



Bournemouth  
University

# Annual Review 2012



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# FUSION

## At the core of BU's vision and values

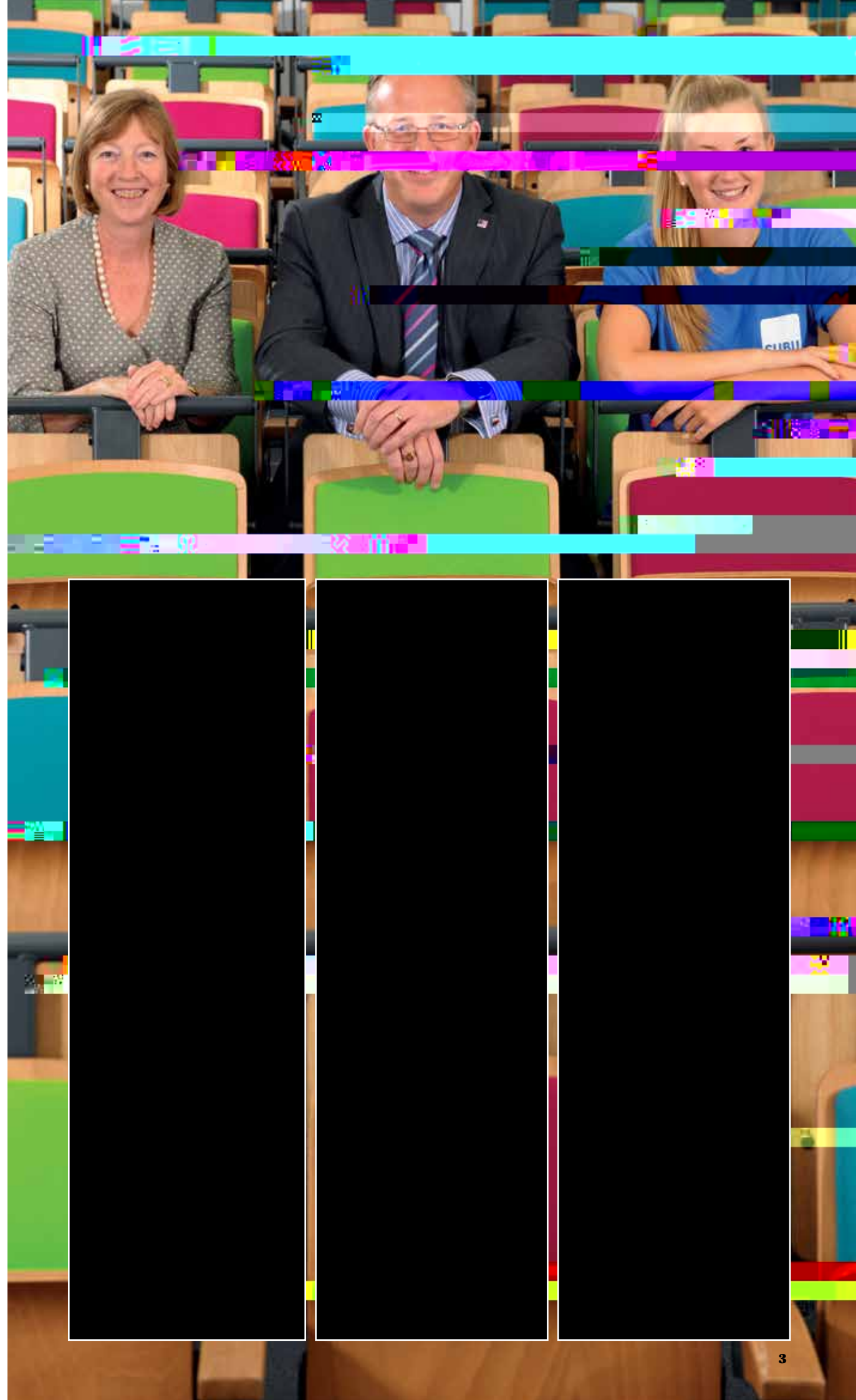
The academic calendar 2011-12 has been designed to ensure that the University of Birmingham is a world-class learning community by sharing our unique fusion of excellent education, research and professional practice and inspiring our students, graduates and staff to enrich the world.

