of the biggest philanthropic investments in the University’s history.

Alumni David Medlock, the Trust’s founder, said, “I support the Salford Institute for Dementia because I believe they are working with a new idea in an area which has been neglected but will impact hugely on individuals and their families.”

“Joy Watson was diagnosed with Alzheimer’s disease on her 55th birthday and has since worked tirelessly to improve the lives of other people living with dementia in her local community of Eccles.

She and her husband, Tony, spoke to Development Officer Ellen Robotham about their experience and explained why they decided to become members of the External Advisory Board to the Salford Institute for Dementia.

Ellen Robotham: So, Joy and Tony, please can you tell me your personal story of living with dementia?

Tony Watson: At the beginning, we were obviously both devastated to receive the diagnosis, although we had both suspected it for some time. But after a couple of months of trying to work things out, Joy said, “Ok, we’ve got this; we’ve got to live with it, so let’s see whether we can do something to make life better”.

Joy Watson: Yes, it’s been very up and down, having to adjust both physically and emotionally. But we’ve decided to look at the positive aspects and concentrate on those. The support we’ve had from different agencies has been fantastic and we’ve both said that if you’re going to have dementia then have it in Salford!

ER: Why did you get involved in the University’s work in dementia?

TW: The reason that we are involved is that people at the University want to speak to people who live with dementia rather than study it from a book or case notes. They want us to be a part of the Institute because Joy has Alzheimer’s, so we both live with dementia and we can both help with the first-hand knowledge that we have.

ER: In what ways do you hope the work of the University will help other people living with dementia?

TW: With the research that’s going on and the University teaching more people about dementia, the first thing it’s going to do is help to remove the stigma and make more people aware. Awareness-raising is vital, because if we can teach more people to understand how people with dementia live and how we can improve their lives, then that will be tremendous.

JW: I think it’s really exciting that the University has taken this on board, for us personally but also for the area and even the nation. There are so many issues that can be addressed and I think the University is in a brilliant position to bring about change which has got to be good for everyone.

ER: What would you like to say to those that have supported the work of the Institute financially?

TW: I would like to say a massive thank you to everyone who has donated because the donations, no matter how small, make a massive difference. Just think of the change that you have made to someone else’s life - to help someone to live better and to live their life to the full.

JW: I think too that it’s not just thinking of the here and now, but it’s almost like a legacy – what the University does in this area of research, it’s going to be for our children, for the future generation. So we do say thank you, not just for ourselves but for our grandchildren.

To find out more about the Salford Institute for Dementia and to make a donation, visit: www.salford.ac.uk/salford-institute-for-dementia
Key news and events

The University continues to develop at a rapid pace and below are just some of the recent news highlights from across campus.

For a full archive please visit: www.salford.ac.uk/news

23 March 2012
A royal engagement: HRH Prince Philip, Duke of Edinburgh opens our MediaCityUK campus.

30 March 2012
AvEd newsroom launches at MediaCityUK.

3 May 2012
Lord Heseltine visits the University to speak at The Salford Lectures.

25 August 2012
Vice-Chancellor, Professor Martin H Valter, takes part in Manchester’s gay pride parade on behalf of the University.

21 March 2013
The Centre for Sports Business at Salford Business School invites Rick Parry, former Chief Executive of Liverpool Football Club, to deliver its inaugural lecture, ‘How and why the Premier League was formed’.

12-16 June 2013
The Create Salford Festival at MediaCityUK launches the new School of Arts and Media. The festival replaces the usual ‘degree show’ format and reflects the School’s new, wide-ranging and innovative portfolio, bringing together all of the School’s disciplines in one event.

16 May 2013
The Salford Business School Ball is held to mark the 25th anniversary of excellence in business and management education.

18 May 2013
Nobel Peace Prize Winner Muhammad Yunus visits the University to champion his concept of social business as a way to release deprived people from the ‘poor’ of welfare.

21 March 2013
The Centre for Sports Business at Salford Business School invites Rick Parry, former Chief Executive of Liverpool Football Club, to deliver its inaugural lecture, ‘How and why the Premier League was formed’.

23 July 2013
The University joins Santander Universities’ global network of over 1,000 partners - Santander provides funding and international placement opportunities for our students and employees, with an initial value of £10,000-a-year for three years.

11 October 2013
The University launches the partnership with the Chinese Centre for Contemporary Art at our Media City campus by previewing our first co-commission ‘Haze and Fog’ by Cao Fei, a Chinese zombie film.

5 September 2013
The refurbished Clifford Whitworth Library reopens, as part of the £1 million investment in University library facilities.

23 October 2013
Paralymp swimmer Charlotte Henshaw visits the University to officially re-open our Prosthetics and Orthotics Centre, which has undergone a £1.3 million refurbishment.

15 October 2013
The North West Consortium, which includes Salford, receives £1m in Arts and Humanities Research Council funding to boost doctoral training for a new generation of researchers.

9 October 2013
Diggers arrive on campus as we begin construction on our new Gateway Project and student residences.

16-19 July 2013
Graduation
Honorary graduates include punk poet John Cooper-Clarke and HRH Princess Lודowah Al-Faisal of Saudi Arabia.

2014
We celebrate the inaugural ‘University Day’ and formally recognise the successes of our staff, students and alumni.
News and updates
Health & Social Care

Student nurses star in primetime ITV documentary series

Everyone at the University was glued to their TVs from February to April of this year, as our nursing students did us proud on the primetime ITV1 programme ‘Student Nurses: Bedpans and Bandages’.

For eight weeks the programme followed the busy lives of students from Salford, exploring their motivations and inspirations as they juggled academic study with hands-on patient care.

The stars of the show were rocker Graham, who plays the drums in his spare time, former carpet fitter Alistair, who is interested in a surgical career, children’s nurses Helen and Joanne, squeamish Kelly, who overcame her phobias, mental health nurse Kelsie, and third-year students Abu and Danielle.

The programme was a hit with audiences, clocking regular viewing figures of three million, with one episode reaching a peak of almost five million.

Suzanne and Kirsty Jankowski were both at the event at The Lowry to receive their social work qualifications, much to the surprise of Kirsty.

Her mum Suzanne had been unable to attend her own graduation in post-qualifying social work studies three years earlier, so she asked the University if they could graduate together.

Kirsty arrived at the ceremony to receive her MA in Social Work and was elated that Suzanne was also graduating. She said: “I was surprised at seeing my mum in a cap and gown and was delighted to celebrate our special day together.”

Suzanne added: “I was thrilled that my request to graduate with Kirsty was granted. What a fantastic day it turned out to be, and when we were mentioned in the Chancellor’s speech it was the icing on the cake.”

Both women chose a career in social work but their interests lie at opposite ends of the spectrum. Kirsty specialises in children and families and has previously worked for a drug and alcohol charity which supports young people.

Suzanne works at Salford Royal Hospital and specialises in advance care plans for people in the last year of their life. She teaches end of life care at the University of Salford and mentors students on social work placements.

Steve Pugh, Director of Social Work, said: “Suzanne has been a friend of social work at Salford for many years and an inspiration to our students, so it was an absolute pleasure to help her surprise her daughter, who will also make an inspiring social worker.

Congratulations to Suzanne and Kirsty!”

Mum’s the word at graduation

A mother and daughter graduated together at this year’s graduation ceremonies on 15 July.

For more information please visit: www.salford.ac.uk/alumni
Salford around the world

Not only are Salford alumni based in more than 160 countries around the world, but the University also has a growing reputation for delivering training and research across the globe.

His Highness Sheikh Nahyan launches Salford plans for growth in the UAE

This May, at a special event held in Abu Dhabi, we announced a strategy to boost our presence in the United Arab Emirates (UAE).

