

## Copy deadlines for Bulletin

Edition	Copy deadline
May	10 April
June	10 May
July	11 June

Space is limited and items may be edited

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2498-03/07-SAMP



## An Inconvenient Truth

As the Australian government announced that they are to phase out incandescent light bulbs in favour of energy efficient bulbs in order to reduce emissions of greenhouse gases, the Global Cinema Group and Skills for Life team dedicated an evening to addressing the issue of the global climate crisis.

More than 160 BU staff, students and members of the wider community turned up to watch 'An Inconvenient Truth', the biggest Global Cinema audience to date! Sally Cooke from Dorset Agenda 21 ([www.dorsetagenda21](http://www.dorsetagenda21)) kindly agreed to introduce the film and share her perspective on some of the issues raised. Emily Bullock from Dorset Energy Advice Centre ([www.padeac.org.uk/](http://www.padeac.org.uk/)) ended the evening with a talk and Q&A session.

'An Inconvenient Truth' features Al Gore who reminds us he 'used to be the next president of the United States' but has, he claims, always been passionate about environmental issues. Though described by some critics as 'terrifying', the film is not intended as a story of despair but rather a rallying cry to protect the one earth we all share....'

Responding to the interest in the event, the Global Cinema Group and Skills for Life Team hope to provide more regular opportunities in the near future for staff, students and the community to get together and discuss how we might take action locally to reduce the impact of global warming.

## Arena – The Perfect Circle

PACE at BU will be celebrating the issue of diversity this April as part of a large scale outdoors event to be held in Meyrick Park on Saturday, 28 April.

'Arena - the Perfect Circle' is an extravaganza of pyrotechnics, sculpture, artwork, performance art, dancing and music!

Several events and creative workshops will be organised in the lead up to the event involving many community organisations. PACE will be leading and facilitating a number of events and you are all invited to join in.

There will be opportunities to be creative or work with other community groups; this could be an ideal opportunity to gain valuable volunteering experience. Or you can get involved with the big day itself by volunteering to steward people or in general event management behind the scenes.



More details will be on the PACE website [www.bournemouth.ac.uk/access](http://www.bournemouth.ac.uk/access) for all/ and on the Hub or you can contact Carly Moxey or Helen Travers in PACE on 01202 61235/220.



### Staff profile

Name: **Darren Lilleker**

Job title:

**Programme Leader for BA (Hons) Public Relations**

Department: **The Media School**

I joined The Media School in 2002 as Lecturer in Marketing Research. This

was my first full-time academic post and not necessarily the post I was after, however with the PhD out of the way for six months and few universities breaking down my door I grabbed the opportunity for a steady wage. Unexpectedly I quickly moved into teaching within my area of research, developing a final year option in Political Communication that runs across several degrees; I also now lead units on persuasion theory and receiver psychology, two areas closer to my political sociology background. Currently I am Programme Leader for BA (Hons) Public Relations and an active researcher, focusing on the strategic use of communication and marketing by political parties and how this is received by the voters, an attempt to build a bridge between the numerous texts covering campaigning and voter behaviour.

## BU Staff on stage

If you saw the recent production of 'Famous and Forgotten' at Lighthouse in Poole by Poole & Parkstone Productions (P&P), you may have been surprised to see on stage two people you are more used to seeing around the University (and not usually wearing such an array of costumes!)

Dannielle Elster, Head of International Office and Colleen Harding, Staff Development Manager, were performing in this annual production of excerpts from both well known and not so well known musicals.

Colleen is a long standing member of P&P's Musical Theatre Group and has performed in many shows over the last 18 years. Colleen introduced Dannielle to P&P when she moved to Bournemouth six years ago. Danni said, "After having performed for many years with my sisters (The Elster Sisters!) in various shows and cabarets, it was great to be involved again with a company that produces shows to a very professional level." Colleen met her husband during rehearsals for Calamity Jane and eleven other couples have since met and married through P&P!

Dannielle and Colleen are 'resting' at the moment and will not be performing in the P&P production of Chess at Lighthouse in May, but they will be treading the boards again in the November concert.



BU's Colleen Harding and Dannielle Elster

P&P also produce a series of plays throughout the year and Michael Davenport (Estates) and Phil Bowtell (Health and Safety Adviser) recently performed at the Lighthouse in February. P&P also has a very well known and respected choir that performs in a number of venues throughout the region.

Now that BU staff can get a discount for performances at Lighthouse, there is a great opportunity to check out the fantastic range of shows that are produced by both professional and amateur groups. You never know who you may see up on the stage!

For further information on BU staff discounts please visit:

[www.bournemouth.ac.uk/staff\\_new/discounts/staff\\_discounts\\_and\\_benefits.html](http://www.bournemouth.ac.uk/staff_new/discounts/staff_discounts_and_benefits.html)

## SU are Investors in People

The Students' Union at BU has been successful in retaining its Investors in People (IIP) status for the seventh time, marking ten years IIP accreditation for the Union.