**“Creating the most stimulating, challenging and rewarding university experience in a world-class learning community by sharing our unique fusion of excellent education, research and professional practice and inspiring our students, graduates and staff to enrich the world.”**

It is a vision we must all – students, staff, and alumni – share as we seek to establish BU as a world class centre of academic excellence in education, research and professional practice; a learning community with a truly global reach combining the elements of Creating, Sharing and Inspiring to deliver the ultimate experience for all.

Our aim is to provide a highly personalised experience where students are actively engaged in all aspects of their learning – receiving an excellent education from

academics who are at the top of their field; working collaboratively and sharing knowledge with their peers; getting involved in research relevant to their subject areas; experiencing the joy of discovery;







# Putting trust

in the skills of BU's student researchers

## The academic



"The deer count led by the National Trust"



## The impact

"It's been really great working with students from Bournemouth University on survey and monitoring work on the National Trust's Purbeck estate. In 2012 they have helped us monitor our deer populations, as well as the impact deer are having in the woods we look after. They have also carried out detailed scientific surveys of our saltmarsh areas to see how Sika deer are impacting the precious habitat. Their input has been really valuable in furthering our understanding of deer levels and their impact, and this information has helped us steer our management of deer for the benefit of these protected and special places."

Alex Peck, Raine Eccles, Tessa Atkinson

## Creating the most stimulating, challenging and rewarding university experience in a world-class community

- Deliver an outstanding and personalised student experience
- Create a world-class learning environment
- Develop strategic local, regional national and international partnerships
- Build strong professional and academic networks worldwide
- Ensure our graduates are culturally aware and internationally mobile by embedding the globalisation agenda within our student experience.

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### BU was awarded the Queen's Anniversary Prize for Higher and Further Education.

recognising the outstanding talent and achievements of staff, students and graduates in The Media School's National Centre for Computer Animation (NCCA)







# Collaborative research

formed leadership skills

## The academic



“We need a coherent and effective programme of leadership development for managers which can demonstrate, through appropriate assessment systems, that their behaviour has changed

and that these changes are having a positive impact in practice. All too often, organisations have sent a few managers on a leadership programme but it hasn't produced whole organisational change. There is an urgent need for leadership and managerial programmes which are designed to support leaders in social work/care to deliver effective, safe and robust services to the most vulnerable in our society.”

Prof. Keith Brown



## The research

As research that has helped shape the future of social work and informed Government policy at the highest level, Professor Keith Brown's ground-breaking report into effective leadership is a prime example of how BU works collaboratively and across sectors.

Professor Brown has shared his expertise, and that of BU's Centre for Post-Qualifying Social Work, to come up with a blueprint for effective leadership across both social work and social care.

Entitled 'Leadership and Management Development for Social Work and Social Care: Creating Leadership Pathways of Progress' his report has provided

the first framework for establishing an effective leadership and management pathway in social care and social work, as well as shown evidence of positive impacts made by authorities who have piloted the leadership module within the pathway.

Co-authored by Jane Holroyd MBE on behalf of Learn to Care, the body that represents workforce development managers from all local authorities in England, the new framework has been developed over an 18 month period that has involved rigorous testing and piloting by key local authorities.

At the heart of this is a new underpinning theory and approach known as Self-Leadership, which

critically emphasises the quality of thinking and developing the ability to manage oneself as part of improving personal and organisational performance. Researchers say this Self-Leadership model is applicable to all professions, whatever their managerial positions.

An evaluation strategy was also developed and used to measure and quantify the scale and significance of the change within the whole organisation and led to employers seeing real and significant return on investment.

Professor Brown also advised the Department of Health in the drafting of the Mental Health Act.

## Sharing our unique fusion of excellent education, research and professional practice

- Fuse research, education and practice to create a unique academic experience where the sum is greater than the component parts
- As part of that fusion, undertake world-class research in recognised areas of academic excellence
- Through our fusion, we will offer exceptional levels of relevant real-world learning opportunities and work placements
- Our fusion will deliver inspirational teaching using the latest technology in world-class facilities
- Be recognised internationally as a thought-leader through our research, education and practice in key areas of strength.

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# Animators facing an Olympian challenge are up to the mark

## The project

There is nothing more inspiring than the feats of Olympic athletes, yet as the UK celebrated hosting the 30th Olympiad BU was celebrating an Olympian achievement among its own graduates.

But their efforts had nothing to do with sporting or athletic talent – they were involved in a project that sums up the BU ethos of inspiring our student community to reach new academic heights.