Attending the event were His Highness Sheikh Nahyan Bin Mubarak Al Nahyan, UAE Minister of Culture, Youth and Community Development, and over 100 senior business representatives and government officials from the UK and UAE. They listened as Vice-Chancellor Professor Martin Hall outlined plans to develop academic and professional development courses, forge partnerships with public and private-sector organisations and carry out collaborative research in the region.

Subject to approval by the Abu Dhabi authorities, this programme of exciting developments courses, forge partnerships with public and private-sector government officials from the UK and UAE. They listened as Vice-Chancellor Professor Martin Hall outlined plans to develop academic and professional development courses, forge partnerships with public and private-sector organisations and carry out collaborative research in the region.

For more information, visit: www.abudhabi.salford.ac.uk

Key partnership with leading Abu Dhabi hospital to tackle national problem

Diabetes is a serious and growing problem in the UAE, affecting roughly one in five residents. Poor circulation caused by the condition, means that those with diabetes are prone to suffer from chronic foot pain. The team at our School of Health Sciences have been working with Mafraq Hospital in Abu Dhabi to enhance the care they offer patients with diabetic foot problems. We spoke to Professor Sue Braid, Head of School, to find out more.

From Salford: How did the project come about?

Professor Braid: After one of our professors was seconded to Mafraq to lead the vascular surgery team, the hospital invited us to undertake a scoping exercise into their management of diabetic foot problems.

PB: The hospital commissioned a forensic-scoping exercise and an evidence-based report to enhance their diabetic foot, vascular and ultrasound services. The report provides detailed recommendations for further training of hospital staff and highlights potential areas for collaborative research between our two organisations. We have also developed a ground-breaking Masters-level module on ‘Care of the Diabetic Foot’.

FS: Why is this work important?

PB: Our work with Mafraq Hospital is driven by the high rates of diabetes in Abu Dhabi, which is something we see across the Middle-East. This is partly the result of genetic factors and partly down to diet and lifestyle. It has moved diabetes care to the top of the political agenda in the region.

The major aim of the project is to ensure consistency when it comes to how Mafraq manages diabetic foot problems and, specifically, to reduce amputation rates. This has traditionally been the way that healthcare providers in the UAE have treated the condition.

FS: What is the next stage of the project?

PB: We will keep providing Continuing Professional Development and accredited training to the staff at Mafraq. Plus, we are in the early stages of discussions surrounding using the hospital’s radiography department as an international hub for the delivery of a Masters programme in ultrasound. We are also exploring the possibility of conducting collaborative research with the hospital into diabetic foot problems.

FS: What impact has this activity had?

PB: Our work has most definitely started to change practice at the hospital. We are seeing the introduction of a multi-disciplinary team approach and consistency of assessment for patients with diabetic foot problems. We are confident that this will reduce foot-amputation rates at the hospital.

Supporting our overseas alumni: China

With China set to overtake the USA as the world’s largest economy as early as this year, there will be more and more career opportunities in the country for Salford alumni.

Providing the support they need is our in-country Alumni and Communications Officer, Kayla Chen.

“My name is Kayla Chen and part of my role is to update our China-based alumni with the latest news from Salford.

“My name is Kayla Chen and part of my role is to update our China-based alumni with the latest news from Salford. I produce regular email newsletters, which I hope you’ve received, and share news and developments on the social media sites Weibo and Wechat.

“Our Chinese alumni are a vital part of our wider alumni community, and it is important to us to provide a networking platform for them. I organise regular national and regional alumni events, and I hope to see you at one soon.

“Their alumni network in China is growing with 1,697 Salford grads currently based here. Our first Chinese alumni can be traced back to 1970.

“For more information about the alumni associations and the events we have planned, please contact me. I look forward to hearing from you.”

“Top 5 tips for doing business in China

Face

In China it is critical that you give face, save face and show face when doing business. ‘Face’, in Chinese culture, is roughly translated as ‘good reputation’, ‘respect’ or ‘honour’. Do not publicly undermine, insult or reject anyone as they will lose face. Complimenting and respecting others will give them face. Listen to the more mature and experienced as their wisdom is widely respected.

Relationships

There is a famous Chinese saying: make friends before doing business. It may take decades to build a strong and reliable business network in China. Never be too informal and avoid using humour as it may be lost in translation.

Gift-giving

Giving and accepting gifts is the norm in China. There is a famous Chinese saying: make friends before doing business. It may take decades to build a strong and reliable business network in China. Never be too informal and avoid using humour as it may be lost in translation.

Meeting & greeting

Meetings begin with the shaking of hands and a slight nod of the head. Chinese people are not keen on too much physical contact so avoid a hand on the shoulder or a put on the back.

Drinking culture

The Chinese like to discuss business during banquets. It is very common in China to close a deal in the middle of drinking. Even if you do not like liquor you have to drink as much as you can when invited by your guest’s or your host. In Chinese perception, the more you drink, the more reliable you are and the more quickly you are able to close a deal.

Kayla Chen, Alumni and Communications Officer, China

Our Chinese alumni are a vital part of our wider alumni community, and it is important to us to provide a networking platform for them.”

Image: Prof Martin Hall and Sheikh Nahyan.

For more information, visit: www.salford.ac.uk/alumni
Manchester has such a proud history in animation, in the media industries, particularly animation. Now I see it as being at the heart of a new revolution,” he said.

James, I've known that Manchester is an incredibly creative and inspirational place.”

Josh Weinstein, a former writer and executive producer for ‘The Simpsons’, told delegates that Manchester has all the infrastructure and talent to claim its place as the new centre for animation and scriptwriting excellence.

Josh suggested that anyone looking to develop their career in the sector should stay in Manchester where their creativity will be encouraged, rather than look to LA, where it could be stifled.

“Since my college years, when I became a fan of Manchester bands such as The Smiths, Joy Division, the Inspiral Carpets, the Stone Roses and the Smiths, I’ve known that Manchester is an incredibly creative and inspirational place,” he said.

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“It was the birthplace of the Industrial Revolution and now I see it as being at the heart of a new revolution in the media industries, particularly animation. Manchester has such a proud history in animation, with such companies as Cosgrove Hall.”

“I’ve known that Manchester is an incredibly creative and inspirational place.”

On Friday 13 June, Manchester-based designer and maker, Liam Hopkins, brought ‘You get out what you put in’ to the University of Salford’s Create Salford 2014, a three-day public arts and media festival held at MediaCityUK.

“You get out what you put in’ was an exclusive commission from Liam Hopkins, inspired by some of the University’s high-profile arts & media alumni, including Robert Powell, Jim Sturgess, Robin Richards from the Dutch Unicorns and festival host Jo Good (6FM, BBC 6Music).

The hand-crafted, interactive artworks, were the focal point of Create Salford, taking centre stage in the Create Cube: a 5m x 5m Perspex stage built at MediaCityUK’s Piazza, which featured ever-changing creative performances and exhibitions throughout the festival.

“We have some incredibly inspirational alumni and we’re delighted that they could collaborate with Liam to produce this artwork.”

Sarne Mairs-Slee Festival Director

Liam Hopkins: “I was keen to make the pieces interactive and tactile, in order to bring the alumni’s advice and inspiration to life and to ensure the students and other visitors to the festival truly interact with them.”

Create Salford 2014 festival director, Sarie Mairs-Slee: “We have some incredibly inspirational alumni and we’re delighted that they could collaborate with Liam to produce this artwork.”

Create Salford is a collaborative event, featuring today’s and tomorrow’s best music, comedy, theatre, dance, fashion, poetry and journalism, devised by high-profile creatives and the University’s final year School of Arts & Media students.

