

FROM **Salford**

MAGAZINE 2022

THE CLIMATE ISSUE



HOW WE ARE ADDRESSING CLIMATE CHANGE

LAUNCH OF THE IGNITION LIVING LAB

MEET THE SONY WORLD PHOTOGRAPHER OF THE YEAR

SHOWCASING THE IMPACT OF OUR ALUMNI VOLUNTEERS



University of
Salford
MANCHESTER

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FOR THEN SALFORD NOW

NOW IS THE TIME TO OPT-IN TO RECEIVE THE BEST THAT THE UNIVERSITY OF SALFORD HAS TO OFFER

Our alumni, donors, supporters and followers mean everything to us. We want to be able to bring you our community benefits and services, news, event invites and networking opportunities, and information about our wonderful fundraising work.

In order to tailor how you are contacted by Alumni Engagement & Development, you can:

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Cover image design:

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Produced by Marketing, Recruitment & External Relations

Many thanks to our contributing staff, students and alumni.

WELCOME FROM THE VICE- CHANCELLOR



I will always be inspired by the way our University community came together to respond to the challenges of the Covid-19 pandemic. The success of the vaccination roll out and easing of restrictions in the

UK has given us the ability and opportunity to look to the future.

As the world recovers from Covid-19, we have an obligation as a centre for knowledge, learning and thought-leadership to respond to the evolving needs of our society and find solutions for many of its problems. With the world's leaders turning their focus to green recovery and the climate crisis, our University is making enormous strides in leading the charge in environmental and sustainability research, that will impact the landscape of our world for years

to come.

In this issue of From Salford Magazine we highlight the many projects taking place at the University that innovate and push the boundaries of what we thought possible, many of which are works of collaboration with industry partners. The ground-breaking IGNITION Nature Based Solutions (NBS) Living Lab, that works to tackle the climate emergency using Green Infrastructure (GI) experimentation technologies; and the construction of Energy House 2.0, a laboratory complex that helps businesses understand how effective their products and services are in lowering consumers' carbon footprints, are two of the projects I am proud to say are changing the way businesses approach sustainability and leading people to think differently about the way we live our lives.

This edition also features wonderful stories from our University community, including alumni who have gone on to great achievements, particularly Craig Easton, who approached social activism through the medium of photography and was awarded the prestigious title of Sony Photographer of the Year.

It is stories such as Craig's that have been

shining beacons of hope during what has been an incredibly challenging 18 months for the University. Our staff and students have weathered the storm with admirable determination, grace and true Salford spirit. As Vice-Chancellor, I believe that the adversity we have faced has made our University stronger than ever.

I hope that we can all look forward to better times ahead and I very much look forward to a time when we can all be together in person.

Best Wishes,

A handwritten signature in black ink, appearing to read 'H Marshall', written in a cursive style.

Professor Helen Marshall

Vice-Chancellor

UNIVERSITY NEWS

CONSTRUCTION WORK IS UNDERWAY ON BRAND NEW £65 MILLION SCIENCE BLOCK

The University of Salford will welcome a new building for Science, Engineering and Environment (SEE) students.

Morgan Sindall Construction started working on the University's new SEE Building in July 2020.

The brand new building will be four-storeys high by 15,550 square metres and will house all of the University's various science and engineering departments.

As well as having a wind tunnel and high-spec laser laboratories, the building will also be fully self-powered, with 154 roof mounted photovoltaic panels.



THE UNIVERSITY OF SALFORD RECEIVES SIGNIFICANT GIFT TOWARDS NEW MAMMOGRAPHY SYSTEM

The University of Salford has received a grant of £180,000 from the Garfield Weston Foundation towards a new state of the art mammography system, which will be located in the new Centre for Medical Imaging.

The University and the foundation will be jointly funding this critical piece of equipment, which will play an integral role in ensuring that the facilities and environment match the real-world clinical setting for which we prepare our students.

Professor Margaret Rowe, Dean of the School of Health and Society at the University, said:

“Medical imaging is a vital part of healthcare services in the UK, with diagnostic radiographers using a range of technologies to diagnose disease, abnormalities, cancers and to inform treatments, procedures and therapies.

“This generous gift will ensure the University is able to grow the programme offer, train a greater number of workforce talent, expand services to match the clinical environment and develop new partnerships with industry.”

Over the past decade, the University has become a leader in the region, as well as nationally and internationally recognised, with the undergraduate radiography course rated 8th out of 25 in the 2020 Sunday Times Good University Guide.

Garfield Weston Foundation Director, Philippa Charles, said:

“Our Trustees are delighted to support this important project.

“The new mammography system will enable the University to train and develop the next generation of radiographers at a time when the country needs them most.”

Chair of Council at the University, Lord Keith Bradley, said:

“This much-needed mammography system will further ensure we are future-proofing our NHS workforce, as well as providing a critical clinical service for the region in breast screening, so severely impacted by the Covid-19 pandemic.”



THE UNIVERSITY OF SALFORD IN NEW PARTNERSHIP WITH GREATER MANCHESTER POLICE

Greater Manchester Police (GMP) announced a new partnership with the University of Salford and the University of Central Lancashire (UCLan) to further professionalise learning for police officers.

The collaboration will deliver innovative and high-quality victim-centred learning to new student police officers.

Stephen Watson, GMP's Chief Constable, said: *"This partnership will ensure GMP's student officers develop the leadership, skills and knowledge they need to deliver high-quality policing services to our communities.*

"I'm looking forward to welcoming the first officers onto the new learning programmes later this year."

Two new programmes were introduced in November 2021:

- ✓ Police Constable Degree Apprenticeship (PCDA): a three-year professional policing degree apprenticeship.

✓ Degree Holder Entry Programme (DHEP): a two-year graduate diploma.

Both offer the opportunity for successful applicants to gain a valuable qualification whilst serving as a police officer.

Professor Margaret Rowe, Dean of the School of Health and Society, said: *“The School and University welcome the partnership with Greater Manchester Police and the University of Central Lancashire in providing the PEQF policing studies course.*

“This course offers transformational learning and diversity and will impact on the safety and quality of life of the Greater Manchester population.

“We welcome our new cohort of students who I know will enhance and contribute highly to the culture and development within the University.”



“PROSTHETIC LIMBS AREN’T JUST FOR PEOPLE, THEY’RE FOR ELEPHANTS TOO!”

INTERNATIONAL STUDENT PLAYS INTEGRAL ROLE IN CHHOUK THE ELEPHANT’S PROSTHETIC FOOT

University of Salford international scholarship student and Country Director of Exceed Worldwide in Cambodia, Sisary Kheng, has played an integral part in the provision of the prosthetics used on Chhouk the elephant.

When Chhouk the elephant calf was found in March 2007 in Mondulhiri, Northeast Cambodia, he was alone, underweight and had a severe foot injury. A wire snare had cut off his foot and his leg was becoming seriously infected.

Conservationist Nick Marx of the Wildlife Alliance rescued the baby elephant and with help from Exceed Worldwide and an elephant named Lucky. Nick nursed Chhouk back to health and made him an artificial foot with the support of Exceed’s clinical team.

The team in Phnom Penh Physical Rehabilitation Centre worked tirelessly to create a limb that

would enable Chhouk to walk again, leading on the design, materials, and repair of the elephant calf's new foot.

Sisary said: *“The team test different designs, and this time, for a more durable shoe, we draped stiff but flexible plastic. For a stay-on shoe, we added belts. For a comfy shoe, we padded it with foams.*

“Chhouk’s shoe has two separate parts, a soft flexible inside shoe and a hard-durable outside shoe with a tractor tire on the bottom. Chhouk also wears special socks to prevent chafing.

“Every six months he needs a new shoe, and every time we work together to make one. So far, Chhouk has had 17 new shoes.

“Prosthetic limbs aren’t just for people; they can be for elephants too”.

Chhouk continues to thrive under the care of Nick Marx, his staff and Wildlife Alliance at the Phnom Tamao Wildlife Rescue Center, where he has been since 2007. The centre is managed by the Cambodian Forestry Administration and is located on 5,600 acres of forest.



MEET THE PIPELINE: THE NEW MEDIACITYUK-BASED TRAINING HUB WITH A FRESH APPROACH

An innovative new training hub, based at the heart of MediaCityUK, will be offering specialist short courses and masterclasses for professionals who are keen to meet the demands of the burgeoning TV, film and content creation markets.

Founded by experts at the University of Salford, the Pipeline is made up of a strong team of industry specialists and accredited trainers.

With neighbours like the BBC, ITV and over 250 digital and media businesses, the Pipeline's multi-million-pound facilities are equipped with industry standard hardware and software.

These state-of-the-art resources will play a central role in the delivery of professional training courses in audio, vision, craft and career development.

Creative Director Christine Pyke said: “*The Pipeline is centred around the needs of industry and our portfolio of training courses really demonstrates that.*”

For further information about Pipeline and the available courses, please visit:
pipelinemedia.salford.ac.uk



THERAPY UNBOXED: THE WORLD'S FIRST THERAPY SUBSCRIPTION BOX

With mental health being at the forefront of conversation since the start of the coronavirus pandemic, it's important to know how to take care of yourself, and a University of Salford student has developed a possible solution.