With an enviable global reputation for excellence in the animation

industry, it will come as little surprise to discover that BU graduates, now working for Passion Pictures, were heavily involved in the production of the BBC's stunning animated film used to promote its television coverage of the Olympic Games.

The film depicted the UK as a giant stadium with Olympic athletes preparing and competing in a range of landscapes, including a BMX rider preparing at the edge of a cliff and sprinters and gymnasts going through their paces on the streets.

Created by Passion Pictures to a concept by creative agency Rainey Kelly Campbell Roalfe/ Y&R, the full two minute 40 seconds version of the trailer was broadcast on Tuesday 3 July 2012 on BBC One. Shorter edits were also used through the campaign in the run up to, and during, the Games.

The graduates were from the university's National Centre for Computer Animation (NCCA). More than 80 graduates of the Centre have worked on Oscar nominated films in 2012, and in 2011 the Centre won the prestigious Queen's Anniversary Prize.



## The graduate



"My role at Passion means I design and set up the rigs and tools we use for character animation. I also get involved with simulation,

i.e. cloth and sometimes fluids; basically anywhere characters have to interact with other objects. While not actually animating the characters I usually have to

## The impact

"Working on an animation project for an organisation as high profile and demanding as the BBC requires a special kind of ability at the best of times.

"When it's an animation that will be used to promote one of the most significant broadcast events in television history, the London 2012 Olympics, it requires a very special skill set indeed.

"We need people who not only have the knowledge and expertise to deliver but

can work collaboratively - and of course are bursting with enthusiasm and imagination.

"It is this kind of individual that the National Centre for Computer Animation at

**Inspiring**  
our students, graduates and staff to enrich the world

- Prepare students for flexible futures with skills to meet the changing demands of the workplace
- Build personal professional development opportunities into all programmes
- Create highly sought after, employable graduates known for their intellectual rigour, critical thinking, professionalism and resilience
- Support and inspire staff to realise their full potential
- Inspire our staff and students to enrich the world.

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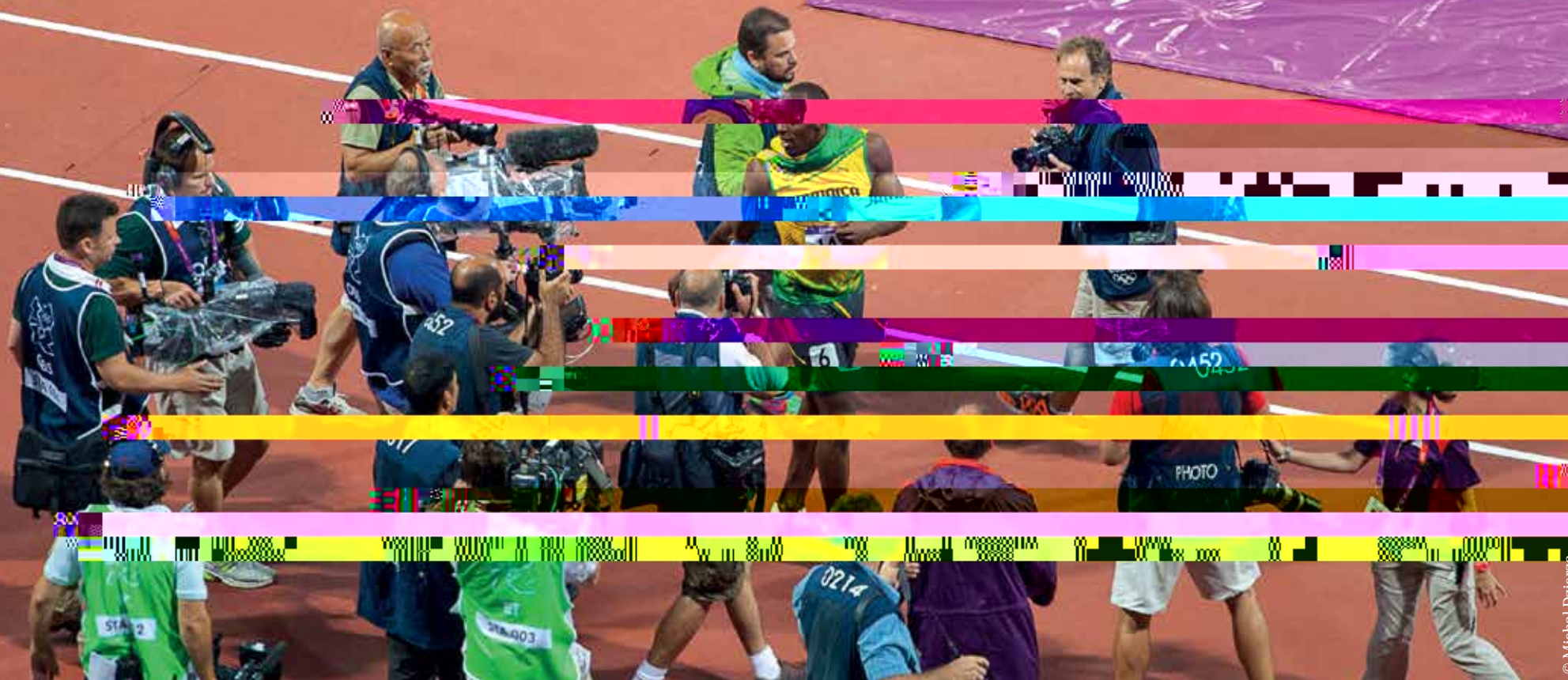
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# A Bolt from the BU!



