



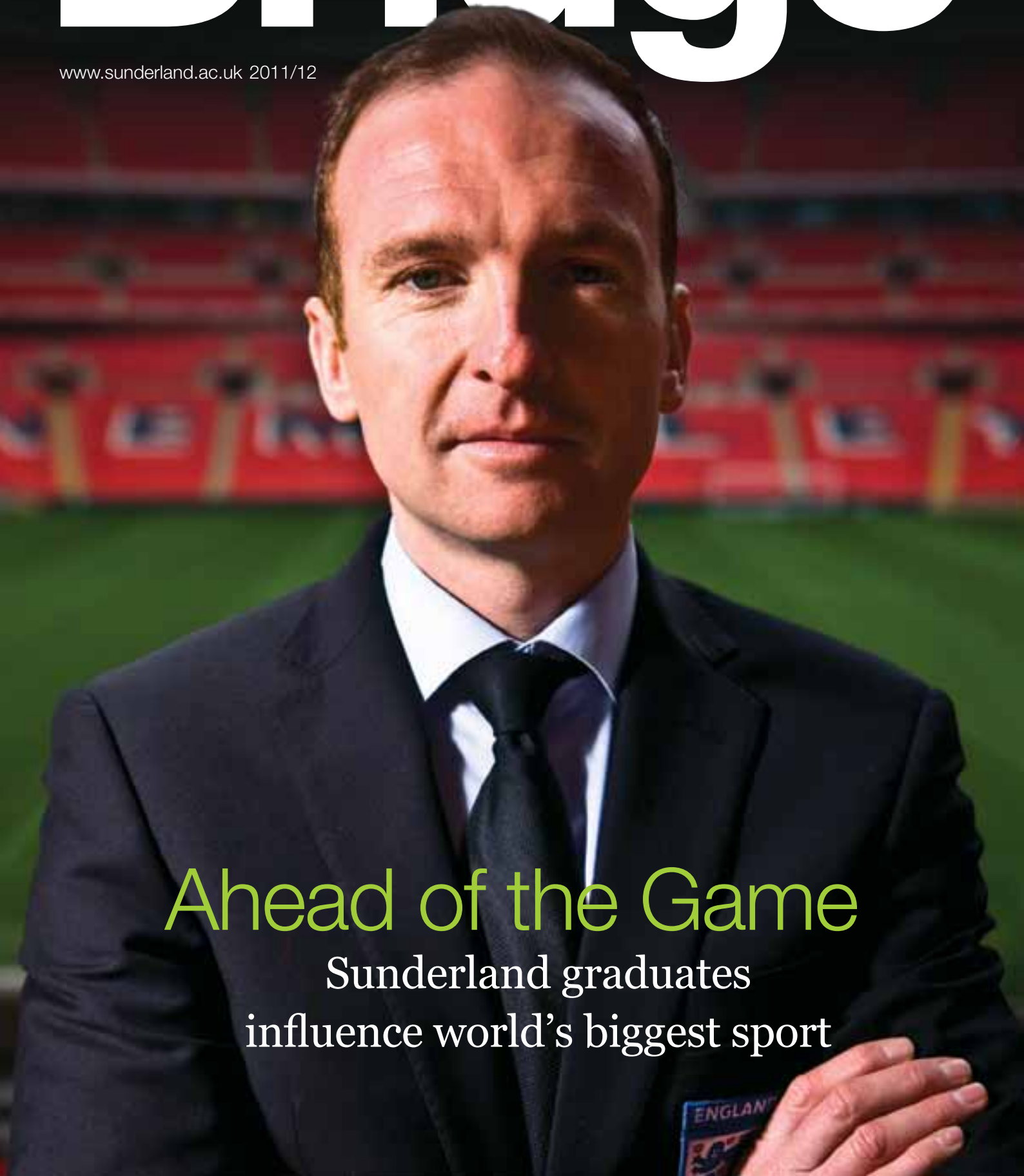
University of
Sunderland

Bridge

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Ahead of the Game

Sunderland graduates
influence world's biggest sport



Welcome to *Bridge*, a University of Sunderland magazine, which keeps you up to speed with the latest news and views at the University, in the region and further afield

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COVER STORY

From Sunderland to Greece and back via Manchester City and the FA, we talk to alumni at the heart of the national game

“The University of Sunderland has an impressive record when it comes to producing quality graduates who go on to occupy influential positions within the game.”

SCIENCE

Lord Robert Winston helps the University of Sunderland celebrate 100 years of discovery with its new Sciences Complex

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ALUMNI OF THE YEAR

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From the Futureheads (right) to Tony Scott and Bryan Ferry, our very own Lauren Laverne celebrates talent from Sunderland

In 2010, the Drum Magazine declared the North East the most creative region in the UK

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How Humair Ahmed's team overcame bomb blasts on the way to success



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HIGHER AND HIGHER

Times Higher Award

Time to shine



With the Government-enforced rise in tuition fees coming into effect in 2012, universities are under the spotlight like never before. Students will be asking, quite rightly, what they will get for their money. *Helen Franks* reports.



Sciences Complex



City Campus

Two words that will appear regularly on the shopping lists of prospective students will be 'experience' and 'employability'. Students will want to know if their time at university will be a positive experience, and one which will set them on a prosperous career path.

Many universities are now working hard to answer those questions. Some have had the answers for years - the University of Sunderland being one of them. Student experience and employability have been at the forefront of the University's strategic objectives for decades.

In December last year the University of Sunderland received the much sought after Times Higher Education Student Experience Award 2010. It is one of the most prized awards in the sector because it comes from the students and graduates themselves. More than 12,000 were asked to give their views in 21 areas and score universities accordingly.

Award judge Ben Marks said "The undergraduate recruitment market has been getting more competitive for years and soon it's going to get even more so. Offering a great student experience is therefore going to be more important than ever

for the universities that want to generate positive word-of-mouth recommendations. Sunderland has clearly taken this on board and succeeded in generating a more positive buzz among its undergraduates." The University's continued growth in the National Student Survey, which measures student satisfaction, its employability credentials and its capital development programme were central to its success. Around £130m has been spent on both the City Campus and The Sir Tom Cowie Campus at St Peter's.

The City Campus has changed almost beyond recognition over the past five years. The latest additions to the campus include CitySpace (pictured left), a £12m sports facility and an £8.5m Sciences Complex.

"The University has created an environment that meets exactly the needs of the modern day student. It's relatively easy to create an impressive looking building but its strength lies in how well it works internally for its users. This is where the University has been very successful," says architect and TV presenter George Clarke.

Employability is a key focus for the University. Ensuring students have the life skills to complement the academic qualifications has proved particularly successful in helping Sunderland graduates to

120
internships
delivered

£8.5m
Sciences Complex

£12m
sports facility

£130m
spent on both
campuses

enjoy careers with some of the world's leading organisations.

This focus is going to be more important than ever as graduates compete in an extremely tough job market. Those with the life skills and work experience will have a significant head start.

"The University of Sunderland delivered 120 internships last year to help support businesses in the region. There are also hundreds of students out on placement in the region. We would not be able to do this if we were not gearing up our students for the workplace. Their experience working in business and industry is making them highly marketable commodities," said University Vice-Chancellor Professor Peter Fidler.

Indeed, the University has students and graduates making a difference within companies such as Sage, Nissan, the BBC, GlaxoSmithKline, Yahoo, IBM, The FA, CERN, the UN, as well as hundreds of businesses in the region.

"The University of Sunderland has a proven track record of supplying business with specialist people, specialist knowledge and specialist facilities to support them during all stages of development," says Sage chief executive, Paul Stobart, whose software company took on three Sunderland placement students last year. ♦

The North East's culture shows

In 2010, the Drum Magazine declared the North East the most creative region in the UK – to those of us who live here that's not news



Sunderland-born *Lauren Laverne* is a journalist, former pop star and now presenter of *The Culture Show* and *10 O'clock Live*. In this article, Lauren explores creativity in the North East, and we look at talented Sunderland graduates making a name for themselves

The fine arts have been studied at the University and its predecessor colleges since the 1860s, but of course the city's creative heritage goes back much further than that. St Peter's Church, built in 674AD, was the site of the first stained glass ever made in England, and also the greatest scriptorium north of the Alps where the oldest existing Latin version of the *Bible* – the *Codex Amiatinus* – was written. It's no surprise then that the National Glass Centre is based in Sunderland, and the city has such a rich heritage of writing.

Among the authors who have picked up a pen on the banks of the Wear are Lewis Carroll, who wrote much of *Alice in Wonderland* here; Sunderland-born author James Herriot, who has a suite named after him at the Stadium of Light; and popular children's authors Allan Ahlberg and Terry Deary – both of whom are Sunderland graduates.

Music, of course, is one of Sunderland's biggest exports with the Eurythmics' Dave Stewart, Roxy Music's Bryan Ferry (and me!) all from our city. More recently bands such as The Futureheads and Frankie and the Heartstrings have been making a noise internationally.

And Sunderland's name is written large on the silver screen too with actors such as Melanie Hill and Gina McKee, film producers such as David Parfitt (*Shakespeare in Love*/*Gangs of New York*) all born by the Wear. And, of course, one of the cinema's biggest names, Tony Scott, studied at Sunderland before shooting to fame as director of *Top Gun* and *Days of Thunder*.

Today we are still producing creative talent which is the envy of the world – *Bridge* caught up with some Sunderland graduates making an impact right now...



“Music, of course, is one of Sunderland’s biggest exports, with the Eurythmics’ Dave Stewart, Roxy Music’s Bryan Ferry (and me!)”