Therapy Unboxed is the first therapy subscription box on the market, created by Counselling and Psychotherapy master's student, Maxine Grundy.

The self-help subscription boxes include six boxes, all with different focuses such as feelings, thoughts, beliefs and behaviours etc, and are created to act as assistance to counselling. They include tools and a guide for how to use them. For example, the box on emotions includes cards defining feelings, a feelings tracker and guide explaining where emotions come from and why we feel them,

among other items. The aim is for the user to become more aware of their own emotions and hopefully help get back on track.

“Whilst doing my counselling placement, I realised that when people come for face-to-face counselling, a lot of them don’t feel good about themselves and they don’t know why they feel like that,” Maxine shared.



She noted that a lot of people will spend large amounts of money on initial counselling sessions before they even find out what the problem is.

“The idea with these boxes,” she continued, “is to help people identify what the root cause is, what the issues are and what about their life they want to work on. And by the end of it, one of two things will happen.

“Either they will resolve it themselves because the self-help has helped, or they would be in a position where, if they went to face to face counselling, they will know what they want to work on and do so rather than spending money on figuring it out.”

Find out more at:

therapyunboxed.com

THE UNIVERSITY OF SALFORD HOSTS ITS FIRST EVER FESTIVAL OF ENTREPRENEURSHIP AND INNOVATION

In May 2021, Launch at the University of Salford kicked off their successful event for budding business moguls.

The festival showcased over 18 speakers and well-established entrepreneurs such as Cesar Melo, former Pepsico President and Salford graduate, Vikas Shah MBE and John Roberts, the CEO of AO World.

Launch@Salford is a purpose-built incubation space, located on the third floor of Maxwell Building, created to provide students and graduates with valuable skills to help grow and develop start-up businesses.

Festival manager Justyna Turner, who runs the Launch@Salford incubator said: ***“Even if you’re not looking at working for yourself, developing entrepreneurial skills can take you a long way in your career.”***

“This is just the start. I’m looking forward to the festival getting bigger and better every year.”

SALFORD ARCHAEOLOGISTS UNCOVER MANCHESTER'S INDUSTRIAL PAST AT MAYFIELD

As work began at the beginning of the year on the creation of the city's first new public park in 100 years, archaeologists from the University of Salford uncovered the remains of Manchester's historic Mayfield Baths.

The University of Salford is home to the Centre for Applied Archaeology and has a leading reputation for its pivotal role in archaeology knowledge, both locally and across the country.

The team of archaeologists conducted painstaking excavation work on behalf of the Mayfield Partnership to fully document the remains of baths.

Their work will allow historians to learn more about life during the industrial revolution.



Opened in 1857 on what is now Baring Street, Mayfield Baths were a vital public amenity at the centre of Manchester's textiles industry.

The public baths provided workers and residents – the majority living in grim, crowded conditions – with access to running water for bathing and laundry.

Featuring male and female pools (the largest measuring 62ft), family washrooms and laundry facilities, the building suffered bomb damage during World War II and was subsequently demolished.

The archaeologists used 3D laser scanning and low-level drone photography to produce an accurate, detailed record of the findings which will later be combined with historical documents and CAD software to produce digital drawings, in a process known as '***preservation by record.***'

THE UNIVERSITY OF SALFORD'S NORTH ENGLAND ROBOTICS INNOVATION CENTRE TO BECOME **A BEACON FOR THE UNIVERSITY'S ROBOTICS AND AUTOMATION SPECIALISM**

At the University of Salford, work is underway on the £16 million North of England Robotics Innovation Centre (NERIC) that is due to open in 2022.



The new facility is part funded by the European Regional Development Fund, with additional support from Research England, and will serve as a hub for small to medium-sized industries (SMEs) looking to design, test and validate innovation in this rapidly growing area.

The Robotics Innovation Centre was awarded £3.6 million Research England Development (RED) funding from Research England, part of UK Research and Innovation, in a bid to accelerate innovation and research in the fast-moving world of robotics.

The construction of the new centre is part of the £2.5 billion Crescent Masterplan that has the ambition to regenerate Salford, and the wider city region as part of a 20-year agreement.

Focus areas for the facility will include robotics for intelligent infrastructure digital automation and supply chain improvement, working across a range of sectors including robotics and automation, the requirements of net zero, healthcare technologies, vehicle automation and the development of smart cities.

Dr Georgina Harris, Director of Engineering at the University said: ***“NERIC will be a world-class research centre housing the latest facilities and equipment and a leading team of academic***

experts ready to help businesses introduce new technologies and innovate.

“As automation and robotics becomes intrinsic to our everyday life, we cannot help but be excited about the future.

“Here at Salford, we are proud to support Greater Manchester industry and be a catalyst for their future success.”



NEW APP TO GET EMPLOYEES MOVING FOR MENTAL AND PHYSICAL WELLBEING

A new smartphone app which aims to support physical and mental wellbeing for employees has just launched.

FanFit, which is already keeping supporters of sports clubs active, has now been adapted for businesses and corporations to use.

The app encourages users to incorporate exercise into their daily routine in a fun, competitive way without the need for extra tech or gadgets, just a smartphone.

Dr Alex Fenton, University of Salford Business School, has created the app, which allows staff to record their steps every day while taking part in some friendly competition with their colleagues. It also allows companies to link up with charities and make donations based on the



number of steps staff achieve.

Alex said: *“Healthy workers are more productive workers. It feels like a good time for this, because we've been so isolated and struggling to keep up our physical activity and motivation.”*

The app is based around Alex's FanFit app, which follows a similar structure to this, though aimed at sports clubs and the concept of combining fandom and exercise.

“Obviously, physical and mental wellbeing is a real challenge,” Alex added. *“So, I think for this version, we've moved away from this idea of simply recording steps for prizes and more to the idea that we're sorted in terms of our physical and mental wellness.”*

More information is available at: fanfit.co.uk



FROM PHYSICS STUDENT TO PHOTOGRAPHER OF THE YEAR

HOW CRAIG EASTON'S TIME AT SALFORD HELPED HIM REALISE HIS PASSION FOR PHOTOGRAPHY

Craig Easton has had an impressive career as a documentary photographer and a social activist, drawing inspiration for his work from themes of social policy, identity and a sense of place.



From the series **Bank Top**

This year his work drew the attention of the World Photography Organisation and he was awarded the World Photographer of the Year Award at the prestigious Sony World Photography Awards 2021 for his series Bank Top.

Before he was an award-winning photographer, Craig studied physics at the University of Salford in the 1980s. Alongside his studies, Craig developed a passion for photography as a member of the University's camera society.

We spoke to Craig about his time at Salford and how it helped inspire his work.

***“I was at Salford in the mid to late 80s and it was a time of great political turmoil, right in the middle of the Thatcher years with the poll tax and the miners’ strike and it felt like we were living in a very polarised political community right across the country.*”**

“I grew up in that time and I became interested in politics and social issues in particular as a result.”

Although Craig's studies took him down a scientific route, his involvement with extra-curricular activities at the University helped guide him towards starting his journey as a photographer.

“I started photographing when I was at university. I joined the camera society, as there wasn't a

photography course then, of course it was a very different time.

“I knew I wanted to get involved with politics and telling stories and the first pictures I made weren’t pretty sunsets – they were student demonstrations and the like.

“I went to university to study physics and came out wanting to be a photographer.”

When asked about his advice for budding photographers, Craig shared the belief that they just have to believe in their dream and be passionate about their art.

“It’s funny, I feel like everyone says photography is an incredibly hard industry to get into, but I think that’s true for any industry – especially for graduates at the moment.

“But in the end if you do something that you’re passionate about and something that you really love, you’re just not going to stop. Certainly in photography it is that commitment that is required and it is that dedication that pays off in the end. I was obsessed. Still am.

“It’s difficult to offer advice to anyone because you have to follow your own path. For me, I just couldn’t do anything else – didn’t want to do anything else – and nothing was going to stop me from being a photographer. I think it’s really about

believing your dreams and saying to yourself I'm going to do this, no matter what."

After graduating from Salford, Craig went on to do a postgraduate degree in photojournalism to nurture his passion for photography. He also worked for the Independent newspaper for a time.

"I was lucky that I worked for one of the nationals and as a young photographer it was fantastic."

Continuing with his passion for storytelling and exploring issues around social policy, Craig created various series of works that explored a variety of issues.

His projects range from poverty and economic hardship in Thatcher's Children, to how social backgrounds, ethnicity, gender, education and location influence what young people think they can achieve in life in his multiple award-winning series Sixteen.

Craig's Sony World Photography Award winning series Bank Top was created as a way to challenge what he describes as the 'simplistic misrepresentation' of a community in Blackburn.

"It was done in response to two BBC Panorama programmes in which they questioned whether Blackburn was the most segregated town in Britain."

“Of course, that’s not the Blackburn that we know and so I wanted to look at that.