Below: Josh Weinstein at the Salford Media Festival in November 2013.

Think inside the BOX

The Simpsons’ writer talks up creative potential of Greater Manchester

During an ‘in conversation’ session with Manchester music legend Clint Boon at the Salford Media Festival in November last year, Josh Weinstein, a former writer and executive producer for ‘The Simpsons’, told delegates that Manchester has all the infrastructure and talent to claim its place as the new centre for animation and scriptwriting excellence.

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“It was the birthplace of the Industrial Revolution and now I see it as being at the heart of a new revolution”

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Have you have visited the University recently? Then you may have noticed the construction work taking place in the area between the Chapman and Newton Buildings that was formerly occupied by the Ashworth Building.

Once completed, this development will be christened Chapman Square: a large, green space at the heart of the Peel Park campus, where students and staff can take breaks and socialise between study and work. We also plan to hold regular public performances in the square (weather permitting!) to make the space available to the local community.

Chapman Square will be the first of several attractive outdoor spaces to pop-up around campus. It's a prime location that's home to the Chapman Building, the Lady Hale Building, the Newton Building, and the Clifford Whitworth Library – which underwent a £1 million upgrade of its own last summer.

Last year, we refurbished and extended Chapman Building at a cost of £9m, modernising the building, inside and out. Chapman now houses six spacious lecture theatres, breakout and social spaces, and a Fairtrade café. However, we were careful to keep one of the building’s most recognisable features intact: Walter Kenchawin’s ‘Antoinette’ tile mural on the building’s stairway.

When it opens in early 2016, the £55 million building developed under the Gateway Project will provide a striking entrance to the Peel Park campus from Salford Crescent railway station.

The new building will be home to the School of Arts & Media and there will also be space for students from other disciplines. Facilities will include a theatre, recording and photography studios, café areas, performance and rehearsal spaces, computer suites and lecture theatres. The building will be decorated with specially-commissioned artworks.

With a completion date of September 2015, our new student accommodation complex is now in full swing.

The dramatic makeover of our Peel Park campus is now in full swing.

As well as the creation of brand new buildings, and the refurbishment of existing facilities, work is well underway on an £18 million 1,367 bedroom student accommodation complex. For the full picture, download a PDF of the University of Salford Campus Plan: www.salford.ac.uk/campusplan
Salford professor breaks record for world’s longest echo

Ireland's longest echo was smashed shut.

away after the solid-bronze doors of the Hamilton Mausoleum in Scotland were slammed shut.

The previous record, set in 1970, stood at 15 seconds – the time it took for the sound to die away.

Professor Trevor Cox, of Acoustics Engineering, broke the world record for the longest echo.

The project is being delivered by the Pendleton Together consortium. The consortium includes the University in partnership with the housing organisation Together Housing Group, the building and regeneration specialists Keepmoat and Salford City Council.

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launched in the summer of last year, Pendleton Together is an ambitious £650 million regeneration project that will completely transform the Pendleton area of Salford.

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But, in researching his new book ‘Tonic Wonderworld: A Scientific Odyssey of Sound’, Professor Cox discovered an echo complex at Inchindown, near Invergordon in Scotland, where the sound echoes for a full minute longer. Professor Cox said, “Never before had I heard such a rush of echoes and reverberation. I was like a toddler sitting at a piano for the first time, thrashing the keys to see what sounds would come out.

Yet, after a few minutes I stopped playing with the acoustics and started preparing for my measurements. My initial reaction was disbelief – the reverberation times were just too long.”

Salford professor helps discover cancer gene

Towards the end of last year, there was a major breakthrough that will help scientists develop a less invasive test for chronic blood cancers.

This followed research led by the University of Cambridge and the Wellcome Trust Genome Institute in identifying CALR, the gene which causes this group of cancers. By sequencing the DNA of patients, the researchers found that CALR was mutated, resulting in chronic blood cancers, high platelet counts and low haemoglobin levels.

Dr Aziz, Lecturer in Biomedical Science at the University of Salford, contributed to the study by designing the specific probes to test the quantity of abnormal CALR and localisation of abnormal protein.

Dr Aziz said, “Diagnosis of blood cancer commonly requires highly-invasive and painful procedures like bone marrow biopsy that also involve multiple tests. This discovery will not only lead to new generic testing for diagnosis but will also shed light on the genetic mechanism that leads to chronic blood cancers.”

University joins partnership to regenerate Pendleton

Towards the end of last year, there was a major design company, which with our turnover more people. That exciting career has led to the more than 1,600 new homes and refurnishing 1,250 existing homes, began in early 2014. The project is being delivered by the Pendleton Together consortium. The consortium includes the University in partnership with the housing organisation Together Housing Group, the building and regeneration specialists Keepmoat and Salford City Council.

Salford professor helps discover cancer gene

Towards the end of last year, there was a major breakthrough that will help scientists develop a less invasive test for chronic blood cancers.

This followed research led by the University of Cambridge and the Wellcome Trust Genome Institute in identifying CALR, the gene which causes this group of cancers. By sequencing the DNA of patients, the researchers found that CALR was mutated, resulting in chronic blood cancers, high platelet counts and low haemoglobin levels.

Dr Aziz, Lecturer in Biomedical Science at the University of Salford, contributed to the study by designing the specific probes to test the quantity of abnormal CALR and localisation of abnormal protein.

Dr Aziz said, “Diagnosis of blood cancer commonly requires highly-invasive and painful procedures like bone marrow biopsy that also involve multiple tests. This discovery will not only lead to new generic testing for diagnosis but will also shed light on the genetic mechanism that leads to chronic blood cancers.”

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The Class of ‘92 and the University have agreed a partnership which will see students and academics heavily involved in the development of Salford City FC, the Old Trafford Supporters’ Club and Hotel Football.

“Th i s partnership is a central part of our vision and we’re really lucky to be able to make the most of the enthusiasm and skills of some fantastic students and the incredible facilities at the University.”

Gary Neville, Class of ‘92

In the first collaborative project, broadcast and journalism students filmed and reported live on August’s friendly match between Salford City and the Class of ‘92. All the season’s matches will be covered by students, who will also report on major milestones in the club’s transformation.

Sports and health science students will work with the club’s coaching and physiotherapy team to develop training programmes and nutrition plans for the players. The University’s Human Performance Lab, which houses the very latest technology used in advanced sports science, will be used to monitor the players’ fitness and progress.

Students and colleagues from Salford Business School’s Centre for Sports Business will work on digital marketing initiatives, corporate finance and event management. Their involvement will help deliver an ‘always on’ digital facility, which will give fans online access to behind-the-scenes activities and up-to-the-minute information about the team’s development.

Also in the pipeline is a documentary to be produced by broadcast and media production students which will follow the construction and launch of Hotel Football. The hotel, which will house the Old Trafford Supporters’ Club fans’ bar and restaurant, is due to open next to Old Trafford football ground in November.

Commenting on the partnership, Gary Neville said: “The Class of ‘92 were given a chance when we were young by Manchester United, so now we want to give something back and provide the best opportunities possible for Salford students and other young people in the community.”

University Pro Vice-Chancellor and Salford Business School Dean Professor Amanda Boddicker said: “The internship, placement and research opportunities for our students through our exclusive partnership with the Class of ‘92 are incredible.”

“Salford has always led the way in industry engagement and our work with Salford City, Hotel Football, the Old Trafford Supporters’ Club and on other projects further strengthens our commitment to our graduates’ career success and contribution to our community.”