Above: Bryan Ferry from Roxy Music
Below, from left to right: *Shakespeare in Love* produced by David Parfitt, Futureheads, National Glass Centre and St Peter’s Church



CREATIVE REGION

Creativity is alive in Sunderland

FRANKIE FRANCIS

LEAD SINGER, FRANKIE AND THE HEARTSTRINGS

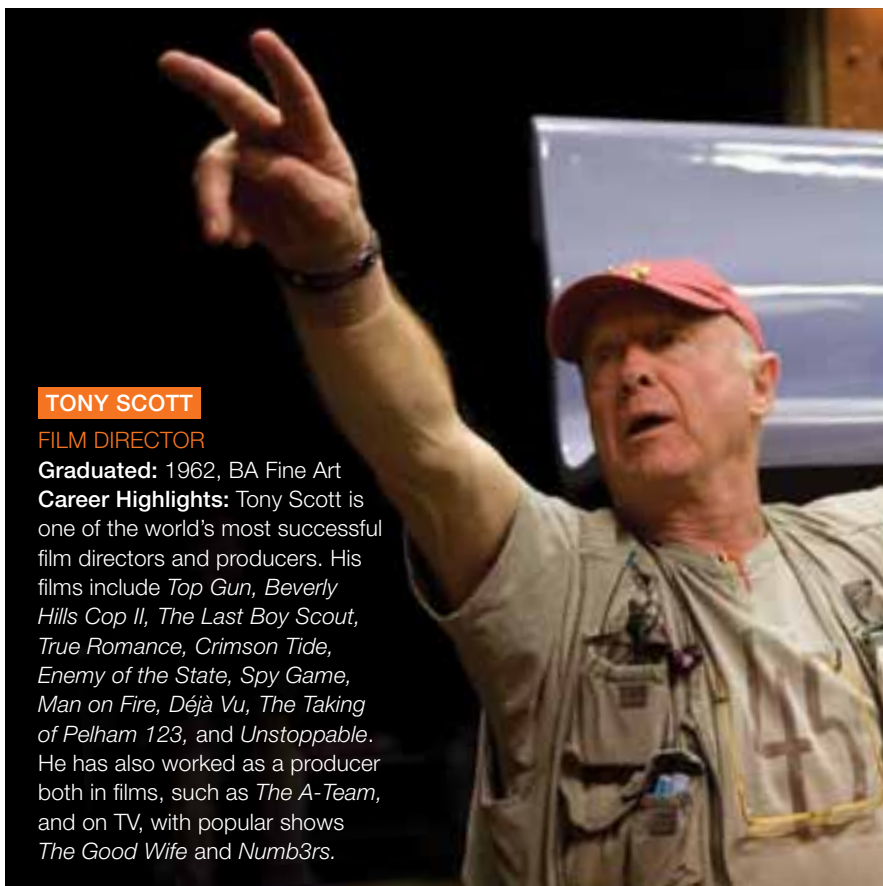


Graduated: 2008, BA (Hons) Radio Production
Career Highlights: Frankie and the Heartstrings first album, *Hunger*, was released in February 2011 and reached number 32 in the charts. As well as chart success the band has supported Florence and the Machine, Edwyn Collins, and fellow Mackems The Futureheads, and have played at the Glastonbury and Latitude Festivals. "A lack of being fashionable has been turned into a positive as the bands from our area don't seem to buckle to current trends, they make the music they want to make and that's very important."

TONY SCOTT

FILM DIRECTOR

Graduated: 1962, BA Fine Art
Career Highlights: Tony Scott is one of the world's most successful film directors and producers. His films include *Top Gun*, *Beverly Hills Cop II*, *The Last Boy Scout*, *True Romance*, *Crimson Tide*, *Enemy of the State*, *Spy Game*, *Man on Fire*, *Déjà Vu*, *The Taking of Pelham 123*, and *Unstoppable*. He has also worked as a producer both in films, such as *The A-Team*, and on TV, with popular shows *The Good Wife* and *Numb3rs*.



Stephen Youll's illustration for *Sandworms of Dune*

STEPHEN AND PAUL YOULL

ILLUSTRATORS

Graduated: 1985, BTEC Higher National Diploma in Illustration & Design
Career Highlights: Twins Stephen and Paul Youll are two of the top science fiction illustrators in the world today. The brothers started out their careers as a team before Stephen moved to the United States in 1989. They continued their careers separately with remarkable success. Paul's art has illustrated the works of science fiction heavyweights such as Ian M. Banks and Robert Silverberg, and he has created many celebrated covers for the *Star Wars*

series of books – George Lucas owns eight of Paul's original illustrations, and six of Stephen's! Stephen Youll is one of the US's most successful commercial artists. As well as work for DC Comics, including *Batman* and *Superman*, Stephen has illustrated books by writers such as Frank Herbert, Arthur C. Clarke and Isaac Asimov.

Paul says: "My favourite building, which I also consider the North East's greatest artwork, is Durham Cathedral. I spent a year working there as an artist with my brother Stephen after graduation, it is my fondest artistic memory."



Paul Youll's illustration for Elizabeth Bear's 'Chill'

Stephen added: "It's quite amazing the amount of talented people to have emerged from the North East in all areas of the creative arts. But the single greatest achievement to date is a building that has stood 900 years; the great Norman Cathedral at Durham."

CATE WATKINSON

GLASS ARTIST

Graduated: 1986, 3D Design Glass with Ceramics

Career Highlights: Cate Watkinson's glass sculptures and public art can be seen throughout the UK – but she has made a particular stamp on the North East of England. From her lighthouses at Newcastle Quayside, to the Grainger Town Public Seating, to the 'Look Out' sculpture on top of Debenhams at the Metro Centre, Cate's sculpture is everywhere. "This is

a place that nurtures, respects and encourages creative people. When I first started making public artworks there was a great deal of scepticism about the durability of glass. I have been able to design, make and install work that shows glass can be the right material for so many projects. It's very strong, it can be lit beautifully, it's easy to clean and you can't set fire to it. What more do you want?"



OUR GRADUATES' CREATIVE HIGHLIGHTS

THE FUTUREHEADS

Since playing their first gig at Ashbrooke Cricket Club in December 2000, The Futureheads have gone on to massive national and international critical and commercial success. With four albums under their belts, the band have toured internationally, supporting Snow Patrol and the Foo Fighters in the US.

Frankie Francis: "I have always looked up to the Futureheads, they have played all over the world and are brilliant artists, not to mention exceptional role models."

DAME CATHERINE COOKSON

South Shields-born Dame Catherine Cookson came from humble beginnings to become the world's most widely read author, with sales of her books topping 100 million. Over a decade after her death Catherine Cookson's books are still massively popular.

Terry Deary: "A massive, raw talent and an inspiration to me and any northern writer."



DURHAM CATHEDRAL

Founded in AD 1093 to house the shrine of Saint Cuthbert, Durham Cathedral is regarded as one of the finest examples of Norman architecture and has been designated a UNESCO World Heritage Site. The Cathedral also houses the remains of the Venerable Bede, who founded his monastery

and scriptorium at St Peter's Church in Sunderland.

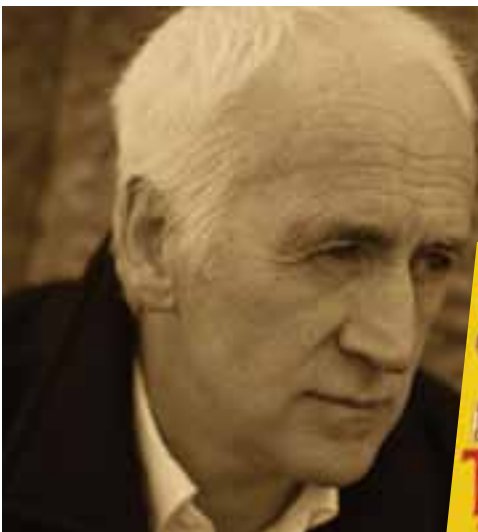
Stephen Youll: "Not only is it a testament to great art and architecture, but it is a monument to the countless artisans and craftsmen and women who built it, for the length of its history."

THE SAILORS' BETHEL

Old Chapel, Newcastle upon Tyne 1965, Laurence Stephen Lowry (1887 - 1976), courtesy of Laing Art Gallery (Tyne & Wear Archives & Museums).

This small red brick church building on Horatio Street Newcastle Quayside, has been converted into office spaces on the inside, but it remains much the same as it was when built in 1877 on the outside. It is the only church in Newcastle to have a gargoyle.

Cate Watkinson: "I was thrilled to find a painting of the building in the Laing Art Gallery painted by L.S. Lowry in 1965. Perhaps he liked its slight quirkiness too."



TERRY DEARY

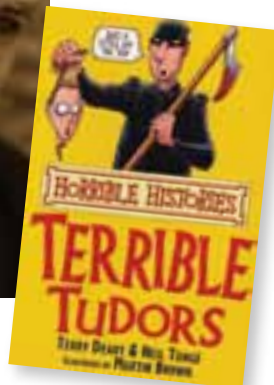
AUTHOR, HORRIBLE HISTORIES

Graduated: 1968, Teaching Certificate, Drama and English (Honorary Doctor of Education, 2000)

Career Highlights: The first *Horrible Histories* books - *The Terrible Tudors* and *The Awesome Egyptians* - were published in June 1993. Since then the series has sold over ten million copies in the UK alone, and sold over 20 million copies worldwide. It has been translated into 31 languages

in 37 countries worldwide.

The series has also spawned magazines, TV shows, stage plays, video games and plans are underway for a Horrible Histories theme park - in Terry Deary's words: "Not bad for a Mackem. My favourite piece of North East art – apart from the Venerable Bede's history books? I think the Catherine Cookson's novels were a success against massive odds."



We've had some high-profile visitors to Sunderland in the past twelve months, from Michael Johnson to Sting and Lord Robert Winston...



OLYMPIC LEGEND HONOURED

One of the world's greatest ever athletes was honoured by Sunderland at the summer 2010 Academic Awards Ceremonies. Four-time Olympic Champion Michael Johnson received an honorary doctorate from the University for his outstanding contribution and ambassadorial role in the world of athletics. The Winter Ceremonies saw the University reunite two former Monkwearmouth pupils. Actress Melanie Hill and journalist and news presenter Jeff Brown went to school in Sunderland together, and received their awards at the Stadium of Light, just a stone's throw from their old school. Also receiving an award in December was Sunderland graduate and renowned pharmacist Umesh Patel, who was awarded an Honorary Doctorate of Science. Mr Patel received a further accolade in 2011 when he gained an MBE from the Queen at Buckingham Palace for services to pharmacy.

SCIENCES COMPLEX UNVEILED

Lord Robert Winston officially opened the Sciences Complex in February 2011. The world renowned scientist is an Honorary Graduate and a passionate supporter of the University. He said: "Ensuring science is accessible and that research is relevant to society is vital. Sunderland, as it regularly shows, does this exceptionally well."



NATIONAL AWARDS FOR SUNDERLAND ARTIST

2005 Fine Art graduate Lyndsey Jameson was named People's Choice at the 2010 BP Portrait Award exhibition at the National Gallery. Lyndsey entered a portrait of her adopted younger brother Declan.



In 2009 Lyndsey's brother, 2003 Fine Art graduate Mark, was named Young Artist of the Year at the BP Portrait Award – of his portrait of Lyndsey!





STING CREATES A BUZZ

Students were welcomed to their new BMus course by international superstar Sting. The University is working with The Sage Gateshead to deliver the BMus in Jazz, Popular and Commercial Music. Sting has long been an advisor to the course with his wealth of knowledge and experience in the music industry. He said: "The Sage Gateshead is world class and exactly the right place for the BMus."



SUNDERLAND IN POLE POSITION

Sunderland became the first university outside of the USA to take part in one of America's greatest racing spectacles, the Indianapolis 500. The Indianapolis Motor Speedway's prestigious Electric Vehicle Grand Prix (evGrandPrix) takes place immediately before the annual Indy 500. Engineering students from the University's Formula Student team joined forces with Coventry University to go wheel-to-wheel with 70 universities from across America in May 2011 – and came third!