“I was invited to be part of a project run by Blackburn Museum called ‘Kick down the Barriers’ that was set up to challenge these divisive narratives.

“And I suppose, in a lot of my work, certainly in the north, it’s about us telling our own stories and challenging narratives that are placed on us from afar.”

Bank Top, which focuses on the tight-knit neighbourhood of the same name in Blackburn, was created in collaboration with writer and academic Abdul ‘Aziz’ Hafiz.

Over the course of a year, Craig and Aziz worked closely with local residents to explore their stories and experiences through a series of black and white portraits and accompanying texts.

Through Craig’s work, he expresses the need for the arts in society and how different mediums can be used to hold power to account.

“The arts are our culture and certainly in my field in documentary arts it really is about holding power to account and challenging the dominant discourse that can be so dangerous and divisive.”

You can view more of Craig’s inspiring work on his website **craigeaston.com**

THE CLIMATE ISSUE



As the world begins to recover from the Covid-19 pandemic, global leaders look to the science community for solutions that will benefit the progress of our society and the planet for years to come.

Our researchers at Salford have been working in environmental fields for many years, studying everything from sustainable architecture to zoology. As the call to action becomes even more urgent, our academics are engaging in projects that directly address the climate crisis.



UNIVERSITY OF SALFORD'S IGNITION LIVING LAB IS OFFICIALLY OPEN

There is a global recognition that climate change is inevitable, with an increasing number of organisations and brands actively engaging in conversations on their actions to tackle this very serious issue.



The University's IGNITION Nature Based Solutions (NBS) Living Lab is set to tackle the climate emergency using Green Infrastructure (GI) experimentation technologies.

In June 2021 we saw the official launch of the NBS Living Lab at The University of Salford, with the event being attended by the Mayor of Salford, Paul Dennett, and a global panel of Mayors from Australia, France, Germany, Canada and the UK.

Collectively, the mayors highlighted the important role green infrastructure plays in their cities, outlining how it has and will continue to be pivotal in their vision to build a sustainable future.

The NBS Living Lab is part of the ground-breaking IGNITION project, a £4 million EU-funded initiative that brings together 12 organisations in the Greater Manchester area; this is with the goal of developing innovative solutions to promote wide scale implementation of green infrastructure in the region.

Greater Manchester is looking to uplift its footprint of green spaces contributing to its 2030 net zero target.

Mayor of Greater Manchester, Andy Burnham, said: ***“The Living Lab epitomises the kind of vision and innovation that Greater Manchester does best.***

“This place was the home of the first industrial revolution and right now we are at the forefront of a new industrial revolution in sustainable technologies here in the North West.”

Professor Hisham Elkadi, Director of the Living Lab at the University, said: ***“We are delighted with the completion of the IGNITION Living Lab.***

“This exciting development at the University campus demonstrates cutting edge green infrastructure technologies that continue to provide data for further research on hydrology,

biodiversity, heat transmission through the structures, as well as how people interact with those installed green infrastructures.”

The Living Lab team is currently working with Barratt Homes and SEL Environment on a collaboration that involves developing innovative green infrastructure solutions for smart homes and commercial buildings.

The roll-out will have a significant impact on the Greater Manchester residential and construction industry, as well as the retail sector, in particular that of superstores.

If you would like to find out more or get involved with any of our green activities, you can contact Michael Brown, Director of Strategic Partnerships, at m.j.brown2@salford.ac.uk.



ENERGY HOUSE 2.0: WEATHER CONTROL ENERGY LAB NEARS COMPLETION

In November 2020, construction began on the University of Salford's Energy House 2.0, a £16million home energy test laboratory in which scientists can undertake research around energy use in homes and small buildings in different weather conditions.

In the new facility the University's energy and environment academics will be able to create snow, rain, wind or solar exposure in two giant chambers.



Different conditions can be generated by a state-of-the-art heating, ventilating and air conditioning system.

Temperatures can be plunged to -20°C and raised to 40°C, meaning environmental conditions experienced by 95 per cent of the world's population can be replicated.

The new facility will investigate the future of housing, looking at issues such as off-site construction, smart homes, and energy use. It builds on the work Salford has already done with Energy House version 1, a project which has enabled key changes to UK housing stock to save energy.

The project is the largest of its kind in Europe and has been part-funded by the European Regional Development Fund.

The Rt Hon Kwasi Kwarteng, Minister for Business, Energy and Clean Growth said: ***“Decarbonising buildings is critical to reaching net zero emissions by 2050, which is why I am delighted to see the University of Salford launch the Energy House 2.0 project.*”**

Energy House 2.0 will be a major research facility for the UK. It will shape the homes of the future, bring the UK to net carbon zero quicker and help alleviate fuel poverty.

It will give insights on how insulation materials, smart energy products and batteries respond to different climate conditions.

SALFORD GRADUATE SERVES AS PRESIDENT FOR COP26

Alok Sharma MP served as President for COP26, the 26th United Nations Climate Change Conference in Glasgow from 31 October to 12 November 2021.

For nearly three decades the UN has brought together almost every country on earth for global climate summits. In that time climate change has gone from being a fringe issue to a global priority.



At COP26 the UK worked with every nation to reach agreement on how to tackle climate change. President Alok Sharma led the talks, as more than 190 world leaders arrived in Scotland for twelve days of talks.

The University of Salford is an active member of the COP26 Universities Network and were part of a group of 40 UK-based Universities that worked together to deliver a successful conference. Two of our research projects, Energy House Laboratories and IGNTION NBS Living Lab were featured as part of the COP26 Images of Innovation Exhibition held in the centre of Glasgow connecting innovation with climate change.

President Alok Sharma MP, who graduated from the University of Salford in 1988 said: ***“The crisis we face requires us to work together across society. Business and investors; cities and regions; Universities; schools; individuals and civil society - all of us play our part.”***



SERVING OUR LOCAL COMMUNITY

BEING A CIVIC UNIVERSITY



Charlotte Morris,
Regional Affairs Manager

The Covid-19 crisis put a spotlight on universities' roles in their communities like never before. Here Charlotte Morris, Corporate and Regional Affairs Manager, talks about how the Greater Manchester-wide civic university agreement can help our city region build back better.

We're very proud of our historic roots in the city of Salford and our regional role in Greater Manchester. Originally founded as the Royal Technical Institute of Salford in 1896, we've been a civic-minded university, embedded in the very fabric of our community and the wider region, throughout our 125 history.

We have always and will always work with partners to drive positive social and economic change in our city and our city region, whether training the workforce of the future or working with industry to tackle real world social and economic challenges. Post-Covid,

these partnerships will be crucial to driving our economic recovery from the pandemic. That is why we are proud to have recently signed a joint civic university agreement with the other higher education institutions of Greater Manchester.

This ground-breaking deal is the biggest and most ambitious civic university agreement in the country. Covering a population of 2.8 million people across the two cities and eight distinct boroughs of Greater Manchester, it commits the University of Salford to collective action with the other universities of our city region on a range of priority issues, from reducing inequalities to reaching net zero carbon emissions.



Civic university agreements should respond to local need and so, as part of our work to develop the Greater Manchester deal, we carried out a poll of 1,000 people living across the city region to understand what they want from their universities. The results of this survey show that our universities are seen as central to the future success and prosperity of our city region. Specifically, 73% of respondents stated that universities are important to the local economy, and 79% think we are important to making our region a better place to live.

Our polling also found that people living in Greater Manchester most value our role in training future professionals to work locally, creating jobs for local residents and providing opportunities for local people to study, as well as attracting international students to Greater Manchester. And when asked about the long term economic and social priorities for the city region people told us it was economic recovery from Covid, reducing inequality, creating jobs and improving the quality of jobs for local people, and improving health and wellbeing.

So, our Greater Manchester civic university agreement seeks to respond to this feedback by setting out a number of shared priorities that will help drive improvements in education and

skills, tackle inequalities, create jobs and growth, support the digital economy, help Greater Manchester reach net zero by 2038 and drive our creative and cultural economy.

Each of these priorities are crucial to ensuring Greater Manchester is one of the best places to grow up, get on and grow old and we're really proud as a university to be playing our part in helping our city region to meet this ambition.

A NEW APPROACH TO SKILLS DELIVERY

New approaches to education and training are needed to meet the skills needs of industry. Jo Purves, Pro Vice Chancellor for Academic Development, talks here about how the University of Salford is responding to this challenge.

High skilled jobs are vital to a region's economic security, sense of identity and quality of life.

Unfortunately, the UK, and the North in particular, is facing a skills shortage in the industries of today and of the future. It is clear that the UK and Greater Manchester need to rethink how higher-level technical skills are delivered.

Here in Greater Manchester, the Local Industrial Strategy recognised that a deficit in certain



Jo Purves,
Pro Vice Chancellor

types of skills is restricting economic growth. These skills are needed to respond to the key challenges of the day, such as an ageing society, the transition to clean growth, raising productivity and raising living standards. To support the residents of Greater Manchester to flourish in the economy of tomorrow, innovative new approaches to skills delivery are needed.