Professor Amanda Boddicker, Pro Vice-Chancellor and Salford Business School Dean

Professor Amanda Boddicker, Pro Vice-Chancellor and Salford Business School Dean, and Gary Neville celebrate the signing of a unique partnership between the University, Salford City FC and the Class of ‘92 at Salford’s AJ Bell Stadium.
School receives Small Business Charter Award at 10 Downing Street

In June, in recognition of the role it has played in helping kick-start British enterprise, Salford Business School received the Small Business Charter Award. Class of 2003 graduate Steve Lowy, CEO at umi Digital, and Professor Amanda Broderick went to 10 Downing Street to attend the special ceremony.

The award means that Salford Business School is a trailblazer scheme – of which 8,000 small businesses through workshops, mentoring and other schemes including Growth Vouchers, Growth Accelerators and Start-Up Loans. Professor Broderick said: “I’m delighted that we’ve been recognised by the Department of Business, Innovation and Skills and the Association of Business Schools as an innovator in SME engagement and support. “Building on our national recognition as the top university in the north west and fifth in the UK for industry engagement, we are one of the first universities to be awarded the Small Business Charter to recognise the best practice of our engagement and support of the small business community. “We feel that Salford is the university for entrepreneurs and innovators and it is particularly timely that this recognition coincides with Salford Business School’s celebration of 2014 as the Year of the SME, acknowledging the creative ingenuity of our small and medium-sized businesses.”

Salford Business School has teamed up with leading digital media businesses and UK Trade & Investment (UKTI) to create a free, online open access course that will help businesses and individuals make the best use of web search and social media marketing.

Designed by Master’s level marketing students with input from Business School academics and industry experts, the series of educational videos are now available for the ‘Search and Social Media Marketing for International Business’ course. They cover topics including online personal branding, Search Engine Optimisation (SEO), blogging and social media.

The project is a pilot Massive Open Online Course (MOOC). MOOCs are a new way of offering teaching and learning to people who are interested in flexible, internet-based study which they can fit around their work or home life.

There are 12 videos in all. They have been developed following research undertaken as part of the Passport to Trade 2.0 international business culture project which examined social media use across 51 European countries.

“Salford Business School is committed to meeting the needs of businesses in the Manchester region, as well as nationally and internationally.”

Recognition of our success

The Salford Business School and our community are proud to have been recognised for our exceptional achievements over the last year with the following prestigious awards.

Free Massive Open Online Course launched

Find out more about the course:
www.bit.ly/1eXYqZE

Read up on the Small Business Charter:
www.smallbusinesscharter.org
Alumni giving back

This year we've raised over £1m for the University and a vital part of this is the contribution from our alumni. Each year the donations made by graduates, friends and staff of the University have a direct impact on priority projects across campus, enabling us to offer a world-class student experience and support life-changing initiatives.

Alongside our unrestricted Campus Initiatives fund, the money raised by the campaign will be put towards:

- The Salford Institute for Dementia
- Raising Aspirations (SEED initiative)
- Scholarships and Student Support.

GETTING TO KNOW THE STUDENT CALLERS: NATASHA HADGRAFT, STUDENT CALL SUPERVISOR

“I was attracted to Salford for plenty of reasons. On the Open Day, the professors really went out of their way to speak to me and all the other prospective students individually and to answer all our questions. The campus was lovely and green and had a friendly vibe, which I thought would make it a great place to live and study. And I was impressed that my chosen course, Biomedical Science, was officially accredited and highly regarded by the leading institutes in the field.

“Since coming to the University I have loved every moment. I have been lucky enough to study in the fantastic new lecture theatres at Chase man and to access all the online and offline study materials I need in the library, where my course mates and I have also made regular use of the group work areas. Most excitedly of all, I will be carrying out a research project into dementia next year, my final year at the University.

“I joined the student calling team two years ago as a caller and have since become a supervisor. This has given me the opportunity to learn more about the projects running outside my course area, including the SEED outreach programme and the work of the Salford Dementia Institute. I’ve spoken to brilliant alumni from a range of fields. Their achievements have motivated me in my studies.

“Donations from alumni have improved my experience at University, as well as that of many of my friends and course mates. They have allowed talented students, who would otherwise not have been able to afford it, to take a degree with the aid of various scholarships. They have also created a great learning environment for students. I’ve spoken to a part of the student calling team to help the University continue to improve and to allow many future students to benefit as I have.”

Opening doors

Our Salford Advantage Bursaries open doors to first-in-family students, care leavers and other groups who are traditionally under-represented in higher education.

The generosity of our donors in providing the platform upon which these gifted scholars can fulfil their potential is hugely appreciated by everyone at the University.

Bursary recipient Josie Fletcher tells us about the enormous difference the bursary has made to her.

“I am studying for a BSc in Accounting and Finance. I chose to come to Salford because of its outstanding education opportunities, networks and influence in the field of business and finance. I have just completed my first year and cannot wait to get back for my second.

By awarding me the Salford Advantage Bursary, you have lightened my financial burden and allowed me to focus on the most important aspect of life at University: learning. Your generosity has inspired me to help others and give back to the community. As a foster child, I want to prove to other children from similar backgrounds that a university education is possible.

I was in foster care from the age of nine and was brought up in a very stable and supportive foster family. Since starting University I have lived on my own. My foster mum wanted me to stay at home, but I wanted to find my feet and prove my independence.

Thank you for helping me to realise my dreams. Your kindness and generosity has given me the opportunity to embrace my education at Salford.”

A helping hand for the next generation

Our alumni mentoring scheme passes on the wisdom and experience of Salford graduates to current students. Meet Graham Dibble, one of this year’s mentors, and find out how you can play your part.

This year, as part of the Salford Advantage Industry Insight Scheme, 13 members of our alumni community volunteered their time and experience to mentor current University students.

The mentoring scheme ran from March to May and saw 15 students benefit from the support of our alumni and other industry professionals, in fields as varied as business, forensics and journalism.

Alumnus Graham Dibble took part in the scheme and was paired up with Kenneth Abara, who is currently studying for an MSc in Petroleum and Gas Engineering. They met up for several mentorship sessions over the three-month period and communicated regularly by email.

Graham, who studied Chemical Engineering and graduated in 1972, said, “We all forget that we have learnt many lessons over our careers that can help others. The highlight of the scheme was the satisfaction of seeing the impact that relatively-simple practical advice can have on someone entering the job market.”

Although the mentorship period has officially ended, Graham and Kenneth have decided to continue their relationship in the future.

Graham recommends the scheme to all alumni, “For a small commitment of your time, your experience can facilitate a new graduate getting that very difficult first step onto a career path.”

We are extremely thankful to Graham and all the alumni mentors for the valuable guidance they have given the next generation of alumni.

Contact us to find out more about giving to the University or to make a donation

t: +44 (0)161 295 3432
e: supporters@salford.ac.uk
www.salford.ac.uk/donate

Pass on your wisdom

The success of this year’s activity means that we are planning to expand the scheme for 2014/15 and we will soon be recruiting mentors.

If you think that current students could benefit from your experience, please email our Alumni Engagement Officer Paul Bulfin on:
e: pbulfin@salford.ac.uk

We need your help

Your donations can support even more students like Josie, or help the SEED programme to break down barriers to higher education for many more local children.

To make a contribution please visit: www.salford.ac.uk/donate

Josie Fletcher, Salford Advantage Bursary recipient

From Salford Alumni Magazine 2014
The power of social business

It's been a year since the Bangladeshi social entrepreneur, banker, economist, civil-society leader and Nobel Peace Prize winner, Professor Muhammad Yunus spoke at our 'Building Social Business Summit'. However, no one who was in the audience that day will forget his inspirational talk on how social business models can be used to tackle global poverty.