IN A NUTSHELL

The physiotherapist who helped British diving sensation Tom Daley capture two Commonwealth gold medals and leap to world champion status is now hoping to make his own splash in the North East. Gareth Ziyambi, the lead physiotherapist for British diving, has relocated to the region to join The Performance Clinic, based in CitySpace at the University.

The University came out top in the UK for student experience, at the sector's most prestigious national awards. Sunderland beat five other shortlisted universities to the title of the most continued improvement in the student experience in the Times Higher Education (THE) awards 2010.

Sunderland will get a taste of the Caribbean next summer. Grenada's Olympic team will be using the University's CitySpace for their training base for the London 2012 Olympics. Athletes from the Spice Island agreed to train in Sunderland after a delegation from the Grenadian National Olympics Committee spent a day touring the University's facilities.

Former Newcastle United manager Chris Hughton was named Sports Personality of the Year at a prestigious regional awards ceremony held at the University. He was one of eight of the region's elite sports stars, including legendary SAFC goalkeeper Jim Montgomery, to be honoured at the BBC's North East and Cumbria Sports Awards, held in CitySpace for the second year running.

On August 21, 2010, BSc Sport and Exercise Development graduate Michael Oliver made history when he became the Premiership's youngest ever referee. The 25-year-old, who graduated in 2009, entered the record books when he took charge of Birmingham City's 2-1 defeat over Blackburn Rovers.

Some of the world's most prestigious authors and illustrators gave masterclasses to students over the winter, including *Alice in Sunderland* author and illustrator Bryan Talbot; *Wire in the Blood* author Val McDermid; and David Almond, creator of *Skellig*.

STAG-GERING SCULPTURE



An iconic stag's head cast in glass in Sunderland will be seen by millions of people after it was unveiled at the UK's largest airport. Artists Katya Izabel Filmus and studio manager Chris Blade at the National Glass Centre were asked to cast the 50kg statue of Glenfiddich's famous stag logo as part of a global advertising campaign launched at Heathrow Airport's Terminal 5.

Powering ahead

The University of Sunderland's Institute for Automotive and Manufacturing Advanced Practice (AMAP) is at the forefront of building a greener future for the car industry

It has been a lynchpin of world economies for over a century, enabling more than £221bn of exports in the UK alone each year. Without it, commercial trade would all but collapse, and the professional and personal lives of billions of people changed beyond recognition. And yet the automotive vehicle is a luxury to which we have all grown so accustomed, few of us stop to think about its impact on the modern world.

This is certainly not the case at the Institute for Automotive and Manufacturing Advanced Practice (AMAP) at the University of Sunderland, where a team of academics work alongside industry partners to drive innovation in automotive engineering and low carbon technologies.

"AMAP is part of the Faculty of Applied Sciences at Sunderland," says AMAP Project Manager Dr Dave Baglee. "Our experts work across the board, covering everything from advanced maintenance, low carbon technologies and digital

innovation to human factors, such as driving methods. The focus is on applied research, so we partner with research institutes, other universities, software specialists and industry organisations to deliver tangible results. There's no point in leaving our work on the shelf."

The Institute's industry partners agree: "The University, and particularly its academic staff, is rightly gaining a reputation of being a leader in the engineering and automotive industries," says Trevor Mann, Senior Vice-President of Nissan Motor Manufacturing UK. "The partnership between the institution and Nissan is producing a range of groundbreaking projects that will come to fruition on the forecourt."

THE LIFEBLOOD OF ENGINES

The flexibility of the Institute's research sees it deliver innovation not only in car manufacturing, but in large-scale industrial engineering and low carbon. Again, the focus is on applied solutions,

with one recent project having the potential to deliver millions of pounds in savings to the marine industry. The Posseidon project brings together a consortium of experts to address inefficiencies in ship engine maintenance. Dr Baglee explains: "Lube oil is the lifeblood of engines, but unlike cars, ship engines run on thick, dirty oil. This leads to problems with the filters getting clogged up, and these aren't checked until the ship comes into port, by which time it's often too late. For example, BP has a testing facility in southern England, but if a ship is on its way to Australia it's an inefficient system."

"Together with our partners, we have developed what is essentially a 'black box' which is attached to the ship's main engine to monitor the lubrication system. The oil runs through sensors which detect potential problems such as excess soot, water or iron, and sends data wirelessly to a software programme. The software works on a traffic light system, providing instant data. It cuts out the delays, so engineers





“The partnership between the institution and Nissan is producing a range of groundbreaking projects that will come to fruition on the forecourt”

can act immediately to remedy the problem. It's a significant innovation, when you consider that a ship breaking down at sea costs a million pounds a day."

The technology is ready for market, and the consortium partners are in talks with venture capitalists about how to move it forward. Meanwhile, AMAP's academics continue to fine-tune the technology. "We are working on making it smaller, as it has a number of other potential applications," says Dr Baglee. "There are plans for a substantial wind farm off the North East coast, so we're looking at fixing the sensors to the offshore turbines. If we can get the technology small enough, it could also be used in exhausts. There is huge potential here."

"This research could save the shipping industry millions of pounds in vessel repairs," agrees Geoff Kimber of BP Marine, one of the consortium partners. "When you consider that BP supplies lubricants to a quarter of the world's fleet, the impact of Posseidon could be substantial, and has helped the University establish its expertise within the industry."

HYDROGEN POWER

As Dr Baglee's interest in wind turbines reveals, AMAP also has one eye on the future. Low-carbon vehicles are coming of age, with advances in the technology making it increasingly likely that electric vehicles (EV) will eventually replace the traditional combustion engine.

Since the first commercial car was patented in 1885, engine development has mainly been confined to speed improvements, with the basic mechanical process remaining all but unchanged. Fast forward to the 21st century, and the combination of rising fuel prices and our growing environmental conscience has brought about a renewed interest in EVs. Toyota was among the first to the market, with a hybrid gasoline-electric car mass-



"Plugged-In Places aims to create 'electric car cities' and regions across the UK which will trailblaze electric car technology."

produced in 2003, followed by the G-Wiz electric car – a favourite among London commuters – and more recently the Nissan Leaf in December 2010.

It's safe to say the EV was initially greeted with scepticism by consumers. The technology comes with limitations, such as relatively short battery life, not to mention its cosmetic appearance. Yet there is considerable potential to make the EV more consumer-friendly.

Adrian Morris, AMAP Operations Manager, and his team are working alongside industry partners such as Nissan on developing fuel cells for EVs. "Our main focus is on the range and usability of electric vehicles," says Adrian. "There are still a number of challenges to address before EVs will become more popular in the consumer market. One major issue is

the modern comforts we've come to expect, such as air conditioning and power steering. EVs don't have the energy density that you would get from a gallon of petrol, so these ancillary functions create a considerable drain on the vehicle's range. People ask why they would buy a car that will only go about 120 miles before needing recharged. These are the challenges we aim to crack."

To that end, AMAP has teamed up with new North East engineering business Inova Power Ltd on a technology that carries the double benefit both of extending the range of electric cars and reducing carbon emissions from existing UK vehicles. Inova's system delivers 'hydrogen on tap' by extracting hydrogen from a tank of water using a specially formulated powder. This creates enough electricity to power a fuel cell, and it can also be used in a conventional engine by adding 3% hydrogen to diesel, reducing fuel consumption and emissions.

Inova Power Managing Director Mark Nailis says: "Work to generate hydrogen has been done in the past, but while some processes are unsafe and others leave a residue, our process uses waste products to cleave hydrogen from water cleanly and safely. The hydrogen produced in our process can be used as carbon-free fuel not only for powering vehicles, but for other energy applications such as portable power systems for mobiles, laptops, home heating, refrigeration, air-conditioning and power supplies for the military."

Adds Adrian: "This is what AMAP is all about – helping regional companies research and develop innovative technology that they can build a solid business around."

SPARKS FLY AT ELECTRIC GRAND PRIX

This May saw University of Sunderland engineering students take third place in Indianapolis Motor Speedway's prestigious Electric Vehicle Grand Prix.

This is the first time any vehicle outside the US has been invited to compete in the evGrandPrix, and students at Sunderland and Coventry Universities teamed up to create a 100mph electric go-kart to race wheel to wheel with their American rivals.

The British students competed against engineers from 70 universities

across America, and placed third in an impressive race. The 2011 evGrandPrix took place on the 100th anniversary of the Indianapolis Motor Speedway, and a global TV audience of over 10 million people watched the nail-biting races.

Speaking after the race, Sunderland Project Manager, Dave Baglee said, "I am incredibly proud that we managed to take third place overall. All the students have worked incredibly hard and this was a real team effort."

This support for innovation goes beyond just AMAP, with regional development agency One North East also committed to the development of low-carbon transport. Early last year, the agency signed up to the Government's £30m 'Plugged-In Places' initiative, which provides match-funding for the installation of EV charging points in streets, car parks and commercial, retail and leisure facilities. The aim is to create 'electric car cities' and 'regions' to trailblaze the technology.

One North East is working in partnership with Nissan to install over 1,000 charging points across the region. The University of Sunderland has already installed charging posts at The Sir Tom Cowie Campus at St Peter's, and plans three more at St Peter's and City Campus. It is the first step in the University's commitment to move towards a complete electric fleet, which will be open to the public and will also include a low carbon shuttle bus transporting students across the city.

RECHARGING PUZZLE

One of the key challenges in commercialising EVs is the eight-hour recharging time, a puzzle that has caught the attention of local engineering firms and AMAP. The UK's first high-speed EV charger was unveiled at the MetroCentre in Gateshead this year and an AMAP research team has been carefully monitoring its performance. Early results indicate that the 50kw station can recharge cars including the Nissan Leaf and Mitsubishi i-MiEV to up to 80% capacity in just 20-30 minutes, providing a considerable improvement on standard 3kw charging points. It is anticipated that 12 of these quick chargers will be installed in locations such as the MetroCentre.

It is hoped that this improved infrastructure, coupled with advances in fuel cell technology, can carve out a viable market for EVs. "There's a joke in the low-carbon industry that we all sound like Del Boy from *Only Fools and Horses*," laughs Adrian. "While he used to say 'This time next year we'll be millionaires', we're forever repeating that in five years' time EVs will be everywhere. In my opinion, developments in fuel cells will at the very least deliver more modern comforts, and quick chargers help to ease motorists' anxiety about battery life.

"Wheel to wheel, EVs are about 50% less polluting than traditional cars. As the world wakes up to fuel shortages and rising prices, this technology will have a transformative role in the future of the

"This is what AMAP is all about – helping regional companies research and develop innovative technology that they can build a solid business around"

Powering up for success

THE WHEELS ON THE BUS GO GREEN

Sunderland researchers are working with experts from China to create the North East's first petrol-free passenger bus. ECO2Trans is a groundbreaking project that converts two buses to a fuel cell, battery and capacitor combination. The collaboration, involving Shanghai's Shen Li High Technology, local experts ComeSys Europe Ltd, HIL Tech Developments Ltd and AVID Vehicles, is sponsored by One North East. The aim of the project is to educate people about the possibilities of hydrogen as a fuel.