One of the successes of education policy over the past decade has been the ongoing expansion of the higher education sector. However, while more people – and crucially more people from disadvantaged backgrounds – entering university has been hugely positive for our economy and our society, there has been insufficient focus on the opportunities for those who want to continue with education after school or college, but who don't want to study for a full bachelor's degree.

This has left us with too few people trained to 'sub-degree' level, which is known as level four and five, and created a 'missing middle' skills gap that industry is crying out to be filled. This problem is worsened by the artificial wall that has often been erected between further and higher education. A skills system that closes our skills gap must recognise the crossover

between higher and further education, embrace it, and break down those barriers. On top of this, the traditional university route has also become more difficult for mature students, or part time students – both of which have seen a sharp decline in recent years – which means that we do not have a true lifelong education system in England.

At the University of Salford, we want to tackle these challenges head on. We have partnered with further education colleges and industry partners from right across Greater Manchester and in a range of sectors to bid for an Institute of Technology. This institute would offer a range of technically-focussed programmes across engineering, construction, digital technology and media at level four and five to provide people with the skills they need to succeed in the modern economy.

It will also be structured to allow students to learn in their own local area, through partners such as Bury College, Wigan and Leigh College, Tameside College and ADA National College for Digital Skills. We think this will be critical in helping us to get to those harder to reach groups and older learners who might not naturally think going to university is for them.

Our history, of delivering skills to industry for over 100 years, makes us ideally suited to help reduce the skills gap in our region. We have long worked with industry to ensure that our curriculum delivers real world skills, and our students graduate confident that they can thrive and become leaders in industry. We are really excited about the potential of the Greater Manchester Institute of Technology, but even if we're unsuccessful in this bid, we remain committed to developing and delivering these new programmes. Throughout our 125 year history as an institution, we've constantly innovated what we do; and we don't intend to stop now.

RESEARCH AND ENTERPRISE AT SALFORD

In summer 2021 the University launched a new five-year innovation strategy, which sets out our ambitious vision and action plan for how research, enterprise and public engagement will develop at Salford.

Our strategy focuses on:

THREE KEY GOALS that recognise our excellence in research and enterprise, create value in partnership and generate impact.

FOUR THEMES that are key to solving some of today's major innovation challenges: Industry 5.0, creative and resilient communities, healthy living, sustainable environments.

FIVE PRIORITY AREAS that will enable us to achieve our goals: Global leadership and emerging areas of leadership; our people; our culture; our partnerships with business; and our approach to civic and public engagement.

Here we present our five priority areas and showcase the work we are already doing in these areas.

PRIORITY 1: ACCELERATING OUR AREAS OF GLOBAL LEADERSHIP

We will continue to invest in the research areas where we have established expertise and global leadership, such as acoustics, human movement and rehabilitation development, and plan to build new state of the art facilities to house and grow research in these areas within the Salford Innovation District.

We are also committed to developing a pipeline of emerging areas of world-leading research. We have always looked to the needs of our society to focus our innovation, and we plan to work closely with our industry partners to establish projects that greatly benefit the way we live our lives.

IS DRONE NOISE THE NEXT PUBLIC HEALTH CHALLENGE?

Dr Antonio J Torija Martinez, Lecturer in Acoustic Engineering, is leading an innovative research project that considers the impact of intrusive high-pitched noise generated by drones, and how this threatens to affect our quality of life.

The project, funded by the Engineering and Physical Sciences Research Council (EPSRC), examines how communities will react to the unfamiliar noise signatures and what can be done in the development stages to tackle the problem now, before noise issues derail the wider adoption and commercialisation of drones.

Through a series of experiments in virtual reality scenarios, Dr Torja Martinez and his team found that the noise generated by the hovering of a small quad-copter significantly affected the perception of the sound environment, particularly in locations with low volumes of road traffic. This suggested that the noise produced by road traffic could make drone noise less noticeable. Therefore, operating drones along busy roads might mitigate the increase of noise impact.

Dr Torja Martinez's findings demonstrate that by integrating human responses into the design process, the most undesirable noises can be avoided in the earliest stages of vehicle development.

This can either be done directly with subjective testing (human participants assessing drone noise samples) or through the use of psycho-acoustic metrics, which are widely adopted in the automotive industry. These metrics allow an accurate representation of how different sound features, such as pitch, temporal variations and tones are perceived.

If drone manufacturers incorporate the team's findings and strategies into their designs, they will avoid costly corrections at later development stages, leading to vehicles that are not only efficient, but also, just that little bit less irritating.



PRIORITY 2: DEVELOPING CREATIVE RESEARCH AND ENTERPRISE LEADERS

Our increased focus on working with industry partners will support our staff and students to develop a greater understanding of the needs within their sectors and where their expertise can contribute to shared goals. This will give our students valuable skills in innovation and problem solving, as well as connecting them to employers that enable them to develop their careers and realise their potential.

Our Studio Salford enterprise activity exemplifies this priority in action.

STUDIO SALFORD OFFERS INDUSTRY EXPERIENCE

Studio Salford is a creative studio that provides paid opportunities for students and graduates to work alongside professional clients, build up their skills and portfolio and develop industry contacts along the way.

With the support of funding from the Higher Education Innovation Fund (HEIF) we have been able to invest in an enterprise that focuses on the employability of our students, providing them with paid industry experience.

Our students and graduates have worked with clients including Greater Manchester Combined Authority, Quays Culture and MACFEST: Muslim Culture & Arts Festival. Services range from graphic design and animation to audio and video production, as well as copywriting, social media and photography, all produced in the state-of-the-art creative facilities at the University's MediaCityUK campus.

As Studio Salford becomes embedded in the student experience, we intend to see our students graduate with the skills and experience that meets the needs of industry. You can find out more about this exciting enterprise at studio.salford.ac.uk.



PRIORITY 3: TRANSFORMING OUR CULTURE

We are committed to increasing diversity within our academic and researcher communities, as we believe that this will bring more innovation through uniting diverse perspectives and giving everybody the opportunity to be heard.

To empower our Black, Asian and minority ethnic community we have recently set up a mentoring pilot scheme with our industry partner TalkTalk.

TALKTALK EMPOWER NETWORK MENTOR STUDENTS

A pilot mentoring programme, aimed at providing support for Black, Asian and minority ethnic students, was recently confirmed for a second year alongside University partner TalkTalk, and it will be expanded to provide even more opportunities for students in the future.

The scheme connects students from the Black, Asian and minority ethnic community with members of TalkTalk's Empower staff network, who are dedicated to ensuring the true representation of Black, Asian and minority ethnic individuals at all levels of the business.

Students are invited to attend group mentoring sessions hosted by TalkTalk and hear from members of Empower about the experiences that black and minority ethnic people face in corporate spaces, as well as ways they can positively influence the business through consultation, learning and talent. In addition, students receive one-to-one sessions with a personal mentor.

The success of the pilot has led to the continuation of the project for another year, as well as expanding the opportunity for LGBTQ+ students who will connect with members of TalkTalk's LGBTQ+ staff network for mentoring opportunities.

PRIORITY 4: BUILDING EFFECTIVE STRATEGIC PARTNERSHIPS WITH BUSINESS

The University has a proud history of discovery research, and we are committed to working with industry and other stakeholders to convert this into applicable products and services. We also work to deliver the skills and training that workforces needed to diffuse innovation into their operations.

WORKING IN PARTNERSHIP TO REVOLUTIONISE THE TECH INDUSTRY IN THE NORTH

The University's work as a partner in HOST (Home of Skills & Technology) has grown over the last year, to create a first-of-its-kind university and industry collaboration which will develop professional-level technical and creative skills, innovation and technology transfer partnerships associated with the Unity video game engine platform.

Initially set up as a 6-month exploratory partnership, the University's partnership, led Dr Maria Stukoff, Director of the Maker Space at the University of Salford, has now been awarded funding to establish the first 'Unity Centre of Excellence on Campus' in the UK, which will be aimed at bringing immersive technology skills, jobs and business innovation support to the region.

HOST is operated by IN4.0 Group, a UK leader in digital transformation and talent development, and helps businesses adopt digital technologies. The service includes five floors of innovation support for individuals, freelancers, start-ups and SMEs (small and medium enterprises) through to established businesses.

With labs, Research and Development and prototyping environments, affordable workspace, specialist advice, technology training and social spaces to connect and collaborate, it has become an inclusive community of innovators in data science, AI, gaming, and immersive technologies.

PRIORITY 5: DELIVERING SUCCESSFUL PUBLIC AND CIVIC ENGAGEMENT

We will strengthen our relationships with key public and third sector organisations, with whom we are connected through multiple activities and networks. In particular, we will build on our long-standing relationship with Salford City Council and Greater Manchester Combined Authority and reach out to the other Greater Manchester universities in order to be more effective at responding to the needs of our local communities.

Through this strategy we will continue to identify how our research, enterprise and engagement activities are leading to positive change and provide the necessary support to drive this forward in alignment to our themes.

LIVING LAB DEMONSTRATES HOW COLLABORATION CAN INCREASE CLIMATE RESILIENCE

In June 2021, the University of Salford officially launched the Living Lab in partnership with the Greater Manchester Combined Authority.