© Michal Dzierza

## A sound choice for Ugne

Ugne Ciesiunaite was one of a number of lucky BU students selected by the Olympic Broadcasting Service to bring the London 2012 Games to a worldwide TV audience.



Ugne – who is studying a BA (Hons) in Television Production – was part of the sound team responsible for providing field of play sound at the equestrian events, which included the arena for show-jumping and dressage, and the cross country track (approximately 6km long).

For the cross country events they had to prepare the track, which included rigging nearly 90 microphones which were all earmarked on a plan, but often had to be adapted on the spot.

The hard work paid off.

“The distributors said that the sound for equestrian events was better than they’ve heard in a really long time! It was great, knowing that I contributed to something of such high standard, and at the biggest sporting event on the planet too,” said Ugne.

## BU at the Olympics

From camera crew to sound recordists, athlete escorts to medal carriers, BU students played a full and varied part in the London 2012 Olympics.

For all of them, it was an experience they will never forget – and has helped raise the profile of Bournemouth University’s talented student population still further.

**BU student Rob Grieve (far left) had to be on his toes to keep up with the fastest man on the planet as he helped film Usain Bolt – but he got a ‘high five’ with the superstar athlete for his trouble!**

A BA (Hons) Television Production student, Rob worked as a camera assistant during the athletics, medal ceremonies and opening ceremony, so found himself in the thick of the action most of the time.

**“It is a summer I will quite simply never forget”**

“We followed Usain on his laps of honour after his 100m and 4x100m wins, and I did get to high five him and Johan Blake, and also shake Blake’s hand on another occasion,” said Rob.

“I also got to say good luck to Mo Farah as we were filming his entrance into the stadium for the 10,000m – with Jess Ennis in the background on her lap of honour!”

In fact Rob was often in the right place at the right time during London 2012. He was just yards away from the torch bearers as the cauldron was lit and was right in the middle of the athletes during the opening ceremony.

“It is a summer I will quite simply never forget,” he said.

Other BU students under the auspices of RELAYS (Regional Educational Legacy in Arts and Youth Sport) also took up various roles for the 2012 Games at Weymouth – scene of the sailing events.

RELAYS is a project designed to inspire young people and their communities to participate in, create and promote cultural and sporting activities.



## A pool’s eye view for Ben

When Ben Cornish was among the BU students chosen to be part of the Olympic Broadcasting Service team at the Aquatic Centre for the swimming events, he thought his role would be camera operator’s assistant.