IT LOOKS LIKE AN ALMERA...

AMAP researchers are known for their ingenuity. In the past, they successfully adapted a Nissan Almera to run on hydrogen, so that it only emits water from its exhaust. Now, they have developed a demonstration fuel cell vehicle as a training tool for students on the University's Low Carbon Vehicle Technology course. All of the vehicle's components – the fuel cell, power management and control units – have been made accessible to provide the students with hands-on experience of EV vehicles.

QUALIFICATION FOR THE FUTURE

In 2010, the University of Sunderland introduced the UK's first MSc programme in Low Carbon Vehicle Technology. The course combines advanced lecture material and work-based learning projects centred on topical industrial problems, providing engineers with a great opportunity to gain an advanced qualification in this fast moving area of technology.

FILL UP ON HYDROGEN

As part of the Hydrogen and Fuel Cell Cooperative, AMAP experts are soon to install a prototype hydrogen filling station at Nissan's unique Low Carbon Vehicle test track and research facility. Filling stations such as these have the potential to prolong battery life in EV cars and increase fuel efficiencies in traditional combustion engines.



The business behind the beautiful game

Thanks to phenomenal growth over the past 20 years, football has become one of the world's most powerful industries. *Liz Longden* caught up with some of the Sunderland graduates who have become key players

Some people believe football is a matter of life and death, I am very disappointed with that attitude. I can assure you it is much, much more important than that.

When Bill Shankly uttered those famous words all those years ago people laughed it off as a throw away comment. Maybe the legendary Liverpool manager now has a wry smile on his face!

Football today creates thousands of yards of newspaper print, endless hours of heated debate, scandals galore, as well as generating billions of pounds for the global economy. On and off the pitch, it bears little resemblance to the game when messers Shankly, Busby and Ramsey were playing their trade. But what is it like from the inside?

Perhaps the first surprising fact about the football industry now is its size, and not only in terms of its financial impact – English Premier League clubs generated over £2bn in the 2009/10 season – but also in the breadth of expertise it contains. Beyond the players and coaching staff, a vast army of professionals is employed by football clubs from physiotherapy, nutrition and sports science, to events management and hospitality; from film and sound engineering, to graphic design and IT; from marketing and business management to legal advice, security and accountancy. More than ever before, a vast array of skills is required from this booming industry with a seemingly insatiable appeal.

In among this diverse army of professionals, from the upper echelons of management to







Peter Daire

the officials on the pitch, Sunderland alumni make up an impressive contingent. And there are few in the game higher than **Peter Daire**, Head of Sponsorship at The Football Association (FA). A Sunderland Business graduate, and life-long Sunderland fan, Peter spent time at Channel 4 and Sky Sports, before moving to Soho Square in 2007. Now based at Wembley, Peter heads up sponsorship across all of the FA's assets, which include 23 England teams, The FA Cup and Wembley Stadium, and is responsible for managing the FA's relationship with companies such as Umbro, Mars, Vauxhall and E.ON, to name just a few. At the time of writing, he was in the midst of negotiating a new sponsorship deal for The FA Cup, which later turned out to be a three-year deal with Budweiser. It's a high-pressured environment, with hundreds of millions of pounds at stake.

"Working at The FA has surpassed my expectations – every day is different. But by far the biggest challenge in securing sponsorship is showing return on investment. That's the key thing all sponsors are looking for – ROI in terms of media value, brand awareness and advocacy," Peter says. "Since the recession, levels of investment are tighter in all industries, so we need to work even harder to secure revenue. And I don't see that changing any time soon.

"It's the same for The FA as it is for the lower leagues - the number of noughts vary but the same amount of hard work goes in. All clubs need sponsors and they work really hard to get the deals. Sponsorship, ticket sales and transfer revenue are the biggest income streams for any club. For the bigger clubs, broadcast is a massive source of income too," he adds.



Sunderland graduates shirts (L-R): Sunderland AFC, England, Manchester City and Olympiacos FC

“It’s the same for the FA as it is for the lower leagues - the number of noughts vary but the same amount of hard work goes in”

While it is the big money, televised games and tournaments which attract the most attention, the glamour of England internationals is only part of the story. Such is the influence that football has over society, FA Sponsorship also reaches right down to wet and muddy kick-arounds on a Sunday morning – for example McDonald’s is the current Community Partner backing The FA’s grassroots Football Development Programme.

The pressure doesn’t stop at the gates of Wembley, either. Beyond the national team, the scale of the football industry only increases with the top flight-domestic leagues. One influential ‘player’ in the business of the Premier League is [Lesley Callaghan](#), a University of Sunderland Business graduate, who is Marketing and Commercial Director of Sunderland AFC.

The first female board member at the club, and also the longest serving, she has a varied and demanding role, with overall responsibility for sponsorship, ticketing, retail, advertising, hospitality, PR and brand marketing. Since joining the club in 1992 – as a result of a placement that she undertook as part of her degree – she has seen substantial changes both at Sunderland AFC, and in the industry as a whole. Her time first at Roker Park, then at the Stadium of Light, has seen the creation of the Premier League and a boom in revenue from broadcasting rights, along with the subsequent surge in high-profile foreign players and astronomical salaries. She has also seen the floating and delisting of the club on the stock market, as well as several promotions to, and relegations from, the top flight.

“If the team is doing well everyone feels good. The highs are very high and the lows very low. It’s such a unique environment – almost a way of life rather than a job”



Lesley Callaghan



OUR MAN IN THE MIDDLE

It's not only behind-the-scenes that University of Sunderland alumni are making their mark – in Michael Oliver's case, he's very much in the thick of the action, as the UK's youngest Premier League referee.

Originally from Cramlington, Northumberland, Michael followed in his father Clive's footsteps, officiating his first game at the tender age of 14. He went on to study Sport and Exercise Development at Sunderland, graduating in 2009. Less than a year later he refereed his first Premier League game - Birmingham City Vs Blackburn Rovers - at a record-breaking 25 years of age.

Among the highlights of his career so far have been the League One Play-Off Final between Scunthorpe United and Millwall in 2009 – just two days after he sat his final exam.

Peter Daire reflects that “the beauty of the game is that it's so simple to play, and so unpredictable to watch”. For Lesley, this unpredictability is the fan's blessing and the Marketing Director's curse. “The uncertainty of football is both a positive and a negative – the fact that you go out on a match day and you don't know what's going to happen is part of the reason why football is loved by so many people. But it also makes life more difficult if you're the Marketing Director, because you have absolutely no control over what's going to happen,” Lesley explains. “If you're trying to tee up a sponsorship deal, for example, and the club is struggling with results, it makes life more difficult. Then again, if the team was to do really well and make it into Europe, which is our aim at Sunderland, then that changes things again. Cups and league status affect revenue, both directly and indirectly.”

“Moreover, if we've had a bad run of games it affects everyone right across the club. If the team is doing well everyone feels good. The highs are very high and the lows very low. It's such a unique environment – almost a way of life rather than a job.”

This unpredictable environment makes the ability to make quick decisions essential, and another important quality is adaptability. Lesley adds: “Since I joined the club in 1992 there have been three different owners, ten managers and three chairmen. At a large company, the choice of chief executive and how he or she operates affects the whole culture of the business. At a football club that

happens every time a manager changes.

In 18 years there have been ten culture changes in terms of how things are done on a day-to-day basis, so to be successful you need to be able to adapt.”

Nikos Karaouzas, a University of Sunderland graduate in Business Administration, and in International Management, is Lesley's counterpart at newly-crowned champions of Greece, Olympiacos FC. He agrees with Lesley's assessment of the challenges in the business side of the game: “Sports in general operate under great levels of pressure and football clubs, commercially, must be able to capitalise on success and stabilise when the team's performance is poor. The higher the goals of the club, the greater the challenge!”

Nevertheless, in spite of the wavering fortunes of individual clubs tossed around on the sea of relentless competition and increasingly higher financial stakes, Nikos believes the industry as a whole is more resilient than many others. “Mainly because of fan loyalty, which strongly encourages sponsorship deals and helps to grow match day revenue, and also because of the need for home entertainment, which results in higher revenues from broadcasting rights, football all over Europe is a growing industry, and is actually one of the very few that has not been greatly influenced by the economic recession,” he points out.

Another major challenge, when it comes to marketing a football club, is the unique nature of the ‘product’ being sold. “You have to be very careful in calling a football club a product or a brand, because it's so much more than that to the communities

that support it," Lesley points out. "If you start looking at how people value their brand and start comparing it to bank accounts or different products, then the football club is on a totally different scale, because it is the centre of so many people's lives."

Nikos agrees: "Unlike all other industries, the 'consumers' are loyal, so they won't turn to the competitors. The greatest challenge is not to keep fans, but to keep them involved and enthusiastic about the club. Otherwise they become inactive, which is the biggest threat."

NURTURING THE GRASSROOTS

It isn't all about revenue, however. While the FA may be working hard to secure multimillion pound deals, supported by glamorous England stars, Peter Daire explains this is but the tip of the iceberg and is far removed from what the organisation is really about.

"The FA is a not-for-profit organisation, and promoting the game is our sole reason for being. The FA is investing £200m into grassroots football over four years, with the aim of getting more people playing – particularly young people and women – so they can enjoy the social and health benefits of sport.

"It's so simple to play, appeals to our natural instincts, creates positivity, and also makes a major economic contribution. It's the world's favourite game."

Perhaps contrary to popular belief, the glamour game and the grassroots, are not necessarily at odds. For **Gareth Hughes**, Football Project Manager at Manchester City, it is the recent rise of City's status which has enabled the club to do more to engage the local community. A University of Sunderland graduate in Media Studies, Gareth now works within the club's Community Scheme, running initiatives such as local 'soccer schools'. He explains that the programme is about helping to keep the club connected to its local community. And it's something that he feels has been enhanced by the club's sudden and well-publicised

transformation into financial heavyweights and Premier League Championship contenders.

"I have been here for three years, since before the new owners came in, and while we continue to do what we have always done – interacting with the local community – under the new ownership we have gone on and done a lot more. It's great to have more financial support to make it happen. The new owners are 100% supportive of the Community Scheme," says Gareth.

One thing he particularly appreciates in his role at Manchester City, and which is echoed by Lesley and Nikos, is the sense of 'family' at the club, and of all the club's employees 'being in it together' with the team, sharing the highs and lows.

"The club looks after all of its employees very well, and everyone is included and works closely together, so it really is like being part of a family.

Gareth isn't the only one to be making the most of his love of the beautiful game. Peter Daire is refreshingly honest about the biggest perk of his job. "The role is challenging and enjoyable, but I also really enjoy getting to see the games," he says. "I realised at a young age that my football skills weren't quite up to scratch, and this is basically as close I can get to being a footballer without actually being one!"