The Living Lab is part of the ground-breaking IGNITION project, a £4 million EU-funded initiative that brings together 12 organisations in the Greater Manchester area with the goal of developing the first model of its kind that enables major investment in large-scale environmental projects which can increase climate resilience.

You can find out more about the Living Lab, and the other innovative ways our researchers are responding to the climate emergency, on page 12.

ALUMNI ACHIEVEMENT AWARDS

Our alumni community continues to represent the University of Salford in everything they do.

Our annual Alumni Achievement Awards recognise some of these contributions and successes and are nominated by staff, students and alumni. We are delighted to share the extraordinary achievements of this year's very worthy award winners.

DR CLAIRE MERCER

**POSTGRAD CERT - ACADEMIC PRACTICE,
CLASS OF 2016,**

**PH.D HEALTH CARE PRACTICE BY
PUBLISHED WORKS, CLASS OF 2015,**

**MSC ADVANCED MEDICAL IMAGING
(RADIOGRAPHY), CLASS OF 2011,**

**ADVANCED PRACTISE (MAMMOGRAPHY),
CLASS OF 2005**

Alumna Claire Mercer is Head of Radiography at Salford. In 2016, she was awarded the Vice-Chancellor's Early Career Research Scholarship to extend her PHD work on research into practitioner variation in breast compression. The outputs of this work have led the University to produce the first and most detailed studies of positioning and breast compression in Europe.



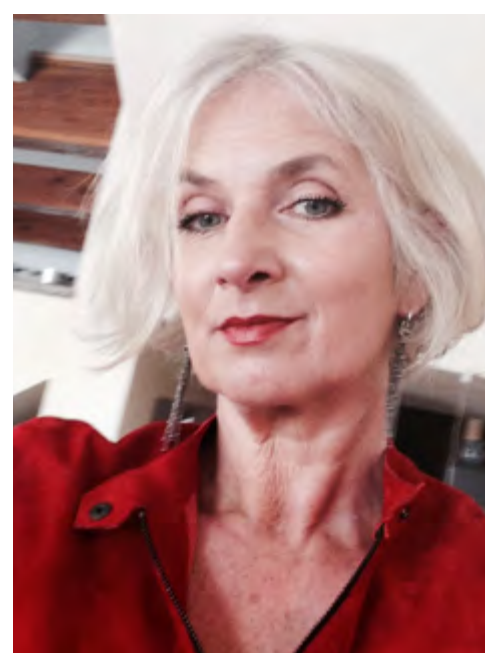
‘Digital Mammography: A Holistic Approach’ edited by Claire was first published in 2015. It has provided important insights across the impact of variable breast compression on image quality, comfort and experience and has improved clinical practice through the implementation of new standards and education, positively impacting the lives of millions of individuals.

CLARE WOODCRAFT

BA (HONS) MODERN LANGUAGES, CLASS OF 1992

AN INTERNATIONALLY RECOGNISED LEADER IN SOCIAL INVESTMENT, CLARE WOODCRAFT CREDITS HER HUGELY SUCCESSFUL CAREER AS STARTING AT SALFORD.

Clare is now Executive Director at the Centre for Strategic Philanthropy at University of Cambridge's Judge Business School. This prestigious appointment builds on her experience working with leading philanthropic organisations to achieve social impact, most recently as CEO of Emirates Foundation (the national foundation of the UAE).



Here she worked at the highest level, advising the UAE government. Under her leadership the foundation worked to impact the lives of over 60,000 young people, leading to Clare's inclusion as one of the top 20 influential British leaders in the UAE and the most influential British woman.

Clare remains an enthusiastic ambassador for Salford, helping to grow our international reach and reputation and sharing her expertise with staff and mentoring to students. Most recently she has represented the alumni community on the committee to identify a new Chancellor for the University.

ISMAIL AMLA

BSC ELECTRICAL COMPUTER SYSTEMS, CLASS OF 1987

Chief Growth Officer at Capita, Ismail Amla is a senior executive with over 20 years international experience in high tech and technology-enabled business services, software, and consulting organisations.



A transformational leader, Ismail creates value through the institutionalisation of innovation, business, and operational re-design. He authored “From Incremental to Exponential: How Large Companies Can See the Future and Rethink Innovation”, released in September 2020.

Ismail also has several board memberships including the University of East London, Network Rail and UK Sport. He has recently accepted a voluntary Industry Fellow position with Salford Business School and regularly delivers guest lectures and masterclasses, as well as hosting students at Capita.

CÉSAR MELO

MSC BUSINESS STUDIES, CLASS OF 1994

César Melo is an American senior executive who led some of the world's best-known organisations, including Mondelez International (owners of brands including Cadbury, Oreo, and Milka), PepsiCo and Colgate Palmolive. His impressive career is filled with the delivery of many “firsts” in business transformation and consumer product innovations.



In 2019, Melo became a full-time investor and board-advisor, including at global creative marketing platform, VidMob, where he is also President, International - demonstrating his ethos of active engagement with the organisations he invests in, together with his financial backing.

Born into modest beginnings in the Dominican Republic, César's supportive parents encouraged him to work hard and he gained sponsorship to study in America, before coming to Salford under a prestigious Chevening Scholarship. He remains a passionate advocate of CSR and ethical business practices, including through the VidMob pro bono creative scheme, and providing free consultation to various social enterprises.

RISING STARS

OUR RISING STAR AWARDS RECOGNISE THE ACHIEVEMENTS OF ALUMNI WHO HAVE ALREADY ACCOMPLISHED GREAT THINGS WITHIN THE FIRST TEN YEARS OF GRADUATING.

MELISSA AHMED

**MRES AERONAUTICAL
& MECHANICAL
ENGINEERING, CLASS OF
2019,
BENG AERONAUTICAL
ENGINEERING, CLASS OF
2016**


Melissa is Managing Director of engineering consultancy Techwuman Ltd, alongside her mother and fellow Salford alumna, Melani Ahmed. A passionate role model for female engineers and young entrepreneurs, Melissa is committed to demonstrating that these are viable career choices for women and those from ethnic minorities in particular.

At the age of 26, Melissa has already achieved Chartered Engineer status. In addition to running a successful business, she is a SolidWorks professional member, SolidWorks Champion, a STEM ambassador and an active advocate for women in engineering.

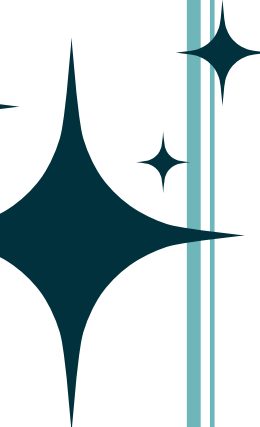


FERN WAREHAM & RACHEL MAFFEI **BA DANCE, CLASS OF 2016 & 2017**

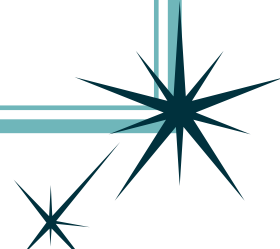
Upon graduation, Rachel and Fern formed Coalesce Dance Theatre, achieving limited company status in 2018 and successfully gaining Arts Council funding to support four projects to date.



Their mission is to connect people of all backgrounds with dance through exciting and powerful professional dance theatre productions, educational outreach and professional development opportunities.



They have performed all over the UK and run a series of projects for the dance communities of Greater Manchester and across the North West. Their ethos places people at the heart of their practice, specifically supporting and making space for under-represented female voices in their work, enabling their stories to be told through exciting and powerful dance theatre.



ALUMNI GIVING BACK

Since we relaunched our volunteering programme back in 2018, many of our alumni have volunteered their time to provide advice, support and mentorship to our students.

The expertise of our alumni volunteers is crucial in helping us to achieve our shared vision of creating a rich and diverse, industry led experience for our students. Your support and inspirational stories help raise their confidence and aspirations as they prepare for a successful life after university.

We are proud to share a snapshot of the positive impact our volunteers have had on our students as they strive to achieve their dreams and fulfil their ambitions.

Over
1,600
alumni have registered an
interest in volunteering



Over

390

active volunteers

Over

450

individual acts of
volunteering

OVER 150 mentors on the Industry Advice Scheme

OVER 120 ACTS of volunteering per year

OVER 10% of our volunteer community have participated in multiple acts of volunteering

1/3 of our volunteer community have delivered talks and guest lectures

1/5 of our volunteer community have provided profiles and testimonials in support of the university

20% of our volunteer community have provided curriculum input and work-based learning opportunities

Breakdown of Types of Volunteering

Key

/ Mentors

Industry Advice Scheme, Women in STEM

/ Speakers

Guest speakers, career panels, public lectures

/ Work based learning & Curriculum input

Student industry visits, advisory boards, placements & live briefs

/ Profile & testimonial contributors

Case studies, recruitment material, social media and blog content

/ Other

School Governors, International alumni ambassadors, student competition judges



NEW MENTORING SCHEME CONNECTS FEMALE STUDENTS WITH ALUMNI AND INDUSTRY PARTNERS IN ENGINEERING SECTOR

At Salford, we believe that encouraging women to enter roles that have been traditionally dominated by men is pivotal to addressing diversity imbalances. Our new mentoring programme, Go Beyond, is focused on helping female students confidently step into the engineering sector. Many of our alumni have supported us in making this happen.