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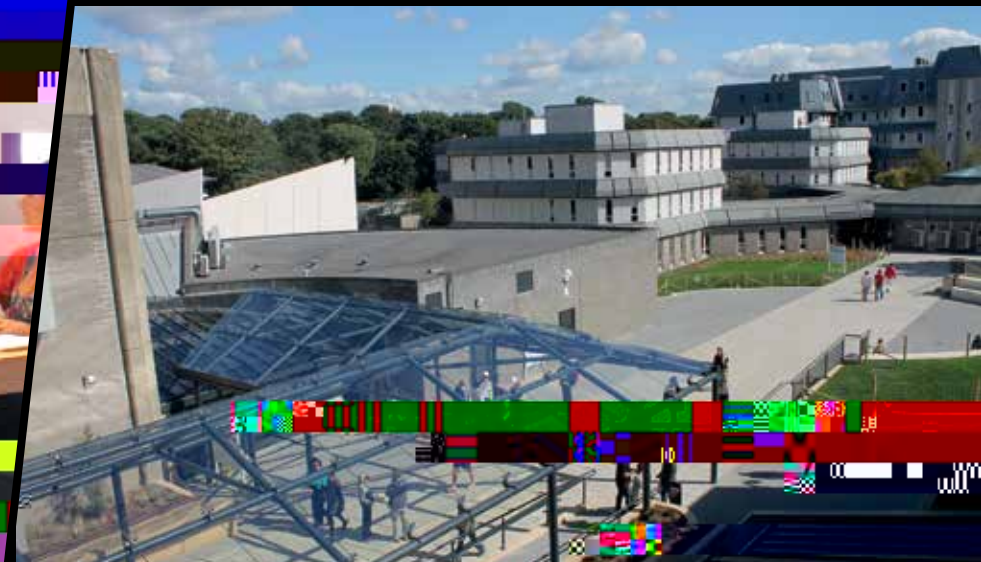
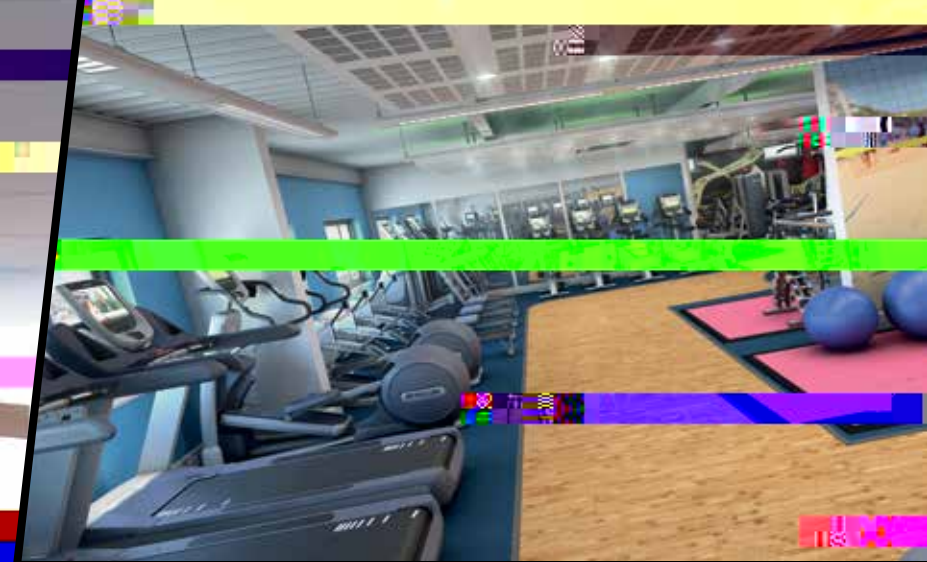
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# Cutting-edge facilities

that are transforming the student experience



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# SUBU brings hope to orphans

**Giving back to the community - whether it is here or abroad - is a facet of university life that BU takes great pride in.**

For the past three years students from Bournemouth University have made the trip to Bulgaria in partnership with Gapforce hoping to make a real difference to the lives of some very special children.

In June 2012, volunteers from the Students' Union at Bournemouth University (SUBU) went to the town of Rousse in north Bulgaria to work at Hope Orphanage.



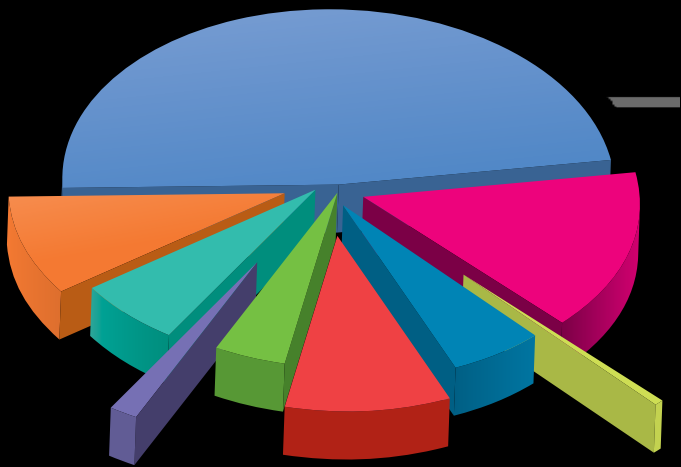
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