Working in the football industry, as fans will appreciate, is a highly charged emotional rollercoaster ride – stressful, demoralising, exhilarating, wholly unpredictable and extremely rewarding – it is a rollercoaster ride from which few are willing to disembark, preferring to go round again, and again.

Maybe Bill Shankly's famous words have, over the decades, moved away from a throw away comment towards a brief aphorism. He may not like some of the morality in the game today, but he would certainly enjoy its pervasive influence on societies across the world.

University of Sunderland graduates have enjoyed success in many of the diverse disciplines within the game. We put together our fantasy Alumni XI overleaf.

BIG BUSINESS FOOTBALL BY NUMBERS

£2.1bn

total revenue generated by English Premier League clubs in the 2009/10 season, defying the economic downturn

£1bn

the Government's annual tax take from professional football

£99.75m

revenue paid by Premier League club shirt sponsors in 2010

56%

the debt accumulated by English Premier League clubs (£3.8bn) as a percentage of total debt of European football clubs in 2010, according to UEFA

£111.6m

estimated revenue generated by Premier League clubs for charitable causes over three years

£1.782bn

the amount BSkyB paid for its share of broadcasting rights to English Premier League games played from 2010–2013

£80m

the fee Real Madrid CF paid Manchester United FC to sign Portuguese forward Cristiano Ronaldo

University of Sunderland Alumni XI



GARETH HUGHES
Football Project manager,
Manchester City.
BA (Hons) Media Studies



PETER DAIRE
Head of Sponsorship,
The FA. BA (Hons)
Business Studies



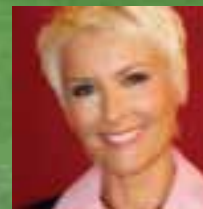
JO GRAHAM
Deputy HR Manager,
SAFC. BSc (Hons)
Psychology



ANDREW LISGO
Media and
Communications
Assistant, SAFC. BA
(Hons) Public Relations



MARK STEVENSON
Network Administrator,
SAFC. BA (Hons)
Business IT, MA ITM/
Project Management



ALISON WALKER
Freelance Sports
Journalist, working with
BBC 5 Live and Sky
Sports. BA (Hons) Media
and Communications



MICHAEL OLIVER
Premier League's
youngest referee.
BSc (Hons) Sport and
Exercise Development



SCOTT AINSLEY
Fitness Coach/Sports
Scientist, SAFC. BSc
(Hons) Sports Sciences



LESLEY CALLAGHAN
Marketing and
Commercial Director,
SAFC. BA (Hons)
Business Studies



JILL SCOTT
Midfielder, England
Women. BSc (Hons)
Sport and Exercise
Development



NIKOLAOS KARAOUZAS
Commercial Director, Olympiacos
FC. BA (Hons) Business
Administration,
MA International Management

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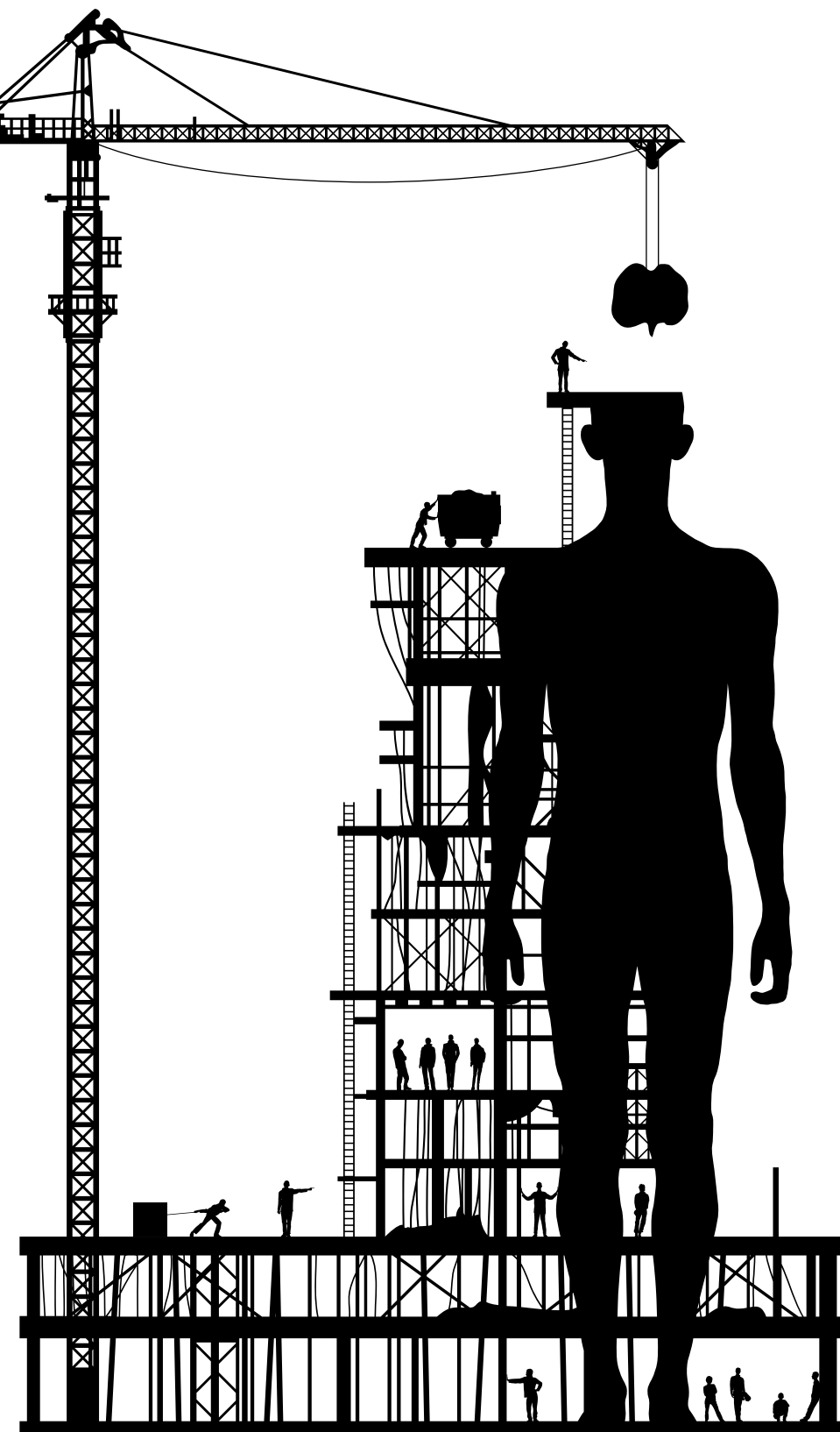


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SUNDERLAND

MEETINGS TRAINING
CONFERENCES EVENTS

WORKING WITH BUSINESSES

Internships and Placements



The University of Sunderland has always enjoyed strong links with business. It's an approach that is paying dividends for both students and industry

Back in 1908, the University of Sunderland set an educational precedent that was to fundamentally change attitudes to academic study. It created the UK's first ever student work placement.

It may sound like a small innovation, but a century later it's a model that is replicated by universities across the nation. In these straitened economic times, placements are viewed as a crucial sense-check that a degree still has real-world applications, providing a valuable taste of work for students, and welcome support for local businesses in the process.

"The whole concept of 'sandwich' placements – where the student takes a year out to go into the world of work – was a Sunderland invention," says Business Development Manager Mark Donnelly. "Employability is a massive area of focus for the University, and placements better prepare students for life when they graduate. Business partnerships deliver fantastic benefits to the student, the business and the University."

ONE-STOP SHOP

The University of Sunderland has, in fact, designed a diverse range of activities to better engage with businesses in the North East and beyond. Its Business Gateway



Business intelligence

provides what Mark describes as a 'one-stop shop' to make the University more approachable for local businesses.


Through the Business Gateway, companies can approach the University for help and advice on a wide range of issues. We listen carefully to what the company's needs are and then walk them through the range of support that's available," says Mark. "Where appropriate, we will set up a consultancy, matching up an academic with relevant expertise to support the business going forward. Through this service we work with hundreds of businesses every year."

For the past 30 years, the University has also taken part in the highly regarded Knowledge Transfer Programme (KTP), which is recognised as one of the most successful knowledge transfer schemes in Europe. KTPs place a high-calibre Sunderland graduate within a business to drive forward progress in a specific business area. The scheme has enjoyed considerable success in the fields of computing and software (see case study overleaf) but also works across sectors, supporting companies with a vast range of business challenges.

In return, the University's graduates gain a valuable opportunity to work on a high-level project, receive expert mentoring from Sunderland academics, and benefit from

significant training and a development fund worth up to £4,500 for a two-year project. For Sunderland's academic staff, KTPs ensure they keep abreast of the fast-moving business world. Local business people from the KTP partner company will also often provide guest lectures and seminars, greatly enriching the academic programme.

"In these straitened economic times, placements are viewed as a crucial sense-check that a degree still has real-world applications"



SHOULDER TO SHOULDER

As the UK struggles to get back on its feet following the economic downturn, the value of such programmes comes sharply into focus. "Throughout the recession we have stood shoulder to shoulder with local businesses, and will always look to support them in a way that is practical and meaningful," says Mark. "For example, we developed our Graduate Internship Scheme specifically to help small businesses in the downturn. We spent a great deal of time designing the scheme, to ensure it delivers maximum benefit for all parties. What we came up with is a six-month full-time internship. The majority of internships at other universities are shorter and sharper, but we feel that six months gives graduates enough time to show their mettle and deliver value back to the business. We also run a Paid Projects scheme, which allows students and graduates to work with companies on a flexible basis.

"Thinking strategically about how best to engage with business has enabled us to deliver firm results. At Sunderland, we pride ourselves on being open, accessible and forward thinking, and that should benefit not just our students but also the businesses and industries that deliver value to the local economy. In that sense, we are a pathfinder amongst a new generation of civic universities."



MEET THE GUROOS

For Business Computing graduates Andrew Hopper and Simon Sproat, a placement at local business Guroo led to full-time jobs

“The North East is the place to be,” says Simon – and he has good reason to feel that way. Simon and his colleague Andrew were born and bred in the region, and progressed from Hylton Red House School to City of Sunderland College, before enrolling at the University of Sunderland to study Business Computing – a degree specifically designed to meet the needs of the global software industry.

Keen to add some solid work experience to their academic qualifications, the pair took up a work placement at Guroo, which produces online learning resources for schools, colleges and training providers. They obviously made a good impression, and both were quickly snapped up by the business.

This is one of a number of success stories to emerge from the University of Sunderland’s various work placement schemes. “Around half of the students who carry out work placements get jobs with the companies they worked for,” says Professor John MacIntyre, the

University’s Pro Vice-Chancellor and Dean of the Faculty of Applied Sciences. “Work placements provide invaluable experience, which gives students a competitive edge when it comes to entering the jobs market. For the company the rewards can be substantial. One student, who was on placement at a packaging firm in the region, saved the company around £750,000 after developing a new software package.”