The new mentoring initiative focuses on providing key support and guidance for female students in their 3rd and 4th year of study in engineering subjects in the School of Science, Engineering and Environment.

By matching the students with alumni and partners in relevant engineering organisations, students can benefit from a greater insight into their chosen subjects, acquire a broad range of skills for personal and career development and learn more about how the industry works.

The mentors involved in the programme are industry leads from organisations such as Atkins, Techwuman Ltd and the Morson Group.

Dr Maria Stukoff, Director of the Morson Maker Space at the University, who set up the Go Beyond programme said: *“We welcomed a phenomenal number of industry mentors from within our alumni network and are delighted to benefit from the engineering experts across the Morson Group.”*

“In partnership, we are working towards developing a talent pipeline for the next generation of women in engineering.”

Sam Price, Head of Client Engagement at the Morson Group said: *“Our partnership with the University of Salford is a pivotal component in addressing skills shortages and the diversity imbalances of the industries we serve.”*

“The concept of ‘seeing is believing’ is extremely powerful, with women more likely to choose careers when they’re exposed to scenarios that they can imagine themselves in and to relate to real industry role models. Go Beyond supports our ambition to improve role

model access and visibility.

“On a personal level, I’m thrilled to be mentoring as part of this scheme and I hope I can share invaluable insights with my mentee that will help her to achieve her ambitions. I’m sure that I’ll also learn a lot in the process too.”

If you think you can offer a student the benefit of your experience in one of our mentoring



programmes, please get in touch at **alumni@salford.ac.uk**.

FROM SALFORD

EVOLVING TO SUIT YOU

Our online alumni networking hub, From Salford, has gone from strength to strength since it launched two years ago. With around 4,500 registered users currently using the platform, our alumni community can offer support, share career tips and valuable expertise.

This year we have expanded the range of services available on From Salford, drawing on your suggestions for how we can continue to support you. Through developing a series of online events that address employability subjects such as networking, as well as introducing a new directory for you to promote your business, From Salford continues to evolve in a way that directly benefits our alumni.

INTRODUCING THE BUSINESS DIRECTORY

As From Salford develops, we are pleased to offer a new feature – the Business Directory.

The Business Directory allows you to:

- ✓ **Post your business using an easy, prompted form**
- ✓ **Offer special benefits to other platform members**
- ✓ **Search by free text, category, or location, for other businesses and services that you may be able to support**

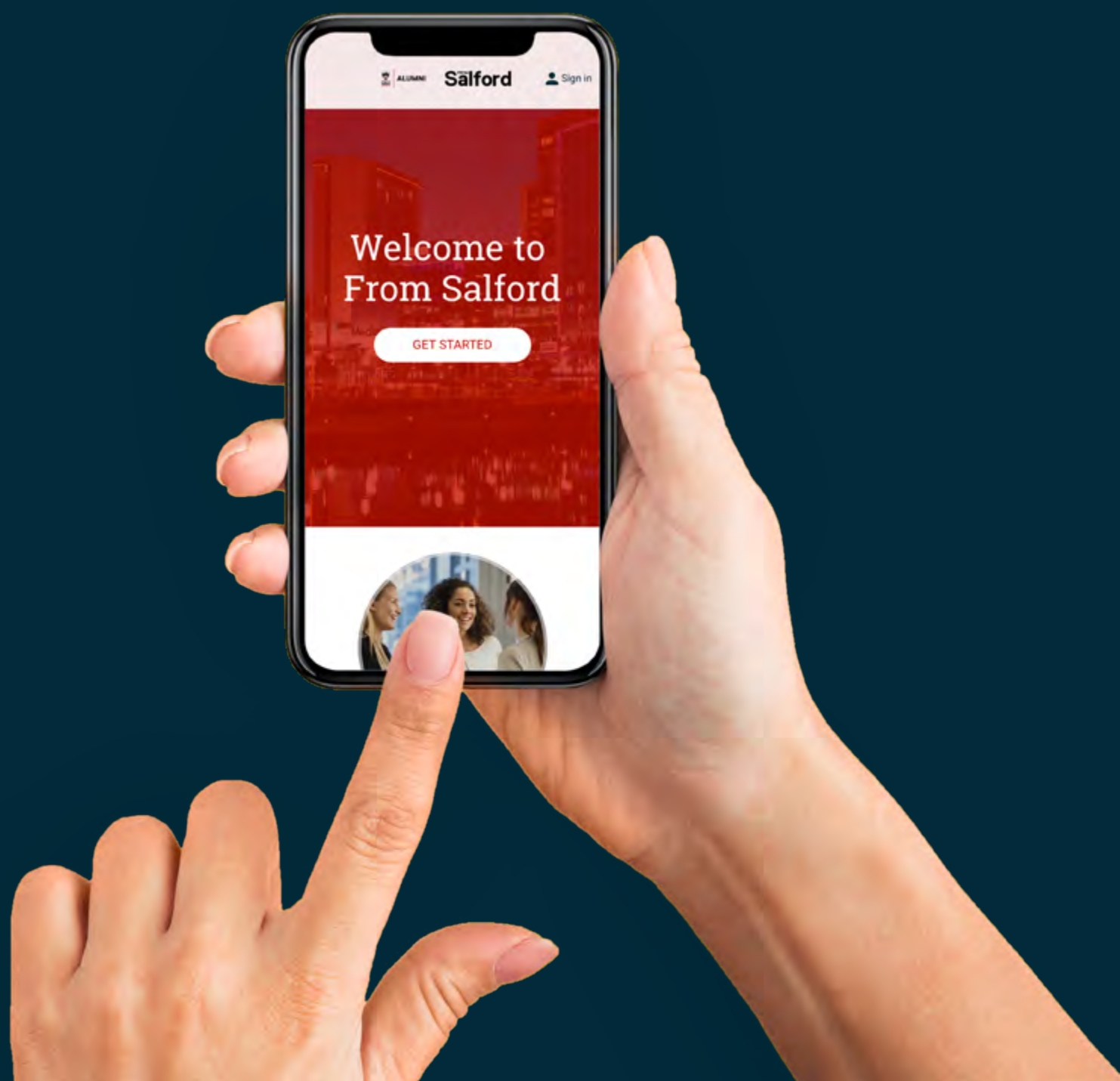
Many of our alumni are already promoting their businesses on the directory, with some offering discounts to fellow graduates.

Chris Lintern, Director of Ashton Resilience, specialising in business continuity, said: *“I hope my listing on the directory attracts business opportunities from fellow alumni who may be interested in my services. I thought it was appropriate to offer a discount to other Salford graduates who might need some assistance with their business continuity and resilience planning.”*

Nathanael Fickling, Founder and Marketing Manager at Forean, a design hub based in North Wales, hopes their listing will create a community for fellow designers.

He said: *“The reason we engaged with the directory was because as design graduates we found it difficult to find suitable space or materials for us to work as creatives. We aim to provide this and we also want to share our experience with other alumni who may want to start their own creative business.”*

You can promote your business, or take advantage of a range of alumni offers, at **fromsalford.com**



TOP TV EXEC SHARES HIS TOP NETWORKING TIPS

Salford alumnus and US TV Executive Producer Rob Bagshaw joined us live from Los Angeles in July to share his valuable insight on how to get a foot in the door of the entertainment industry.



Rob has served as Executive Producer on some of the most famous reality shows in the world, from Emmy-winning RuPaul's Drag Race to Emmy-nominated Project Runway All Stars.

Rob gave his insight into how to approach networking, building contacts and how to cultivate confidence and belief in yourself.

“There’s nothing wrong with being passionate about what you do, and generally you stand out from the crowd if you are like that.”

Rob graduated from the University of Salford in 1995 with a degree in BA Media and Performance. He gradually worked his way up the live TV production ladder and eventually landed a role working on 'This Morning' as a day producer.

“I just worked my butt off. Pushed ideas that they hadn't done before, I heard 'no' all of the time and then, somehow, I won the crew around to trying out these nutty ideas and ended up taking over the series and being in the control room for every episode five days a week.”

Rob eventually moved to US television.

“I was working for Mental Media in London and we had the opportunity to pitch a new reality show that I was developing to FOX in America and I was asked to come out and join the pitch.

“We pitched to Channel Four and to FOX at the same time and FOX picked up the show.”

Rob was supposed to go to LA to set up the US arm of the company for three weeks but ended up staying for 9 months.

“That's really a milestone that got me into US production.”

During the session, Rob shared some vital tips on how to get jobs in the industry. Amongst these tips was an inspiring anecdote from TV host Oprah Winfrey:

“As we were going into a meeting Oprah would say, ‘Rob, what is your intention for this meeting, what do you want to get out of this interaction, what are we here for?’