During his talk, Professor Yunus posed the following challenge: “What would the world look like if one per cent of the global economy was focused on social business?”

Taking up his challenge, the University has launched a new Centre for Social Business. Headed by Dr Morven McEachern, the centre promotes research and consultancy activity in micro-finance, community issues and corporate social responsibility. It will also contribute to social business activity in the City of Salford, drawing upon the knowledge and research expertise of our academic staff to provide social business academic qualifications and executive training.

The University’s goal is to build the centre into an international social business hub, where researchers can help business practitioners, academics and new-generation researchers to create “self-supporting, viable commercial enterprises that generate economic growth.”

The Social Enterprise Mark

The centre got to work straightaway, by developing an MSc in Social Business and Sustainable Marketing (available to Salford alumni with a 25% discount on tuition fees) and leading the University’s successful application to gain the Social Enterprise Mark. Salford is the first university in the north of England, and only the second in the UK, to achieve this distinction, which is independent recognition that we put our “profits towards social or environmental good.”

The ‘Yunus Social Business Awards’

In November of last year, the University named the winners of our inaugural ‘Yunus Social Business Awards’ at a special ceremony on our MediaCityUK campus. The awards celebrate the achievements of enterprising students and academics who have contributed to the local community by harnessing “the energy of profit-making to the objective of fulfilling human needs.”

The winners in the three award categories were:

Existing Social Business: Local entrepreneur Mike Green for founding the Ancor-based business Standfilm, which provides skills training, work placements and job opportunities to local people who face significant barriers to employment.

Rising Star: Recent postgraduate alumnus James Goddar for his AIM Boxing Academy concept. The academy aims to address obesity and poor levels of fitness among young people.

Salford Student Award: Undergraduate Grant Dilan, for his work in developing REAL Vending, a food-vending social business whose profits support access scholarships in Salford.

As part of their prize, James and Grant will travel to Dhaka, Bangladesh, where they will meet Professor Yunus and get his advice on how to review and develop their business plans. They will then spend two weeks visiting social businesses that are supported by the Grameen Foundation, a charitable body that “helps the world’s poorest people reach their full potential, connecting their determination and skills with the resources they need.”

James and Grant will pass on what they learn to current Salford students through a programme of workshops scheduled for the next academic year.

Our social and community mission

Reflecting on Professor Yunus’ visit to the University, our Executive Director of University Advancement Colin McCallum said:

“It was an incredible 48 hours for the University of Salford. Building on our existing strong social and community mission, social business and all that it represents gives us a wonderful mechanism to live our values. It is part of a growing global movement that is seeking sustainable solutions to the needs of society. The University is set to contribute even more to this agenda. Now the work really begins and this university is determined to be a part of a movement that will make the world a better place.”

Find out more about the work of the Centre for Social Business: www.salford.ac.uk/business-school/research/centre-for-social-business

Honorary Graduates 2014

This year’s list of Honorary Graduates includes footballing legend Gary Neville and the lead developer of the iPod and iPhone, alumnus David Tugman. We are proud to recognize all of our Honoraryies and the impact their contributions have made in a wide range of areas, including the NHS, sustainability, construction, and business.

Gary Neville, Doctor of Science, honoris causa

In recognition of his outstanding achievements across the public, private and voluntary sectors.

David Tugman, Doctor of Science, honoris causa

In recognition of his outstanding contributions to the shaping of the digital-music and smartphone industries.

Making a difference: Adil Khan’s story

Adil Khan, a Salford graduate in 85C Business Technology, is one beneficiary of our partnership with Santander Universities.

The partnership provided grants to support local SMEs and social-business ideas generated by students and staff.

And we’ve used funding to open two exciting facilities. The Landing at the heart of MediaCityUK, where SMEs and micro-businesses can work alongside large media and technology organisations such as the BBC and ITV, and Spark Studios, an innovative live-work space and hot-desking facility based in Broughton.

Santander Universities

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To read more about the opportunities provided by Santander Universities, visit: www.santander.co.uk/uk/santander-universities

www.santander.co.uk

www.salford.ac.uk/albumi

www.salford.ac.uk/albumi
The future of television

Revealing how a new broadcast system that is being developed with the help of researchers from our School of Computing, Science & Technology will place the TV viewer in the director’s chair.

Today, with the introduction of online streaming, smartphones, tablets and other mobile devices, we can watch our favourite programmes instantly, from almost anywhere. There’s no reason to miss an episode of ‘Coronation Street’ again!

Reason to miss an episode of ‘Coronation Street’ again!

The FascinatE Project – an £8-million EU-funded study exploring the next generation of interactive broadcast and media technology – has given us a glimpse into the future of live television, in which broadcast and media technology has given us a study exploring the next generation of interactive broadcast. The FascinatE Project – an £8-million EU-funded study exploring the next generation of interactive broadcast and media technology – has given us a glimpse into the future of live television, in which broadcast and media technology – has given us a study exploring the next generation of interactive broadcast.

Rather than take the role of passive observer, participants controlled their own virtual camera, through swipe on tablets or hand gestures in front of larger displays. They could even zoom in on the sounds from individual musicians or singers.

FascinatE team leader, Ben Shirley, from our School of Computing, Science & Technology, said: “We captured the performance in an ultra-high-definition, 180-degree panorama using an ‘Omnicam’, which incorporates six camera feeds.

“Then combined with footage from a broadcast camera and audio from a special 3D microphone and other mics to create an amazingly interactive experience for viewers. They could effectively become their own director, panning around the performance and zooming in on areas which interested them.”

The demonstration offered a taste of how we will watch television in years to come.

Ben added: “Focusing in on one part of the scene also changed the audio. For example, zooming in on the guitarist brought the instrument’s sound to the front, with the singer fading into the background.”

According to Ben, the full FascinatE system may still be five or ten years away from going to market, but he suspects that some elements developed by the project may well be available sooner than that.

Learn more about the project at: www.fascinate-project.eu

The live dance performance helps demonstrate the benefits of broadcast technology.

Visitors watch the interactive performance.
Find out more about the work of a team of scientists from Salford into how animal movement in the Chernobyl Exclusion Zone affects external radiation exposure.

“Accurate quantification of radiation dose is essential for investigating possible relationships between radiation dose and effects in wildlife – a major area of international scientific debate, which has gained increasing public profile following the international nuclear renaissance and events at Fukushima in 2011.”

Dr Mike Wood,
School of Environment & Life Sciences

It’s almost 30 years since the world was shocked by news of a catastrophic nuclear accident in the old Soviet Union.

An explosion and fire at the Chernobyl Nuclear Power Plant, in what is now the Ukraine, released large amounts of radioactive particles into the atmosphere, which spread over much of the western USSR and Europe. Elevated levels of radioactivity were discovered as far away as the peaks of the Welsh mountains and the Scottish Highlands.

The Chernobyl disaster is the worst nuclear power plant accident in history. In addition to the terrible human cost, the astronomical expense of containment and decontamination brought the Soviet Union to the brink of bankruptcy, hastening its demise.

The short-term effects of the disaster were devastating. But it is the legacy of this tragic event that continues to cast a shadow over the lives of so many people and the environment they live in. And it is this that a team of scientists from Salford are investigating.

The team will assess how high levels of radiation at the Chernobyl disaster site affect some of the region’s large mammals, including deer, foxes, raccoons and wolves.

The five-year project – ‘Transfer – Exposures – Effects (TREE) – integrating the science needed to underpin radioactivity assessments for humans and wildlife – aims to reduce uncertainty in biosphere assessments.

Led by Salford’s Dr Mike Wood of the School of Environment & Life Sciences, the team are gauging how much radiation the animals are exposed to and developing models that can be applied to other nuclear-impacted sites.