Simon and Andrew’s placements were part of the ambitious Sunderland Software City initiative, which aims to make Sunderland the city of choice for the global software industry. The initiative provides North East businesses with the expertise, resources and connections to grow their business, and aims to build a highly-skilled workforce in the region.

“We’ve got a thriving creative industry scene, increasingly recognised globally for our innovation”

Sage words

“QUITE SIMPLY, THE UNIVERSITY LISTENS TO THE NEEDS OF BUSINESS”

Paul Stobart, Chief Executive Officer of Sage UK, on the fruits of University partnership

At Sage we believe that strong partnerships and relationships go hand-in-hand with success in business. It is clear that the University of Sunderland has a similar ethic, putting business at the heart of its growth strategy and in doing so forging fruitful relationships that embed enterprise into learning. Quite simply, the University listens to the needs of business and organisations and offers relevant and effective expertise and facilities.

Sage is one of the UK’s leading software development companies, supplying business software and services to 6.1 million customers worldwide, and the business has been able to grow here in the North-East thanks to a steady supply of highly skilled graduates.

Due to our relationship with Sunderland, we have also had input into this learning process. We now run a mutually beneficial



“SUNDERLAND IS THE ONLY UNIVERSITY SAGE TAKES STUDENTS FROM”



A placement at Sage is broadening horizons for Business Computing student Elliott Perry

“When I was choosing a university, Sunderland impressed me the most because it provided the best and most varied computing course. Without doubt, being a student at Sunderland also opened the door for me to start a work placement last year at Sage. I think the fact that Sunderland is the only university Sage takes students from says an awful lot.

Working at a prestigious company such as Sage is a huge opportunity for me and it's amazing to get the chance to work alongside IT professionals from a range of backgrounds. I'm just trying to absorb as much as I can out of the experience.

This placement has made me realise how relevant the skills are that I have been taught so far at Sunderland – practically everything I have learned has come up.

It is also broadening my skills and horizons. I know I'll go back to the University for my final year more determined than ever to make the most of the opportunities offered to me.”

internship programme with the University of Sunderland that is genuinely helping us to move forward with our research and development.

Last year we took on three computing undergraduates from the University who are currently working on a year-long placement at Sage. They are working alongside our highly skilled software architects, developers, business analysts, test technicians and technical authors, gaining new skills and invaluable experience along the way, in what is the only FTSE100 software company in the UK.

The University's commitment to software and enterprise goes even further than the courses on offer. The Sunderland Software Hatchery helps students develop their software skills once they have graduated, and supports them in setting up their own software ventures. This is an incredibly

exciting development that is helping to raise the North East's profile as a world-leading centre for science and computing.

The University is also a key partner in Sunderland Software City, which is equipping students with the techniques they need to become successful entrepreneurs and further establishing the region's profile in this sector.

The approach the University of Sunderland is taking is really paying dividends and its links within the business community is helping to tailor courses that are attracting top students from around the UK and the world.

The University of Sunderland is in a privileged position of having the potent combination of years of experience and expertise and the vision to react to change. These attributes will see it continue to thrive as it boosts the local and regional economy.

SCIENCE COMPLEX

Appliance of science

Science with real-world impact



The unveiling of the first phase of the new Sciences Complex marks a new chapter in the history of science at Sunderland. We take a look at what the facility means for the University, the region, and the wider world



When the University introduced its first science course in 1911, it was the beginning of an adventure that would bring one hundred years of discovery. There have been many achievements along the way and, this year, the centenary of science in Sunderland is being celebrated with a major redevelopment project that will see the University equipped with some of the best facilities in the world.

The new Sciences Complex is a key element of the University's £75m campus development programme, and will entail a comprehensive overhaul and revamp of its science facilities. The first of three phases, formally opened in February 2011, has seen the renovation of the top floor of the Fleming Building and the creation of 2,000m² of state-of-the-art laboratories. These include new facilities for proteomics, drug discovery, pharmacy and health sciences, as well as a new industry-standard analytical services lab and scientific imaging suite. Other highlights of the first phase include a substantial refurbishment of the University's sports and exercise sciences laboratories; the creation of a series of new seminar and lecture rooms, social learning spaces and problem-based learning rooms; and a brand new CPD suite for training professionals working in the health and pharmaceutical sectors.

"The previous facilities had been here for over 40 years, and health science research moves on at such a pace that they were in desperate need of a major upgrade and modification," explains Professor Tony Alabaster, Associate Dean of the Faculty of Applied Sciences. "Thanks to this renovation, we now have a genuinely state-of-the-art set of capital equipment and infrastructure, which rivals, and in many ways surpasses, those found within the commercial pharmaceutical sector."

He adds: "The new facilities are in keeping with our aspiration to be one of the country's foremost centres of teaching excellence

in the sciences. We strongly believe our students are deserving of these facilities, and this quality of environment is essential if we are to fulfil our responsibility of developing the next generation of scientists."

The Sciences Complex will also attract the most talented researchers in the fields of healthcare and human performance measurement from across the world, further enhancing the University of Sunderland's reputation in these areas, and attracting higher levels of research funding.

MAKING A REAL-WORLD DIFFERENCE

The first phase of the project was officially opened by Lord Robert Winston in February. As a well-known public educator and member of the House of Lords, who

has dedicated much of his career to bridging the gap between science and wider society, Lord Winston was a fitting guest to open the redevelopment. Commenting on the new Complex, Lord Winston praised the University's vital work in the sciences, stating that it was "making a real difference to society", and adding that the impact of this work, "will only grow with the launch of this wonderful new facility."

Indeed, examples of teaching and research projects carried out at Sunderland which make a real and positive impact on the world are numerous. They include groundbreaking biomedical and pharmaceutical research on bacterial resistance, organ transplantation, and cystic fibrosis. They include the many continuing

INVESTIGATING MEPHEDRONE

The issue of drug use is rarely far from the media spotlight, and scientific studies into the effects of illegal substances are essential to inform policy-making and public debate. Research carried out by the University of Sunderland into the composition and effects of the drug mephedrone could therefore have an important impact.

Known by the street-name of 'M-cat' or 'Miaow Miaow', the drug was for a time known as a 'legal high', although it has now been banned, after high-profile news coverage linked the drug to a spate of deaths. Now research carried out by Dr John Lough and his team has shown that the drug can vary significantly in strength and form, making its effects unpredictable.

Dr Lough said: "What we have found is that Mephedrone bought over the Internet does not come in the same crystalline form. We tested six samples and identified



three different types of crystals.

"While our batch was almost free from organic impurities, the tests are a very good illustration that drugs of abuse are more likely to be of variable quality and therefore of variable safety and efficacy."

The research was presented by Sunderland PhD student Nagendra Singh to the world's leading pharmaceutical scientists at the first UK-PharmSci 2010 conference in September 2010.

SCIENCES COMPLEX

Appliance of science

professional development programmes for healthcare professionals – delivered in conjunction with regional NHS trusts – in areas such as stroke management, infection control, management of chronic heart failure, and Parkinson's disease. They include the work of Prof Ann Crosland, Primary Care lead for the UK Mental Health Network, which works in partnership with local health trusts and the secondary care sector to improve patient health, care and safety. They include the University's engagement with community and public health, as part of its Health and Wellbeing agenda. And they include its collaboration with private sector partners such as Pfizer, GlaxoSmithKline, and many more.

"Effecting a real-world impact is one of the defining characteristics of the University of Sunderland – it's what we're about. And this new Sciences Complex, in particular, is a fundamental part of what we're trying to achieve," says Prof Alabaster. "We are already carrying out internationally recognised research which is making a tangible impact on people's lives, and these new, state-of-the-art facilities will enable us to do even more."

GLOBAL RELEVANCE, LOCAL IMPACT

While the impact of the University's work reaches across the globe, however, it also aims to be at the heart of the local region, and the new Sciences Complex will offer a significant boost to the North East economy. "The University of Sunderland is recognised as occupying a unique position

"The new facilities are in keeping with our aspiration to be one of the country's foremost centres of teaching excellence in the sciences"

"The primary aim of our research is to expand the donor pool. If we can achieve this then the benefits will be incredible"



in the region's science and innovation infrastructure," comments Professor John MacIntyre, Dean of the Faculty of Applied Sciences.

"The research and work that will be carried out in the new facility will complement the work of Newcastle Science City and will significantly develop our collaborations with key regional, national, and international partners. We are particularly keen to see our work used to help companies in the North East, who will partner with us to develop applications and products based on our science."

The strong support and partial funding received from the European Union's European Regional Development Fund is testament to the anticipated impact of the development on the North East, but the benefits will be more than just economic. The Sciences Complex will also allow businesses and organisations in the health sector further access to leading science experts and some of the most up-to-date facilities in the UK.

"This is not about this University existing in an ivory tower," Prof Alabaster comments. "We have an external engagement plan, and we want to make the whole complex accessible to the people, whether they be members of the public, regional SMEs, or major corporations." ♦



INNOVATION IN TRANSPLANT TECHNOLOGY

While the high demand for transplant organs is well-publicised, a shortage of donors remains critical, with three people dying every day while waiting for an organ. However, research being carried out at the University of Sunderland, could have a major impact on the size of donor pools, by making previously unusable organs available for transplant.

The research is aimed at preserving the organs of donors who have suffered heart attacks. Such organs are currently usually unsuitable for transplant, due to tissue damage sustained by a lack of oxygen, but researchers in the University's biomedical sciences department have shown that rapidly cooling the donor's organs can help to preserve them. The work has led to the development of cooling equipment, which has been approved by the NHS and is now being used in clinical practice.

The research was carried out in collaboration with Professor David Talbot, a visiting Professor at the University of

Sunderland and a consultant transplant surgeon at Newcastle's Freeman Hospital.

Dr Noel Carter, senior pharmacy lecturer in the Faculty of Applied Sciences, and part of the research group, said:

"The primary aim of our research is to expand the donor pool. If we can achieve this then the benefits will be incredible."



FINDING THE 'MAGIC BULLET'

Cystinosis is a rare, inherited condition, caused by the build up of the amino acid cystine in cells. It can damage vital organs and, ultimately, prove fatal. The condition can be treated with a drug containing the active ingredient cysteamine, but the side effects can be extremely unpleasant – including nausea, vomiting, and severe halitosis and body odour – not least because large quantities of the drug must be ingested for it to be effective, with 70% passing unabsorbed through the digestive system.

Better treatment could now be in sight, however, thanks to research carried out by the University of Sunderland's Professor Roz Anderson and graduate analyst Lisa Frost, who have found a way of increasing the body's ability to absorb cysteamine.

"We have chemically modified the drug to target gamma-glutamyl transpeptidase, an enzyme on the surface of most cells that will carry

"Better treatment could now be in sight"

the modified drug into the cell. In this way it becomes more like a magic bullet – directly getting inside those cells where it needs to be before the drug is released, and increasing the therapeutic benefit," explains Prof Anderson.