The Union was originally awarded IIP status in 1997 and was the fifth Students' Union to get the award. The IIP standard is a proven framework for delivering business improvement through people.

Ben Howard, President of the Students' Union said, "We are over the moon that we have been awarded IIP status again, which is testament to the Union's ongoing commitment to its people."

## New staff

BU extends a warm welcome to the following new members of staff:

**Peter Bloore**  
Senior Lecturer The Media School

**Amber Henderson**  
Placements Admin Assistant, IHCS

**Aleksandra Naglik**  
Personnel Assistant, Personnel

**Richard Williams**  
Senior Lecturer – Social Work, IHCS

**Lian Zhu**  
Lecturer in Journalism & Comms Theory, The Media School

**Emily Harvey**  
Conference & Events Coordinator, Estates

**Aude Battistella**  
Grants & Contracts Officer, CRKT

**Charlotte Knight**  
PR Assistant, ICR

**Helen Langdown**  
Administration Assistant, Estates

**Lynn Rolls**  
P/T Receptionist, Estates

**Kevin Briscoe**  
Senior PR Consultant, ICR

**Alison McCabe**  
Alumni Association Manager, Alumni & Development

**Lukasz Naglik**  
Placements Admin Assistant, IHCS

**Professor Alexander Pasko**  
Est Chair – Computer Animation, Media School

## Celebrating 30 years at BU!

Congratulations to John Squibb in Finance who is celebrating 30 years of service with BU.

## Inside this issue

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The Alumni & Development office carry out the first annual fundraising campaign of 2007

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BU Law and Engineering students gain valuable career advice on IP

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### Why don't some students want to study at BU?

The first comprehensive market research study of BU decliners has been published

### SU are Investors in People

BU Students' Union retain their Investors in People status

### Staff Profile

An insight in to the role of Programme Leader for BA (Hons) Public Relations, Darren Lilleker

## BU launch for Bragg's Bill of Rights

A unique Citizen's Assembly took place on Talbot Campus at the end of February with Billy Bragg leading a debate on a new British Bill of Rights.



"A British Bill of Rights should be a set of laws by which we should all live," Bragg told the audience. "We, the people, should write these rules ourselves and then ask the politicians to plan them firmly in our constitution."

"There is no document that expresses what British values really are so we're looking to define the principles that we feel our society should be based upon," he continued.

The BU Citizens Assembly is the first of what Bragg plans to be a national series of debates and discussions with a variety of groups. The resulting ideas expressed from each assembly will be drawn together at a constitutional convention and published in the form of a Declaration of Rights which will then be presented to the political parties.

Anyone wishing to engage in the ongoing discussion on 'Britishness' and the new Bill of Rights can write to Billy Bragg at [billybragg@bournemouth.ac.uk](mailto:billybragg@bournemouth.ac.uk)

## Vice-Chancellor's View



At the heart of the vision for our University is a change in institutional focus from teachers and teaching to academics and learning. This change is the driver for a range of initiatives from 'Releasing Potential' to academic staff web pages. I thought it would be useful if I commented here on two very topical initiatives; those of School structures and academic staff recruitment.

Schools have been invited to reconsider their academic structures in the light of the Schofield Review. The context is our change from organisation around many teaching programmes to organisation around a few

academic groups. The academic groups will be led by Associate Deans who are an integral part of the management structure. We have an excellent record of recruiting the staff we need to teach the programmes we offer. The challenge now is to ensure that both the staff who join us and many of our existing staff are academics contributing actively to our educational, research and enterprise/professional practice activities. This move has been taking place for some months now and is becoming all the more obvious as we make an unusually large number of appointments throughout the academic year and as the various Releasing the Potential initiatives get under way.

This change from teachers and teaching to academics and learning is certainly not unique to BU. What makes it unusual is the speed of change. I hope you have a most enjoyable Easter break.

Best wishes

Paul Curran

## Spring Telephone Fundraising Campaign Underway



The first Annual Fund Telephone Campaign of 2007 took place during the week of 12 to 16 March.

“The purpose of this first (fundraising) campaign is to maintain contact with our donors and to update them on how important their donations are to enhancing the student experience at Bournemouth”

**Jenny Wilson, Development & Research Manager, Alumni & Development**

## BU students gain expert IP advice

Graduating lawyers and engineers networked recently at an event designed to help both groups of students go further in their careers.

The event, held at the Student Centre on Talbot Campus is part of a research project led by Professor Ruth Soetendorp of CIPPM and Professor Jim Roach of DEC, funded by the Engineering and the Law subject centres to explore ways of introducing intellectual property (IP) into the engineering syllabus.