The study is based in the 2,600km² Chernobyl Exclusion Zone (CEZ), which still experiences high levels of radiation 28 years after the explosion took place.

Research is being carried out using a state-of-the-art satellite navigation system that can track large animal movements. The mammals are fitted with collars containing sensors, which measure the external radiation dose they receive as they move through the CEZ.

Due to the high levels of radiation in the CEZ, the scientists will follow a range of safe working practices. These include wearing clothing that can be left in the CEZ and carrying monitoring equipment to ensure that time spent in areas with high radiation doses is restricted.

Dr Wood said, “The 1986 disaster contaminated areas of the CEZ to different levels and so provides a unique natural laboratory in which we can study how animal movement through the environment affects external radiation exposure.

“Accurate quantification of radiation dose is essential for investigating possible relationships between radiation dose and effects in wildlife – a major area of international scientific debate, which has gained increasing public profile through the international nuclear renaissance and events at Fukushima in 2011.”

The study’s findings will enable the team to validate and, where necessary, further develop current computer models used by regulators and industry for assessing the impacts of ionising radiation on wildlife.

DNA and radiation detector technologies, developed as part of the project, will also be used to study the transfer of radionuclides through human food chains.

Interested in the science behind the project? Head online for more information:

www.bgs.ac.uk/rate/TREE.html

Research Study:
The impact of the Chernobyl disaster on the region’s wildlife

Image by Sergey Gaschak, Chernobyl Centre, Ukraine
Research shows that nearly a third of women in the north west fail to attend their cervical cancer screenings. So academics from the University decided to do something about it.

The result: a highly-innovative social media awareness campaign that tapped into our fascination with cats.

Every two minutes, someone in the UK is diagnosed with cancer. The good news is that cancer survival rates have doubled in the last 40 years, with around half of male and female cancer patients predicted to survive for at least 10 years after diagnosis. There are several reasons for these improved survival rates: not least the work being done by charities and health organisations to raise awareness of the various types of cancer, their symptoms, risk factors and causes, and the steps we can each take to reduce the risk of contracting the disease.

The brief was to improve the audience’s awareness, knowledge and confidence in cervical screening, in order to lift screening rates and, ultimately, reduce the incidence of cervical cancer.

Several online channels were created where women could engage and educate each other about cervical screening. These included a dedicated website and social media platforms including Facebook, Twitter and Pinterest.

Our online fascination with cats provided inspiration for the campaign. Our feline friends are one of the most common internet searches. Via a combination of serious messages and light-hearted viral content, the campaign encouraged young women to book a cervical-screening appointment at their local surgery or clinic.

Messaging emphasised that screening only takes around five minutes and that regular check-ups can prevent 75% of cervical cancer cases.

The campaign was launched across the web and social media sites during Cervical Screening Awareness Week. Professor Paula Oramandy from the University’s College of Health & Social Care said, “Of course, there are lots of digital campaigns promoting health, but what’s innovative about this project is that it has embedded evaluation mechanisms so that we can constantly audit its performance – and change things if they’re not working or they become tired.”

The campaign tapped into internet ‘meme’ culture. A meme is an idea that spreads between individuals, which can take the form of an image, video, picture, website or hashtag. By creating internet memes, the message reached people in a way that we can constantly audit its performance – and change things if they’re not working or they become tired.

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Alumni Achievement Awards 2014

Our alumni go on to achieve extraordinary successes in many different fields - and the Alumni Achievement Awards are our way of recognising their achievements. Here are the latest alumni to be honoured.

Mike Flewitt
Advanced Certificate in Management, 1994 & MSc Project Management, 1999

Mike is the current Chief Executive Officer of McLaren Automotive, the British manufacturer of high-performance road vehicles based on Formula One technology. Mike has enjoyed a long and successful career in the auto industry. Under Mike's leadership, McLaren continues to introduce at least one new model or derivative every year.

Kate Abdo
BSc European Languages, 2005

Kate is the most recent addition to the presenting team at Sky Sports News in the UK. After completing her degree in European Languages in 2005, Kate made the move into TV working at German channel Deutsche Welle TV and CNN before her appointment at Sky Sports News earlier this year.

Warren Brown
BA Performing Arts, 2008

Following a guest role in TV’s Shameless and a one year stint in the soap opera Hollyoaks, the former World Thai Boxing Champion returned to education and achieved a BA in Performing Arts in 2008. Following his degree Warren has worked solidly as an actor on British television most notably BBC1’s Luther, for which he was nominated for a Critics Choice Award in 2014.

David Topham
BA Hospitality

Since its formation in 1987, David has been founder and director of Manchester-based property development and investment company CTP Ltd. David has led many regeneration initiatives across the UK, concentrating on the office and mixed-use sectors. He studied at the University when it was known as a Royal Technical College and is now a Fellow of the Royal Institute of Chartered Surveyors.

Helen Dent CBE
Diploma in Social Care

Until very recently Helen was the Chief Executive of Family Action, a leading provider of services to disadvantaged and socially isolated families. Helen retired in March 2014 following 17 years at theorganisation, tackling the most complex and difficult issues facing families today, including domestic abuse, mental health problems, learning disabilities and severe financial hardship.

Marian Lauder MBE
BA Politics & History of Industrial Society, 1978

On graduating University Marian joined the Army, where she has enjoyed a 34 year career, becoming a full colonel in 2000. Following a number of high level leadership posts, including a posting to Whitehall for which she was awarded an MBE, Marian took a position at the Defence Academy, where she delivered leadership and management education to the MOD’s senior officers and civil servants. Marian is now a Director of the bespoke risk governance company Altor.

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Karimah Es Sabar
BSc Science, 1979

Karimah was appointed President and Chief Executive Officer of The Centre for Drug Research and Development (CDRD), Canada’s national, not-for-profit drug development and commercialisation centre in 2012. She had previously built a dynamic 30-year career which saw her working in all types of organisations from start-ups to multi-national, and taking her to over 60 countries on five continents. In 2013 Karimah was named as one of Canada’s Most Powerful Women.

Anjali Pathak
BSc Business Decision Analysis, 2002

Anjali is brand ambassador for Patak’s sauces and a member of the family that founded the company. Anjali’s passion for cooking has led to her collaborating with her mother on the cookbook ‘Meena Pathak Celebrates Indian Cooking: 100 Delicious Recipes’, as well as sharing recipes on her blog, hosting cookery classes and travelling the world promoting the Patak’s brand.

Colin Sinclair
BA Geography, 1983

Colin has an entrepreneurial background, beginning his career in the music industry and managing bands on Factory, A&M and Virgin America Records. He is now Director of Property Marketing at Bruntwood, a role dedicated to increasing business across the 110 building portfolio, focusing on the creative industries within Manchester and Liverpool.

Ruth Cadbury
BSc Social Sciences, 1981

Ruth is a trustee for the Barrow Cadbury Trust, a social justice foundation dedicated to bringing about social change which was founded by her great-grandparents. She joined the Labour Party in 1981 and became a Councillor for Brentford Ward in 1986. She is a senior Councillor in Hounslow and until recently she was the Deputy Leader of the Borough. Ruth is also a descendant of John Cadbury, who founded the eponymous chocolate business.

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After graduating with an MA in Television Documentary and Features in 1994, Ashley Pearce quickly established himself as one of the country’s leading television directors.

His most recent projects include Jimmy McGovern’s ‘Accused’ and the international hit series ‘Downton Abbey’. Alumni Engagement Officer Paul Butlin caught up with him on the set of his new BBC drama ‘Remember Me’ and to hear more about his time at the University and the highlights of a glittering career.