"This means patients need less of the drug, as the dose is not being wasted through metabolism, and this also reduces the side effects."

The ongoing research is being part-funded by the Cystinosis Foundation UK. Prof Anderson's team has recently also received funding from the US charity Cystinosis Research Network to carry out a comprehensive three-year study into the disease using the latest techniques and technology.



Support our LABS



Phase one of the new Sciences Complex has been a phenomenal success. A £7m campaign is now underway to deliver phase two and further support North-East people and science organisations. You can make such a difference by supporting this campaign. Phase two will expand the depth of our science and support the regional science agenda, as well as help attract and retain some of the world's brightest young scientists.

- High quality laboratories
- Sports science research centre
- New integrated Health Centre
- Drug discovery development

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development.office@sunderland.ac.uk

LABS

LET'S ALL BENEFIT FROM SCIENCE



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Leading the way

Meet Alumni of the Year
and England rugby
captain Katy McLean



Out and about



HOPE WINCH REUNITED

This year's Hope Winch Annual Reunion Dinner and AGM proved as popular as ever with our loyal Hope Winch Society members.

The Hope Winch Society is the Alumni group for Pharmacy and Pharmacology graduates at the University of Sunderland.

Each year, members join together with old friends, make new friends and network with peers in the industry.

For the second year in a row, the event took place at the National Glass Centre, which gives members the chance to come back onto campus and enjoy dinner in a modern and interesting setting.



If you are a Pharmacy or Pharmacology graduate and have not yet joined the Hope Winch Society email the Alumni Office on askalex@wearunited.org
It's free to join!



ALUMNI EXPERIENCE TRIUMPHS AT ANNUAL RUGBY CLASH

The annual rugby match between past and present students took place on the 1 May at Ashbrooke Sports Club. The popular event, which is growing stronger each year, attracted more than 30 students from the past. The Alumni team, captained by Sam Vaughan, was too strong for the present rugby team, eventually winning 32-7.

The women's game did not go ahead but eight past players did return to support the men's team. Although some believe that this year's University women's rugby team is the strongest ever, they could



not field a team on this occasion. Incidentally, one of our most outstanding alumnae, Taru Sarineen, played for Finland at the Women's European Trophy this year.

The planning for next year's game has already started and both men's and women's teams will be playing.

REUNITED IN MANCHESTER: THE COMMUNICATIONS CLASS OF 1990



Through our 'Trace A Friend' service, we helped Louise O'Neil get in touch with six friends from her Communication Studies class who graduated in 1990.

"Even though it has been 15 years since we last saw each other, it felt like it was yesterday," she said.

"We went for a meal and drinks in Manchester and had a great time reminiscing and talking about old lecturers and students. We all met again for breakfast the next day and decided to make our reunion an annual event, each one being in a different location. So, next stop London!"

HOSPITAL PHARMACY... IN THE REAL WORLD

Alumni and current students alike were treated to an interesting evening of talks and networking on 16 May.

Following last year's highly successful 'Community Pharmacy...in the Real World' event, this year's focus was on 'Hospital Pharmacy...in the Real World'.

Successful Alumni working in their field came back to talk to future pharmacists about 'what it's really like' working in the hospital strand of pharmacy.

The evening was enjoyed by both alumni and students, who felt they gained some great advice and a real insight into what it may be like after graduating.

Both Community and Hospital Pharmacy Real World events will now feature on the alumni calendar on an annual basis.

Speaker and topics covered included:

- **Gavin Massingham**, Recent graduate and surgical specialist pharmacist, Sunderland Royal Hospital, on 'Hospital Pharmacy... what's it about?'
- **Janet Hattle**, Pharmacy services manager, Gateshead Health NHS Foundation Trust, on 'Patient-centred pharmacy'
- **Alison Beaney**, regional quality assurance specialist (NHS) on 'Quality assurance in hospital pharmacy'
- **Brian Smith**, chief pharmacist, Royal Bolton Hospital on 'How pharmacists contribute to safe and effective care in hospitals'

IN BRIEF

HOPE WINCH ANNUAL LECTURE

The 46th Annual Hope Winch Lecture took place at City Campus with a key address from Stephen Singleton, Regional Director of Public Health and Medical Director of the North East Strategic Health Authority. The topic entitled 'Reforming the NHS' proved popular with alumni, current students and those who work in the industry.

This year's annual lecture will be part of the 100 years of science celebrations.

UNIVERSITY ENGINEERS NORWEGIAN REUNION



Six Norwegian graduates who originally studied at the University of Sunderland in 1976 made a special return visit this year. "We lived and studied together here 35 years ago and have stuck together as friends," said Per Gunnar Lund, one of the group. "The people were incredibly friendly and we have nothing but good memories. Within days of graduating we all walked into jobs back home in Norway, and we believe it was the experience we were given on the engineering sandwich courses which prepared us for industry right away."

SUNDERLAND OLD STUDENT CHRISTMAS PARTY



The University of Sunderland Alumni Association held a Christmas Party for one of its oldest chapters. The Sunderland Old Student Teachers Society celebrates its training at what was the Teacher Training College at Langham Tower.

Old friends came together at the University to chat, reminisce and look at the new developments on campus and also to sample a few mince pies! Chair of the Society, Colin Orr, is always interested in hearing from past education graduates and if you would like to know more please email askalex@wearunited.org



Our friends in Pakistan

For more than a decade, the University of Sunderland has been active in Pakistan, encouraging thousands of gifted students to develop their talents with us. And despite the volatility of the area, the venture has proved a big success



Regional Manager, Humair Ahmed

We all have our good days and bad days at work, but spare a thought for our colleagues running the University of Sunderland's offices in Pakistan. In recent years, the windows of our Lahore office have been shattered twice by bomb blasts, whilst our Peshawar office was attacked by a mob protesting against the USA. In 2006, our Karachi HQ was burnt down and had to be rebuilt. The windows have since been shattered twice – once by a bomb blast and once by bullets.

But despite it all, Regional Manager Humair Ahmed and his team have been celebrating more than a decade of partnership between Pakistan and the University of Sunderland.

Furthermore, they have performed an outstanding job. In 1999, there were no Pakistani students at Sunderland – the University has since welcomed thousands, and many have remained, contributing socially, economically

and culturally to the city.

"Pakistan is one of the most volatile countries in the world," says Humair. "We have learnt a few things during these times and our slogan is 'improvise, motivate, adapt'. We also keep things simple and honest, which has been important in establishing really good relationships with our students, many of whom become our alumni when they return to Pakistan."

This relationship was marked at a dinner last year, celebrating the 10-year partnership – each of the guests wore a red ribbon to emphasise their Sunderland connection.

The University of Sunderland was one of the first UK universities to appreciate the demand among Pakistani students to come to Britain – and also one of the first to act accordingly. Problems with issues such as obtaining visas are ironed out by Humair and the team in Pakistan, who also offer plenty of support and advice in choosing courses and applying.

"We have learnt a few things during these times and our slogan is: improvise, motivate, adapt"



Mohammad Amir is one Pakistani who made the trip to Sunderland and has since returned home, delighted with the experience. He now works as Assistant Professor and Clinical Pharmacist in Ziauddin University, Karachi, whilst also pursuing his PhD in Clinical pharmacy.



“After arriving at Sunderland, I felt very lucky to be studying there. Not only did it offer a good education, but also good support, providing an environment to grow. I can surely say that the University of Sunderland has played a vital role in developing my career”

IN PERSON: USMAN MAHMOOD



Usman is CEO of Selinx, a web and software development company that provides solutions to education, health, manufacturing, print media and legal firms worldwide.

WHAT LED YOU TO CHOOSE SUNDERLAND?

I came to know about Sunderland and Sunderland University through one of my very good friends, Toseef, who was also my class fellow. He told me that the University was offering a course in Network Systems at Masters level, which is rarely available at other universities in the UK. Moreover, the University fee is very reasonable and affordable. I belong to a working/middle class family and couldn't afford some of the other universities. So, after doing some research, I decided to apply for the course and was accepted because of my professional background in the computing industry. I was more than happy.

HOW DID YOU ENJOY THE EXPERIENCE?

During my stay, I came to know some very interesting and talented people. Some were lecturers, especially Dr. John Tindle; some were my class fellows. Sunderland is a very beautiful, clean city and I loved the seaside – I went there with friends whenever I had time. You also have the Bridges Shopping Mall, high street shops, University Job Placement Office, and lots of other stuff. I really liked the honesty of British people and their love for their country. In short, Sunderland is a very special place, especially if you are going for higher studies.



Alumni of the Year



England rugby captain Katy McLean has won many admirers for the way she leads by example. It's one of the reasons she is our Alumni of the Year

The Alumni Member of the Year Award is a highlight in the alumni calendar. We ask our members to nominate someone who they feel has exhibited noteworthy achievement since graduating.

Katy, 24, from South Shields, graduated from the University of Sunderland with a BA (Hons) Sport Studies in 2007, after which she started working with the SAFC Foundation working with Family Learning. She has returned to the University to train to become a primary school teacher, joining the Graduate Teaching Programme (GTP) and is graduating at the 2011 summer ceremonies.

Apart from her educational achievements, Katy has also become a leading figure in British sport. In 2010, Katy stepped out onto the field of Twickenham as England's No 10 in the Women's Rugby Union World Cup final, where they narrowly lost to New Zealand 13-10. Katy has had an incredible, meteoric career in her sport and was instrumental in helping England make the final as the team's fly-half, playmaker and vice captain. In



the 2011 Six Nations, Katy was named as Captain, leading the side to the Grand Slam.

While at the University, Katy was part of the Elite Athlete Programme and throughout her studies has helped to promote the University, giving a great deal of publicity for the Scheme, Uni Sport Sunderland and for the University in general. Katy is a dedicated athlete operating at the pinnacle of her sport.



Futures Fund: Chinese odyssey

I was overjoyed when I was awarded a Professional Development Futures Fund Award, writes Sarah Gee.

The scholarship enabled me to take a rarely available opportunity in China. This once-in-a-lifetime trip consisted of a week-long guided tour in the mountainous region of south east Guizhou, home of Miao (Hmong) and Dong tribal groups, to study their traditional crafts, which remain a core part of local everyday life.

I also visited and observed a wide range of activities and processes associated with porcelain production in the historic industrial centre of Jingdezhen. Finally, a two-week residency at Sanbao Ceramic Art Institute, to undertake project work associated with my PhD research. Here I attended educational events and discussed issues with contemporary artists and craftspeople from various countries, working in ceramic and other media.

The tour and the residency have left me with a wealth of research material, a better understanding and appreciation of Chinese traditional arts and crafts, an arts-based friendship network, and ideas for both the creative and theoretical strands of my research topic.