Neville Walker, Patent Attorney and IP consultant based in Swanage, and Judith Hancock, in charge of protecting intellectual property at New Look, headquarters in Weymouth, entertained and informed with accounts of how to make money from inventions, new products and new fashion. They also explored a range of intellectual property tools including; patents, design rights, copyright and trade marks and the importance of these tools in the process of commercialising a product.

The students, who are working together as ‘clients and advisers’ commented that the event had been ‘worthwhile’ ‘valuable’ ‘useful’ and ‘interesting.’



## The Old Fire Station plays host to Radio One's Rallyoke

Radio 1's Chris Moyles and his team were at BU's student night club the Old Fire Station last month to kick off Comic Relief's Rallyoke nationwide tour.

McFly joined Chris Moyles, BU graduate Rachel Jones and the rest of the breakfast team for the start of the nationwide tour, which will take in Swansea, Liverpool, Belfast, Glasgow, Loughborough and London.

In 2005 Chris and the team toured the country with a Red Nose Rally, raising more than £620,000. This year, they are

combining a rally with karaoke, resulting in ‘Rallyoke’.

The Old Fire Station was packed with listeners who had texted in to the show to win tickets for them and their friends.

## Spring Telephone Fundraising Campaign Underway

...continued from front page

Regular donors and those who have pledged previously were contacted by a team of student callers based in the Alumni & Development office to raise vital funds.

“The purpose of this first campaign is to maintain contact with our donors and to update them on how important their donations are to enhancing the student experience at Bournemouth,” explained Jenny Wilson, Development & Research Manager.

Money raised from this campaign will go to the Annual Fund Scholarships, The Library, Music and Performing Arts and Sport & Recreation as well as to the Discretionary Fund.

The second Annual Fund Telephone Campaign of 2007 will be carried out over six weeks in the autumn.

Both campaigns are being organised by Rebecca Smith who joined the Alumni & Development team in January as Development Officer – Annual Giving. Rebecca's role involves managing the Annual Giving Programme which includes the former Alumni and Family & Friends funds.

Kelly Barclay also joined the Alumni & Development team in January as Alumni Association Co-ordinator. Her role involves the daily administration of the Alumni Association and she is the contact for staff requesting class lists, graduate profiles and merchandising.

## We're in the media

The BBC's ‘Politics Show’ spent quite a lot of time on the Talbot Campus recently. Darren Lilleker of The Media School was interviewed by reporter Caroline Richardson for the show on Sunday, 25 February to discuss how well politicians communicate via email and the internet. Caroline returned to BU for a piece focusing on fair trade/Fairtrade Fortnight. She interviewed visiting coffee grower Fatima Lopez from Nicaragua and Sean Beer of Services Management for a feature which aired on 4 March. Sean was also interviewed by 2CR on fair trade as a local issue.

Heather Hartwell of Services Management returned to BBC Radio Solent on 5 March as an ‘in studio’ guest of the Jon Cuthill mid-morning programme. Heather used her knowledge of nutrition and food labelling in a discussion about premium brands versus own label. Press and PR Manager, Charles Elder accompanied Heather on the visit to Southampton and ended up on a panel of food tasters as part of the feature.

Following *3D World* magazine's declaration that the NCCA at BU is best in the UK for computer animation training (as reported in last month's Bulletin), media interest has been steady. The PR team initiated a visit by British Satellite News who produced a 10-minute feature to be distributed around the world via satellite from 9 March (visit [www.bsn.org.uk](http://www.bsn.org.uk) and search for ‘Bournemouth’ to view). Meridian TV also highlighted the story throughout their newscasts on 20 February.

The Media School's recent JISC funding worth around £750k to digitise the IRN/LBC news archive is also generating media attention. Two strong pieces in the Bournemouth Daily Echo prompted by a BU press release were followed by the story featuring on the back page of the THES in the ‘Who Got the Cash’ slot.

## Dates for your diary

**Easter Sunday**  
8 April 2007

**Spring Graduation Awards Ceremony**  
Saturday 21 April 2007  
Talbot Campus

**Princecroft Willis Lecture by Professor Chris Swinson, OBE**  
Tuesday 24 April 2007  
Talbot Campus

**An Evening with Minette Walters**  
Thursday 17 May 2007  
Talbot Campus



“There is a lot of valuable information within these reports for course teams, Schools and the University as a whole.

The reports cover many different aspects including, reasons for declining and application timings, through to where decliners are now enrolled and why, and what BU could have done to change the decliner's mind”

**David Foot, Market Research and Development Manager**



## Day in the life of Dr Sachiko Takeda

Research Assistant, Global Perspectives Group, Institute of Business and Law

and the people at this meeting are those who worked for it. Reports of the past activities and lively discussions go on.