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His most recent projects include Jimmy McGovern's 'Accused' and the international hit series 'Downton Abbey'. Alumni Engagement Officer Paul Butlin caught up with him on the set of his new BBC drama 'Remember Me' and to hear more about his time at the University and the highlights of a glittering career.

My memories of Salford are incredibly positive. My MA was sponsored by Granada television. It was an exciting time and everyone was ambitious. We were there to make films and we wanted to crack on and do it. It was a very open and supportive environment with fantastic tutors and I had access to great knowledge.

On my course, I learned to be bold. There was a lack of restrictions and if you visualised something strongly enough you could find the means to do it. The industry is about ideas – stylistically and narratively.

My first job was on a factual programme called ‘Heartland’. It was an arts, music, entertainment and travel show. This was during the Britpop era so I got to interview bands such as Pulp and Supergrass. I learned how to put a story across in five minutes and make it interesting, engaging and different.

I love working on costume dramas. I directed three episodes of ‘Poirot’ and four episodes of ‘Garrow’s Law’. I love the scale of the productions and the creativity you can bring to the project.

I was jokingly nicknamed ‘The Dark Destroyer’ by Andrew Lincoln when I worked with him on ‘Afterlife’. I had a reputation for coming onto established series and directing the last episodes of the lead actor’s storyline. I directed Ken Stott’s last episode of ‘The Vice’ and Amanda Burton’s final ‘Silent Witness’. We had a laugh about it.

The highlight of my career was when Sean Bean won an International Emmy for ‘Accused’. The hard man of cinema was playing a transvestite, which could have been a complete disaster. Sean and I worked very closely together to make that work and I was so proud when it did. The shoot was not without its surreal moments. I arrived one day and Sean was in full costume - high heels, short skirt and big blonde wig. He was wearing false breasts and he said “come and feel my boobs” – so I did. It was a beautifully bizarre moment.

‘Downton Abbey’ is a mega-series with a huge cast. I filmed a dinner scene with 13 actors around a table with food coming and going. It is a logistical challenge and takes a very long time. There is less creative leeway as they already know the look of the show, what they want to do and what they don’t want to do. The show always needs to look grand and filmic, which I enjoyed a lot and the actors were fantastic to work with.

My new series, ‘Remember Me’, is a three part ghost story and it was very much my vision. I had input into the script and all aspects of the production. It was very exciting to work with Michael Palin. Working with such amazing actors and a high quality script makes the job a joy.”

‘Remember Me’ will air on BBC1 later in the year.

“I learned to be bold. There was a lack of restrictions and if you visualised something strongly enough you could find the means to do it.” Ashley Pearce

Behind the camera

With Salford graduate and film & television director Ashley Pearce

“Ashley Pearce and his ‘Remember Me’ production team

The highlight of my career was when Sean Bean won an International Emmy for ‘Accused’. The hard man of cinema was playing a transvestite, which could have been a complete disaster.”

Ashley Pearce
Leap of faith

Born in Iran, a country where dance is forbidden, Salford graduate Teni Matian knew early on that pursuing her dream of being a professional dancer would take extra determination and passion. She has since beaten the odds to become one of Armenia’s leading contemporary dancers and choreographers. We caught up with her to learn more about her journey.

Teni Matian loved to dance from a very young age. But she was forced to keep her love secret due to Iran’s restrictions on all kinds of performance. Despite these obstacles, Teni wasn’t willing to give up on her passion. So, after completing high school, she moved to Armenia, her mother’s home country, where she was able to study her craft.

After graduating from the Armenian State Pedagogical University in 2003 as a qualified professional dance teacher and director, Teni felt she needed to explore other countries and new styles of dance. Following her dream, she came to Salford where she began a BA in Physical Dance Theatre in 2006. Reflecting on the move seven years later, she says, “I was coming from a traditional Iranian Armenian background and the contemporary dance world was a new path for me. In some ways, I was able to keep my originality while adding some spice from contemporary dance and physical theatre.”

Upon arrival in Salford, Teni initially struggled with the language barrier and found the Manchester accent particularly difficult to understand. “I realised early on that I would not be able to enjoy my course if I isolated myself because of language. I was blessed with great tutors, like Lisa Cullen, and course mates who helped me overcome this and who spoke more slowly when I was around.”

After completing her degree, Teni moved briefly to London to train with the Royal Academy of Dance and become a professional registered teacher with the academy. In 2009 she returned to Armenia to teach dance at the university where she had previously studied. “I was super excited and wanted to make sure I was giving my lectures with passion. Until then I had always been the one being taught; now the tables would be turned, and I would be able to teach others.”

Teni set up her own dance company in Armenia and has since guest choreographed for a number of national TV shows, including the Armenian versions of ‘So You Think You Can Dance’, ‘The X Factor’ and ‘The Voice’. She has also directed, choreographed and produced a number of high-profile dance productions in Armenia, in particular ‘NERDURS’, a contemporary piece dedicated to exiles throughout history. The performance was a sell-out and received critical acclaim.

In recent years, Teni has become a diplomat through dance. In this capacity, she returned to London on an exchange organised through the British Council to train with the Candoco Company, a troup of disabled and non-disabled dancers. The scheme will help to establish the first inclusive dance company in Yerevan, Armenia.
Get involved

Alumni reunion: Gadong, Brunei

This February, 30 Salford alumni caught up for a day of nostalgia and networking at the Millennium Hotel in Gadong, Brunei. The event, which was co-organised by our Alumni Engagement and International Recruitment teams, was an opportunity for alumni to speak about their Salford experiences to prospective students, and to catch up with old friends from their University days. Attendees also got to show off their Salford knowledge in a Salford trivia quiz.

Want to catch up with your classmates?

If you would like to organise a reunion, the Alumni Engagement team are here to support you. Whether you plan to hold the event at the University or overseas, we can help you track down former classmates, give you advice on venues and organise local hotel discounts.

Contact us to discuss your reunion plans:
e: alumni@salford.ac.uk
t: +44 (0)161 295 2381

Welcome to Alumni House

Your alumni engagement team has moved. We are now based in our very own building dedicated to engaging and supporting our graduates, Alumni House. Not only will this provide the team with more suitable office space, but it also enables us to offer a brand new service for our alumni.

Our new facilities provide an exclusive space for visitors and your guests to meet friends and colleagues, catch up on your emails and stay in touch with the latest University developments.

We are open Monday to Friday from 09:00 to 17:00 (excluding bank holidays) and we offer:
- Free Wi-Fi access
- Complimentary tea and coffee
- Maps and information about the University
- A bookable meeting room.

The move to Alumni House is a reflection of how important our alumni are to the University and we hope lots of you are able to visit us and make use of the facilities there.

How to find us

Alumni House is located on the Peel Park campus at 4 Acton Square, just off the Crescent behind Joule House.

The Library

Did you know as an alumni you are welcome to use the University’s library facilities?

Simply present your alumni card at Clifford Whitworth library on the Peel Park campus and the library staff will issue you with a library card, free of charge. You can use any of the reference books, quiet spaces and study rooms and take out up to four books at any one time. If you do not have an alumni card you can apply for one by visiting our website at www.salford.ac.uk/stayconnected.

Careers advice

Our careers advisers can provide expert health and advice and that you can draw upon whenever you are in your career journey. The range of advice includes tips on writing the perfect CV and filling out application forms. You can tap the expertise of our careers advisers by email, by Skype, by attending a drop-in session or booking an appointment.

Careers fairs

Whether you have found the perfect job or are still looking, our careers fairs are the perfect opportunity for students, graduates and employers to make valuable industry contacts and find out about the talent and opportunities on offer.