Without the scholarship I would not have been able to take the opportunity to spend a full month in a country whose ceramic heritage is world-famous. The study tour's relevance to my research means it will enrich my future work as well as my creative activities. As I had hoped it would, it has given me food for thought, supported a number of my



“The tour and the residency have left me with a wealth of research material”

theories on impermanence as a feature of contemporary ceramics, enabled me to undertake experimental ceramic-based projects while I was there, and generated trains of thought for further exploration as my research develops.

I cannot express how much this trip and the donation from the Futures Fund will help my study and in turn my future prospects in Glass and Ceramics. Thank you!



Lucy Dawlish

BA (HONS) INTERIOR DESIGN

Lucy was awarded a £300 Opportunity Scholarship to attend the ‘Young Interior Design Awards 2011’ for her North East coastal inspired design. Lucy made it to the final twelve. This has been made possible by donations to the Futures Fund.

Michael Holden

BA (HONS) GLASS & CERAMICS

Michael attended the Pittsburgh Glass Centre for a masterclass that will be beneficial for his final year studies, thanks to a £500 Professional Development Scholarship.

Stephanie Hunter, Leanne Collins

BA (HONS) FINE ART

Stephanie and Leanne secured an exhibition at the McGuiness Gallery in Bishop Auckland and the Futures Fund helped make this a success with a contribution towards transport, materials and preview night costs. Stephanie was also awarded an Excellence Scholarship. This award only goes to those students who have enormous skill but whose personal circumstances prohibit their full potential. This award helped single parent Stephanie buy materials to enhance her body of work and portfolio.

Nicola Singh

MA CURATING

Nicola attended a two day workshop at the Prague Quadrennial Festival of Performance Design and Space 2011. The Opportunity Scholarship helped pay for her travel and accommodation.

For more information about the Futures Fund, go to www.wearunited.org



Where are you now?

Bridge catches up with some of Sunderland's alumni to see what they've been up to since graduating and how the University helped to shape their careers



▲ PRATEEK SHARMA MSc Network Systems (2005)

Currently working in my home country, India, as a software development analyst with Dell Services.

▲ AROSHA WEERAKODY MBA (2009)

I graduated in December 2009 and am currently back in my home country of Sri Lanka. My MBA has truly added colour to my life and I am currently employed at Avery Dennison Corporation. I've achieved a lifelong ambition this year by climbing Siripada Mountain in Sri Lanka – the third highest in the country. This was a great feeling of accomplishment and as I watched the sun rise at the peak I thought back to my time spent in the beautiful city of Sunderland.

▲ ROBERT MACKINS BSc (Hons) Sports Science (1996)

I joined North Tyneside College as a Sports Lecturer in 1997 and have been here ever since. I'm now working as Head of Department for Health, Care & Public Services.



▲ FOUAD ALI EL-QIREM PhD (2010)

I gained my PhD in Human Computer Interaction from Sunderland in 2010. I'm now working at the Al-Zaytoonah University in Jordan in teaching and research.

JOHN LAWRENCE Applied Geology (1991)

Since graduating I have worked in the site investigation industry in various parts of the country. I'm now based in West Yorkshire as MD of a site-investigation company. Married with two children and now the proud owner of two llamas!

STEPHEN JONES BA (Hons) Communication Studies (1991)

After spending 15 years as a journalist with ITN and the BBC, I moved to New York to study for a Master's degree in Modern Art, Connoisseurship and the History of the Art Market. I am now a specialist in the Post-War and Contemporary Art Department of Christie's auction house in New York.





▣ **ALICE MACHARIA**
MSc Computer-based Information Systems (2006)

I studied at the JKUAT Centre in Kenya and graduated in 2006. I'm currently working as Dean of the Faculty of Science and Information Technology at KCA University in Kenya and now in the final stages of completing my PhD. I am a very proud graduate and alumna of Sunderland.

▣ **LYNDSEY JONES**
BA (Hons) Media & Cultural Studies (2001)

For the last seven years I've been at the BBC in London working in entertainment production on programmes such as *The Weakest Link*. I've also worked at Radio One and am now a Production co-ordinator in entertainment, most recently working on Comic Relief 2011. I have fond memories of my time in Sunderland and think the facilities were brilliant. This is me pictured with Dean Andrews for a Sport Relief version of *Ashes to Ashes*!



▣ **BEN BOULLIER**
MA TV and Media Production (2007)

I graduated in 2007 after successfully completing a Masters degree, following my BA (Hons) degree, also at Sunderland. I'm now working as a freelance video editor in London, working on numerous projects for television and web.



▣ **GITA RAMJEE**
BSc Combined Studies in Science (1980)

I graduated from Sunderland back in 1980. I'm married to Pravin whom I met at Sunderland, also a Sunderland alumnus, 1979. We currently live in South Africa and have two children, who have both recently graduated in the UK. Since graduation I have completed a Masters and a PhD in childhood kidney diseases. I now work in the field of HIV prevention and I am also the Director of the South African Medical Research Council's HIV Prevention Research Unit and have recently been made an Honorary Professor at the London School of Tropical Medicines and Hygiene.

XUELI LU
MBA (2005)

After graduating I returned to my home town in Guangxi Province, China. I now work in the development and reform commission of Guangxi as the Deputy Division Chief of the Fixed Asset Investment Department. My degree plays an important role in my work and has enhanced my management skills. Thanks to the University of Sunderland!

DEREK ASH
BA (Hons) Geography with Politics (1995)

I graduated as a mature student in 1995 – I enjoyed the course but haven't kept in touch with others (please contact the Alumni Association if you remember me!). I've worked as a geography teacher but since late 1990's I've worked in social care currently supporting adults with learning disabilities.

KAVASHGAR MANIMARPAN
BSc (Hons) Computer Applications (2009)

I'm currently working for a renowned College in Singapore as a web developer after graduating in 2009. My degree from Sunderland University totally changed my entire career and was a great turning point in my life. Best wishes to all future graduates!





▲ ROBERT MUSTARD
MPharm Pharmacy (2010)

I am currently undergoing a pre-registration training contract within two care settings of hospital and community pharmacy, to gain cross sector experiences.

LINDA GOOD
BSc (Hons) Health Studies (1999)

After graduating as a mature student, I took voluntary redundancy from my marketing job and was successful in using my degree to gain employment in social work. I've recently taken early retirement, but am so pleased that I took the decision to move into higher education as I believe my working life would have been a lot less interesting without it. You're never too old to learn and education is never wasted.

REUBEN OYAMO
MSc Computer Based Info Systems (2001)

I currently work as a lecturer at Moi University, Eldoret, Kenya. I enjoy reading *WearUnited* and I am planning to come back to visit Sunderland with my family hopefully next year!

NICK RABBITTS
BA Journalism and Linguistics (2006)

After graduating, I completed an NCTJ pre-entry course in Journalism and am now working as a local government reporter in Limerick. I really enjoyed my time at Sunderland and have made some great friends there. I try and visit the North-East three or four times a year and have such fond memories of the time I spent there.

BABRA ERNEST
BA (Hons) Business Computing (2002)

Currently working in Tanzania as a Corporate Segment Manager for a Telecommunications company and I am a keen marathon runner, having run eight already this year!



▲ GEOFF RAMM
BA (Hons) Business Management (1998)

Since I graduated, I have gone on to become an International Marketing Speaker, delivering keynotes to thousands of businesses and entrepreneurs. I have also published two books and, in 2009, was voted best speaker at the World Advertisement Forum in Tehran by over 1,800 businesses.



▲ TED SCHOFIELD
MA Illustration and Design (2005)

I completed my MA in 2005, specialising in illustrating poetry for children. I am currently working for the City of York Council in community engagement, and particularly involved in the national Take Part project, which encourages people to take part in democracy. As you can see, I'm still painting!

MAURICE DICKERSON
BSc (Hons) Civil Engineering (1954)

After a colourful career in civil engineering, working in many countries implementing transport construction projects I am now retired and living in Virginia, USA. I was strongly influenced by former Principal of the Technical College, Professor Wrangham, who implied that adventure should be part of our lives. After all of my travels, I hope I did not let him down! I enjoy sailing and am Commodore of our local yacht club. At 80 years old I sincerely hope my wife and I will have the opportunity to visit Sunderland University in the near future.

▼ HASHIM SALLEH
BSc (Hons) Mechanical Engineering (1983)

Since graduating, I have worked in automotive parts manufacturing. I was in Sunderland during the summer of 2009 to see my son graduate and enjoyed a week's tour of the UK. I'm delighted to see the changes and improvement in and around Sunderland.





▣ **PETER HETHERINGTON**
BSc (Hons) Internet Information Systems (2002)

I graduated in 2002 and was President of a number of sports clubs at Sunderland. Since then, I have worked in recruitment and have progressed through several blue chip companies to be Head of Recruitment for a global consultancy firm The Corporate Executive Board. The technical grounding of my degree has had a strong impact on my career in talent management. I am also a part time volunteer Police Officer (Special Constable) on the streets of London.

▣ **MARK GREENFIELD**
BA (Hons) Data Processing (1990)

Living in Austin, Texas, with my partner of five years, where I am an application architect for Temple Inland Inc. I miss Sunderland, particularly the pubs and the Saturday afternoon soccer!



▣ **VALENTINE THOMPSON**
MSc Environment, Health & Safety (2008)

Presently working as a HSE Manager for a seismic company in the Niger Delta. I sure did enjoy my time in Sunderland and I am presently a diehard fan of the Black Cats!

▣ **ROBERT JONES**
BA (Hons) Media Studies (1997)

Living and working in Croydon, where I'm part of the Communications Team of the Government's Pension Protection Fund. I'm married with a young son, and just qualified as a cricket umpire.

▣ **DEAN JOHNSTON**
BA (Hons) Geography Education QTS (1999)

I'm currently employed as an Assistant Head teacher in Northumberland and looking forward to enrolling on the National Qualification for Headship in the next 18 months. I thoroughly enjoyed my time at the University and have many great memories. Special thanks to the course programme leader Steve Watts – a great inspiration and pillar of support!

▣ **PAUL HUGHES**
MPharm (1982)

I graduated in July 1982 with a degree in Pharmacy and am presently self-employed in Enniskillen. I would love to hear from anyone in Pharmacy from this year.



▣ **JONATHON WOOD**
MA Radio Production and Management (2004)

Currently working for Global Radio-based in Birmingham, as a creative account manager, writing radio commercials. I've worked on numerous regional and national campaigns. Throughout 2009/10 I won six highly prestigious national and international awards for a commercial called 'Death Calling'. I'm really proud of this achievement and lucky to be doing a job that I absolutely love. If it wasn't for the University of Sunderland, I wouldn't be in the career I am in today or working at the level I'm at!

▣ **HANQING YANG**
MBS (2003)

I graduated from the Business School in 2003 and now work as a Business Development Manager based in Shanghai. I recently visited the University during a business trip to reflect upon my time there.



▶ Thanks to all of our alumni who emailed in, we had a fantastic response but could not feature all of your replies. Keep us updated with your stories and successes at askalex@wearunited.org

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