“I think that is a really good way to start a project, or to start a conversation before you meet somebody. State what the end goal is to yourself and go into those meetings with that clearly in your mind.”

Rob is currently Executive President of Unscripted Content for the Nickelodeon and former Senior Vice President at Bunim Murray Productions, the production company whose back catalogue includes Keeping Up with the Kardashians, I Am Cait and Mariah’s World.

If you are looking for advice from an experienced graduate, you can reach out to a range of industry professionals on our alumni hub, **fromsalford.com**. Our alumni can offer you their insight and may even be able to open doors for you. You never know who you might meet.

PHILANTHROPY IN ACTION

Thanks to the generosity of our incredible donor community, we are able to award life-changing scholarships and bursaries to talented individuals across the University who may otherwise be deterred from studying due to financial restraints.

The continued support we receive from our donors, alumni and friends means we are adaptable in the support we can offer our students. As the needs of our students continue to evolve, we are able to work with our donors to ensure that the funding we offer directly meets the needs of our beneficiaries and has the greatest impact possible.

The global pandemic has highlighted the increasing prevalence of student hardship and we are determined to help reduce the financial pressure on students as they pursue their academic and professional dreams.

Here's what some of our scholars had to say about the support they received:

ABDUL SANHAT

THIRD YEAR AERONAUTICAL ENGINEERING STUDENT

“The scholarship has indeed changed my life and improved my university experience, especially through these unprecedented times of Covid-19 as it has lifted many thoughts of any financial hardship I could fall into.

“I feel happy and satisfied with my performance at university; I feel very proud that, with the aid of the Scholarship, I managed to concentrate on my studies and perform well.

“I really cannot find the words to describe how grateful I am to the family for their generosity, kindness and great support. Thank you!”



BEN HODGE

MEDIA AND PERFORMANCE GRADUATE

“I was absolutely ecstatic when discovering that I had received the AR Performance Graduate Scholarship! The University has supported my professional development throughout my studies greatly and to receive this further support was something I knew would help me to excel in my art.”

“Being from a working-class background on the outskirts of Liverpool, I never saw anyone like me, and it made my coming-out journey so difficult. Having the support of donors and the University to create work that is representative of who I am has really helped my own confidence as well as my passion to create progressive and positive change in the creative industry.”



ALISHA SADIQ

THIRD YEAR COMPUTER SCIENCE STUDENT

“This scholarship has made me feel much more motivated to work hard and excel in my studies at university. Even during times where this online setting feels frustrating, to have a donor who believes in me and supports me is something that I am incredibly grateful for; therefore, I would like to take this opportunity to thank the donor for their continued support and belief in me.

“Thank you for your investment in students like myself and in our education. By awarding me the scholarship, you are allowing me to focus on the most important aspect of university: learning. Continuing my studies wouldn’t be possible without the generous support from donors.”



REVIVE GRANTS – PROVIDING OPPORTUNITIES TO THRIVE

Throughout the pandemic we have been reaching out to our supporter community to help us ease some of the new and pressing financial burden on our students. Our community answered the call and through your generosity we were able to support a great many students in paying final term rent, purchasing devices to assist with home learning and providing wellbeing services for students who were unable to return home.

However, the impact of the pandemic remains for our students from low-income and disadvantaged backgrounds, who are at higher risk of being left behind as a result. As we continue to tackle demand for financial and wellbeing support, it is clear that more can be done. By introducing the Revive grants, we can raise funds for initiatives that aim to support students in the recovery from the pandemic. Our University community will be able to bid

for funding for projects that focus on areas such as student wellbeing, employability and resilience in a post-Covid world. These projects will concentrate on students thriving during this time of increased hardship where many typical avenues of supporting themselves are closed.

Financial challenges should never prevent a student from achieving their dreams. Your support will allow us to create grants for projects addressing essential needs for our students. With your help we can continue to offer a lifeline and additional opportunities to those experiencing exceptional financial difficulties through no fault of their own.

To find out how you can help visit our website at **www.salford.ac.uk/giving**.

ELEVATE. ATTRACTING, NURTURING AND PROGRESSING DIVERSE TALENT

We are in the development stages of an exciting new scholarship programme that is set to deliver real change and bolster opportunity for traditionally under-represented groups.

ELEVATE. is a pilot initiative that will nurture diverse talent looking to go into screen industry professions through training, mentoring and career development opportunities over a 2-3 year period.

At the University, we train students to have the skills and confidence to pursue business and creative pathways. ELEVATE. serves to increase the development, progression, and representation of black, Asian and minority ethnic groups across the TV, film and media industries both on and offscreen.

As a talent provider the University has a responsibility to every student regardless of race or ethnic origin, to ensure that they are on a level playing field when they make those first steps onto their chosen career pathway. We want to champion industry diversity commitments so that students see themselves represented in all areas.

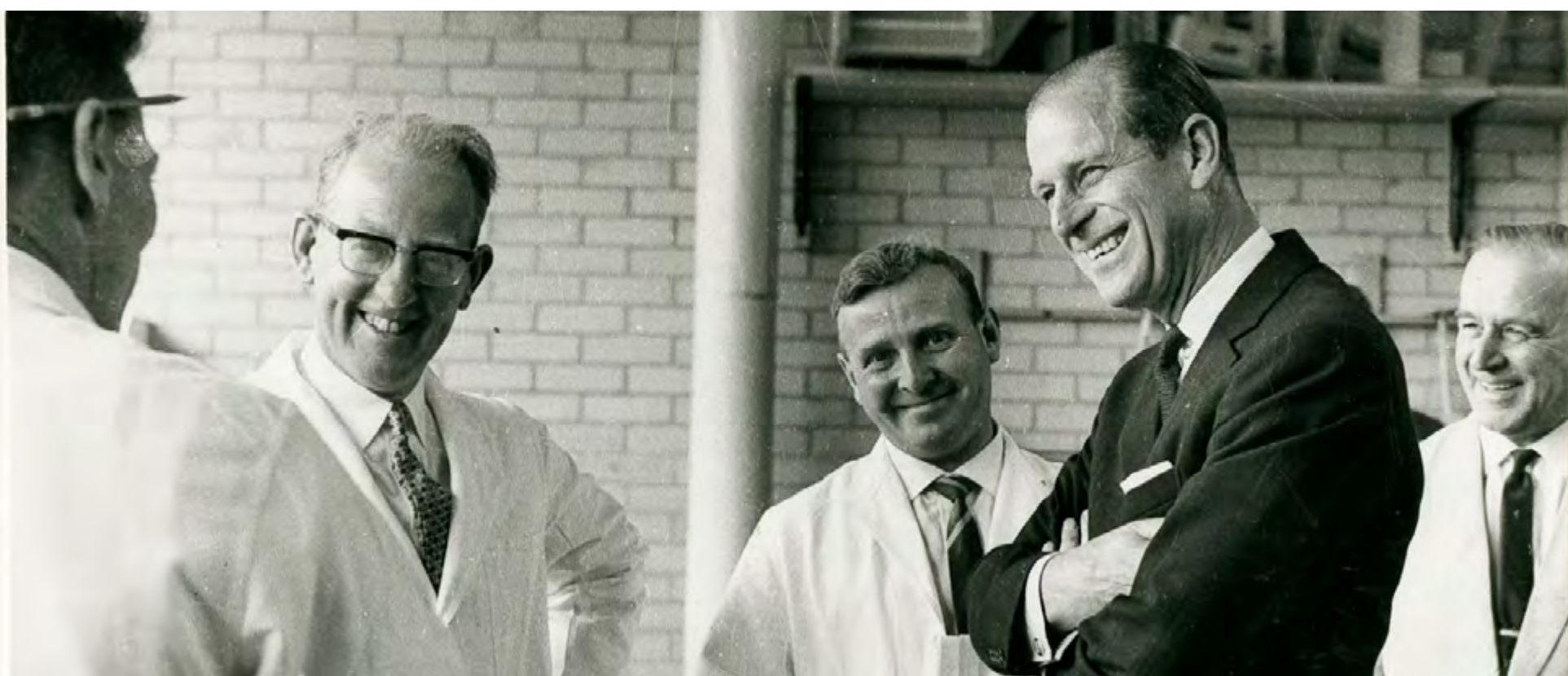
We are looking for collaborators to support ELEVATE. which will help talented students and assist the development of a diverse and representational workforce.

For more information about ELEVATE. and to get involved, please contact **alumni@salford.ac.uk**

IN MEMORY OF HIS ROYAL HIGHNESS PRINCE PHILIP, THE DUKE OF EDINBURGH

Earlier this year we were saddened to hear of the passing of our former Chancellor, His Royal Highness Prince Philip, The Duke of Edinburgh. HRH Prince Philip served as the first University Chancellor from 1967-1991.

The Chancellor is the ceremonial head of the University and plays an important ambassadorial role, presiding over the University's graduation ceremonies and acting as an advocate for its achievements. Prince Philip remained in post for 24 years and is the longest serving Chancellor in the University's history.