**11.15am**

Coffee meeting with my line manager. We talk about the lunch time seminar on Fair Trade, which we are planning to hold with an invited outside speaker, as well as about printing flyers for the international conference we are holding next year.

**11.45am**

A visitor from the Design Unit. He has come to check a few things with me regarding our up coming newsletter, BUGLE.

**12.30pm**

Lunch

**1.30pm**

Answer some emails. Surprisingly, there is already an enquiry about the conference, which will not be held until September next year.

**2.00pm**

Start preparing for next week's lecture. The unit I teach is 'Global Responsibility and Sustainable Business Practice,' and I am planning to have a lecture on human rights and labour rights as a part of global issues. Human rights and labour rights have been my research area, so it should

not be difficult to prepare a one hour lecture for it... I thought. But now I do not know where to begin! I should probably begin with the Universal Declaration of Human Rights.

**4.00pm**

Seminar. Today's seminar is an activity on diversity. It is nice to see students lively and involved in debates.

**5.00pm**

Chat with students after the seminar, talking about last week's lecture and how classes are going.

**5.30pm**

Check the contents of this evening's lectures. Have a quick dinner.

**7.00pm**

Two lectures. Today's topic is Global Governance. Students of these two lectures are part-time, working during the day and coming to the University in the evenings. I truly admire their determination, especially to reach the final year like these people have done.

**9.10pm**

After finishing the last lecture, I run to the bus stop to catch the last Uni bus, which carries me home by 9.40pm. End of a long day.

## Music Notes

The latest news from the Music Office.

By the time you read this BU's orchestra and choir will have performed their latest concert in St. Stephen's Church and will already be rehearsing for two concerts in the summer term.

On Thursday, 7 June the choir will be presenting a programme of music by Purcell, Bernstein and Britten at St. Mark's Church, Talbot Woods.

The final concert of the academic year will see the orchestra performing at the Lighthouse, home of the Bournemouth Symphony Orchestra on Thursday, 14 June. The programme will include Beethoven Symphony No.8 and Bach Brandenburg Concerto No.2.

Other news includes the proposed Big Band visit to Barcelona at the end of June, music for the Awards Ceremony in the Sports Hall in April and music for the 50th Anniversary celebration for the Library.

Sheila Niven, the music administrator, has left to take up a new appointment as secretary at Wentworth College. She has given five years of superb service to the department and we are very grateful for her contributions over the years.

There are one or two vacancies available in the instrumental tuition, particularly in saxophone and piano. Please contact the music office for further details (65018 or email [musictemp@bournemouth](mailto:musictemp@bournemouth)).

**6.00am**

Woken up by the alarm. Normally I have a later start on Mondays, but today I need to begin the day at the same time as other days of the week. Take a shower and pack lunch and dinner for the long day ahead.

**8.00am**

Catch a Unilix bus. I'd like to claim to be an environmentally aware person who would take the public transportation to work, but the reality is I just cannot afford a car here. Everything is very expensive in the south of England, even by Japanese standards.

**8.25am**

Arrive at my office at Talbot Campus. Check emails and send some messages. Put things together to go to a meeting and realise I only know the name of the meeting room and not its location. (I am still relatively new to this University, having started in July). Call around and find out it is at Poole House. Good.

**9.30am**

Fairtrade Steering Group meeting. Before summer 2006, Bournemouth University was awarded Fairtrade University status,

## Why don't some students want to study at BU?

The first comprehensive study of decliners has recently been undertaken by the Market Research Team within ICR. Exploring the reasons for not enrolling at Bournemouth has resulted in three individual reports looking at Postgraduate, Undergraduate and Partner College students.

At postgraduate level only 43% of prospective students accepted an offer and subsequently enrolled with the University. Of those declining, 43% (coincidentally) went on to study at another University - key reasons were 'finding a more suitable course' and 'funding issues'. The chief reason for not enrolling at BU, or any other University, was funding. The next key reasons were 'deciding to work instead' and deciding to delay entry timing into further study.

"It does make uncomfortable reading," commented David Foot co-author of the reports, "In a number of instances students have declined an offer from us when we

could easily have done something about it - these included applicants being unsure about some detail of the course, poor service from BU and the time taken for us to reply to their application."

"There is a lot of valuable information within these reports for course teams, Schools and the University as a whole. The reports cover many different aspects including, reasons for declining and application timings, through to where decliners are now enrolled and why, and what BU could have done to change the decliner's mind," explained David. "It's been fascinating exploring this area, and I know from the comments I've received back from staff who have read the reports and from those who have attended presentations I've given, that actions are already being discussed at both School level and centrally."

All three reports can be found at I:drive / market research / decliners survey - 2006 entry

For further information, questions and feedback, please contact David Foot or Pieter Funnekotter.