Graduate vacancies on Advantage

We advertise hundreds of vacancies on our Advantage system. The team are always on the lookout for openings with new vacancies being added daily. Set up an account and you can save job searches, sign up for our jobs newsletter and much more.

Employer presentations

If you work for an organisation that is in the market for talented Salford students and graduates, we can help.

Our employer presentations are an ideal forum in which to introduce your organisation to our students and talk them about your vacancies and recruitment processes. Additionally, we can support you with finding the best-qualified applicants.

Employability workshops

We don’t just advertise jobs. We provide the support you need to develop your career. This support is delivered through a programme of workshops designed to equip you with key employability skills, including interview techniques and pointers on developing your ‘personal brand’. Events are added throughout the year and all are open to graduates.

To find out more about these services, and the other resources available to alumni, visit the careers and employability website: www.careers.salford.ac.uk

Lifelong careers support

One of the great things about being a Salford graduate is the lifelong support you will receive with your career, skills and employability. Here’s an introduction to the resources that are available.

Get full access to the University Sports Centre for just over £19 per month

As a Salford graduate, you qualify for Platinum membership of the University Sports Centre for just £229 per year — which works out at a little more than £19 per month.

With Platinum Membership, you will enjoy full access to four newly-refurbished fitness suites, a 25m pool, a sauna and the spa. What’s more, you can get fit in a busy programme of fitness classes, including zumba, yoga, Metallfit and body conditioning.

How to claim your membership

Simply show your alumni card to the Sports Centre staff. If you don’t have an alumni card, you can order one here: www.salford.ac.uk/alumni/update. You can find out more about the Sports Centre facilities, and the other membership packages that are available, here: www.sport.salford.ac.uk.
Alumni updates

Thank you for all of your updates on social media, it’s been great to hear how you’re all getting on. Below is a small selection of the huge number we received.

Matt Allson
Mechanical Engineering.

Sachin Sathe
MSc. Construction Management.
Graduated 2010. Currently working as project planner for IPSConsultant Pvt. Ltd.

Paul Delooze
Co-running Pressed Media Digital media agenct in Hampshire. Graduated in 2013 with 1st class honours in professional sound and video technology.

Francis Wong
BA (Hons), Organisational Analysis and Industrial Relations graduated in 1982. Just retired from Hospital Authority of Hong Kong as Cluster General Manager, Human Resources and am now an independent HR consultant. I would not have reached this height of my career if not getting this degree.

John Stevenson
MSc, Quality Management.
Working as Head of Quality for major defence electronics organisation Sels ES Ltd. Graduated in 2003 and firmly believe that my degree has given me the credibility required to undertake this high profile role.

Chukwuka Ani Thomas Agubamah
Read Social Sciences - specialisation in Travel & Tourism.
Graduated 1997 and I cannot adequately describe my joy at being a Salfordian. Presently managing director, Saltrans Ltd, Nigeria, freight forwarding company.

DENISE DA SILVA
Operations Manager, Occupational Therapy Bury Council.
Flying the flag for Occupational Therapy, I was promoted to Operations Manager at Bury Council, Adult Assessment and Reintegration Team, Communities & Wellbeing, Disability Section in January this year.

Claire Stevens (nee Brown)
Keel University.
Graduated in 1996 with an MSc in Analytical Chemistry. After a PhD in Chemistry at Keel University and postdoc work with the Zodiak group, I joined the Department of Medicines Management at Keele as a medical writer. I am part of a team offering evidence review and prescribing support services to the NHS, and I support the Midlands Therapeutics Review and Advisory Committee (MTRAC). I also teach critical appraisal and the skills for evidence-based medicine to Pharmacy undergraduates.

Tim McNamara
Senior Partner, Pearcourt Llp.
Graduated 1982, was on the student union’s exec at Salford for 24 years. Did an MSc at London uni, former member of the UK Parliamentary press gallery, former political editor with the European Commission.

Adam Williams
Webmaster and Freelance Writer.
I have had a book of poetry published this month and am about to appear as an actor in a murder mystery play. I graduated in 1994 in English Language and Literature. Since graduating I have worked as a journalist, writer and web developer.

Chris Caselton
Senior Quantity Surveyor, Rider Levett Bucknall
I graduated from Salford in 1995 with a BSc in Quantity Surveying. In the last year I have moved to Christchurch, NZ where I am fully involved in rebuilding the damaged city, notably a €60 million seaport/harbour of a grade 1 heritage building in the CBD.

Paul James
BSc Audio Technology, Class of 2002
I graduated in 1992 with a BSc (Hons) in Audio Technology. Married with two kids Cara called Vensis that builds spreadsheets and databases for business. Married with two kids Cara and Dylan, and I am about to appear as an actor in a murder mystery play. I graduated in 1994 in English Language and Literature. Since graduating I have worked as a journalist, writer and web developer.

Paul Jones
Retail & Finance.
I graduated in 1974 with a BSc in Mechanical Engineering. Worked in the power industry in Britain, Australia, Israel and Canada before moving to Canada in 1979, where I have been ever since. Took early retirement two years ago and now spend my time travelling and writing my travels up on websites and Facebook.

Maureen Brown
Interim Resourceing Consultant.
I graduated from Salford in 1995 with a degree in Business & Management. I worked in recruitment for 17 years and just recently set up my own recruitment business.

Memory Ndlovu
Quantity Surveying.
I am a graduate Quantity Surveyor with Skanska Construction UK. I graduated from Salford Uni last year and managed to get employed by Skanska by September 2013. Almost everything I learnt is being practised in the industry.

In Memoriam

The University extends its sincere condolences to the family and friends of those who have passed away recently.

Richard Jones
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Hitched!

Congratulations to all the Salford alumni who have got married in the last few years. We send our best wishes for the future.

Adeel Khan
Adeel Khan and his wife, Iran Raja, met at the University in 2007 in one of their first BSc Business and Management lectures. They married in 2012 and both look back fondly on their time at Salford.

Laura and Martin Morrell met at a crowded AddEaN lecture theatre on their first day of University in 2003. They both studied BA Music and performed in a band together, and by the third year they were an item. The couple were married in 2013 and now live in sunny San Diego, California.

David Smith
David Smith married Katherine on 31 August last year in Shaftsbury, Dorset. This picture was taken on Gold Hill, the location for the famous Hovis TV commercial. David graduated in 1992 with a BSc (Hons) in Modern Languages in Marketing and now writes TV subtitles.

If you are recently married and would like to appear in the next edition of ‘From Salford’, please get in touch at: e.alumni@salford.ac.uk

Mini-MBA

In association with Salford Business School

Next date
Monday 27th October – Friday 31st October.

To enquire about this programme, please contact Paul Bolton on
p.bolton@salford.ac.uk or call 0161 295 4376

Our Mini-MBA programmes have been developed to meet the demands of busy executives and aspiring global business leaders. They have been developed by Salford Business School to give professionals a strategic and commercial overview of the core business principles and the skills necessary to manage their business and beyond.

The Mini-MBA is a blend of academic principles and practical insights to provide a rounded and deep insight in to the business environment. It has been designed to help executives in the following areas:

- Entrepreneurial leadership and behaviour.
- Consulting skills.
- Recognition and risk analysis.
- Creativity and innovation.
- Professional presentation skills.

The Mini-MBA is an ideal option for executives who are seeking to improve their knowledge, skills and experience to enhance their professional profile and career progression.

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Find out more and apply
Use our handy course finder tool: www.salford.ac.uk/course-finder

Any questions?
Call the Course Enquiries team on +44 (0) 161 295 4545 or email enquiries@salford.ac.uk

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