During his time as Chancellor, Prince Philip was a passionate advocate for education and helping young people from Greater Manchester achieve their dreams.

Philip became the University's first chancellor in 1967, and it quickly became clear that his modern approach to education aligned with our own.

"We meet together here with all the display of ceremonial, and almost knee-deep in robes and ritual," he told the audience in his inaugural speech.



"But if this symbolism is not to be empty and meaningless, each one of us must feel a personal involvement and a personal ambition to give the University of Salford a sense of its own particular mission."

He added: *"A university is not just a brain factory, a sort of conveyor belt for PhDs. Neither is it a place to go for its own sake. It is a means to an end and not an end in itself."*

The Duke maintained a close interest in the University in recent times, with occasional guest lectures and regular visits, including the official opening of the University's building at MediaCityUK March 2012 during the Queen's Diamond Jubilee tour.

Prince Philip's legacy lives on at the University of Salford and we are immensely grateful for the influence and guidance he generously gave to us during his life.

GOING HEAD-TO-HEAD WITH THE DUKE

In 1977, HRH Prince Philip, Duke of Edinburgh accepted an invitation from the University of Salford Students' Union to take part in a debate with a Salford student on a key subject in the news at the time - environment versus development. Michael Atchia, a postgraduate doctoral student, was chosen to face him in the debate. Here Michael shares his memories of the time he faced the Duke:

“For an hour we debated. Prince Philip was the honorary patron of WWF (1981-96) and a strong defender of the environment. He defended the cause of the environment and I defended the need for development.”





“With the occasional epithet of ‘bloody’ from Prince Philip to qualify what he was against, targeting profit-making industrialists, he made a particularly strong case for wildlife conservation, highlighting the irremediable loss to the planet each time a species goes extinct. There was more sober language from me, defending both the conservation of nature and the dire need for development, especially for Africa, in making the case for what was to be later named sustainable development.

“Who won the debate? No voting. Going by the traditional applause, from the almost one thousand students present, it was a draw! We ended the debate almost agreeing on a formula for Environment PLUS Development. After what had been quite a heated debate, we parted graciously, which I greatly appreciated. He stayed on exchanging

comments with students, almost like a commander aboard ship with fellow sailors.

“The following year our paths crossed again when he handed me my PhD degree at the 1978 graduation, which he presided as Chancellor of the University. He greeted me with a broad smile and said that he was very happy to see me again.”



IN MEMORIAM

We remember the alumni, staff and friends of the University, who have passed during the last year and who gave so much to the Salford community during their lives.

DAVID ROLLIN

Alumnus, BSc (Hons) Electrical Engineering, 1968

Chartered Engineer David Rollin was a well-known senior executive in the UK and international rail industry, where he worked for more than 50 years.

DAVID TOPHAM

Alumnus, Royal Technical College

David was Director of the development company CTP in 1987 with his brother Richard and was also a member of the British Council for Offices. Since its inception, CTP has been involved in several high-profile developments such as Pall Mall in Liverpool, The Round Foundry in Leeds and St Paul's Place in Sheffield. David was also presented with an Alumni Achievement Award by the University in 2014.

PROFESSOR NOEL THOMAS

Senior Lecturer and alumnus, PhD German, 1973

Professor Thomas was a lecturer at the University of Salford from 1964, when it was still the Salford College of Advanced Technology, until his retirement, by which time he had become Professor of German and Chair of the Modern Languages Department.

RICHARD PARRY-JONES CBE

**Alumnus BSc Mechanical Engineering, 1973;
Honorary Graduate, 2013**

Richard was the Group Vice-President of Global Product Development, Chief Technical Officer, and Head of Global R&D Operations at Ford Motor Company. He retired in December 2007. During his time at Ford, Richard oversaw product development for Ford vehicles worldwide, as well as design, research and vehicle technology.

LORD PETER SMITH

Alumnus, MSc Urban Studies, 1982

Lord Smith was the former leader of Wigan council. Hugely experienced and widely admired, he played a key role in politics across Greater Manchester and the north west region for decades.

MICHAEL SOUTHGATE

Alumnus, BSc Economics, 1972

Michael believed, whatever you choose to do here, the experience of university will set you up for life. He enjoyed the sports and bands but left with so much more. Michael's legacy will fund a music scholarship.

DR LESLIE DAVIES

Senior Lecturer and alumnus, BSc (Hons) Chemistry, 1950; PhD Chemistry, 1977

Dr Davies died 19 October 2020. A passionate advocate of sandwich courses, he retained to the end his always considerate, thoughtful nature, his thirst for knowledge and his drive to support and encourage others. He will be sadly missed.

TERESA MCMAHON

Alumna, BSc (Hons) Journalism: Multimedia, 2016

Teresa studied at the University of Salford as a mature student, achieving a first-class honours degree. Following her graduation, she joined ITV as a news trainee and quickly become a producer and news editor. In 2017, the University was honoured to present Teresa with an Alumni Achievement Award for Rising Star.

DAME MARGARET WESTON DBE

Honorary Graduate, 1984

Dame Margaret was the first woman in the UK to run a national museum and a pioneer when it came to sharing cultural treasures with the entire country. While director of the Science Museum, from 1973 to 1986, she opened the National Railway Museum in York, the first national museum outside London.

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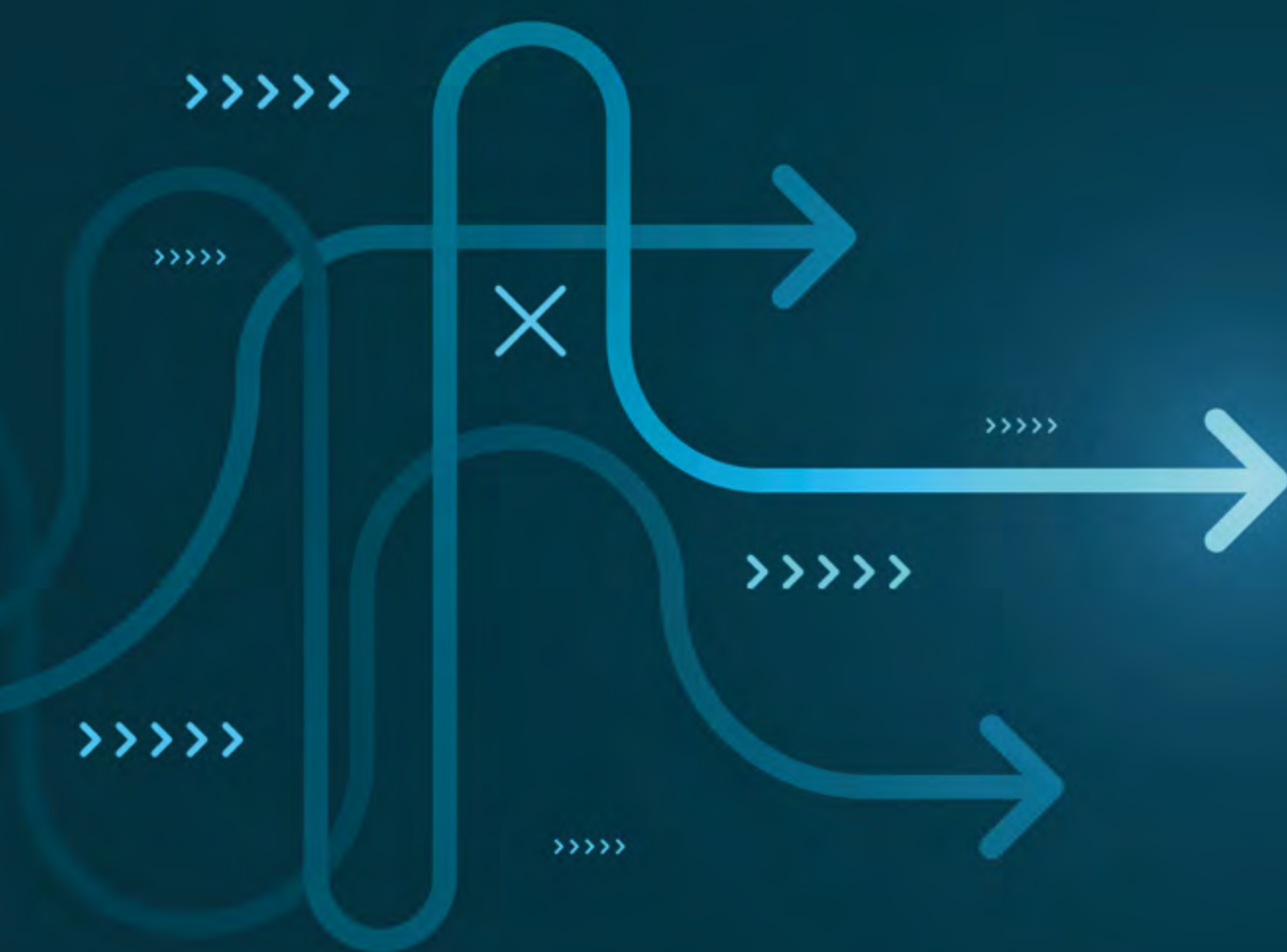
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