

CONNECTED

London South Bank University magazine
Issue 17 | Autumn 2014

COOL IDEA

THE NEW FRIDGE
THAT'S IMPROVING
LIVES WORLDWIDE

LEARNING OPPORTUNITY

ALUMNUS GARY
BASSETT SHARES
HIS STORY

NEW IDEAS

WHY RESEARCH
MATTERS AT LSBU

Meet the team

INTRODUCING THIS YEAR'S SU PRESIDENTS

London South Bank
University

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Welcome from the Editor



Welcome to the autumn issue of *Connected*

The University is immensely proud of its alumni. In this issue you can read how our former students are making a real impact on people's lives not only in the UK, but across the globe. LSBU alumnus Ian Tansley, who studied Engineering Product Design, has come up with an invention that has the potential to save millions of lives in the developing world (page 14), while Social Sciences graduate Gary Bassett is not only helping people across the capital by improving the London Ambulance Service, but has also been instrumental in changing the law to help young people coming out of foster care (page 15).

But it's not just our graduates who are making a difference. The University's research is tackling real-world problems across a huge range of issues, both in our local community and further afield. On page 12, you can read about the wide variety of research projects currently under way at LSBU, from keeping the Tube cool and supporting young cancer patients through to ensuring a fair deal for composers and walking yourself fit.

We have an exciting range of events organised over the next couple of months, including the launch event for the Built Environment Professional Chapter (page 21) and an inspiring talk on how managing your reputation can contribute to personal and professional success by communications expert Francis Thomas (page 22). There's also advance notice of our popular annual Alumni vs. Students Sports Day and dates for our Key Skills Lectures and Start and Evolve programme (page 23). We look forward to welcoming you to these events.

I hope you enjoy reading this issue of *Connected* and look forward to hearing from you.

Wendy Graves

Senior Manager – Alumni Relations

Welcome from the Vice Chancellor



Nine months into my role as Vice-Chancellor of London South Bank University I continue to be enthused and energised on a daily basis by the world-leading applied research, teaching and enterprise taking place here.

This entrepreneurial attitude is one of the defining features of London South Bank University – and a key factor in why people choose first to study with us and then to stay connected. It speaks volumes that LSBU alumni were recently invited to an exclusive reception at the House of Lords by Baroness Perry, a former Vice Chancellor of what was then South Bank University. The event provided a rare opportunity to experience a quintessential symbol of English history and politics and attracted alumni from around the UK as well as from overseas. This kind of invitation is a clear testament to how LSBU alumni are viewed in the world and it was a fascinating opportunity to hear about the success so many of our alumni had achieved during their chosen careers.

May also saw six of LSBU's most talented young entrepreneurs go head-to-head at our annual 'Make it Happen' business plan award ceremony, hosted at LSBU's Clarence Centre for Enterprise and Innovation which opened last September. This year's winner was Stephen Addison, a bright BA Business Administration graduate, who wowed the judging panel with his business 'Box up Stress' – an affordable fitness and stress relief solution aimed at people who lead pressurised, busy lives. You can read more about Stephen on page 7.

In what is now a highly competitive global higher education environment it is these kinds of enterprising endeavours that will continue to help differentiate LSBU. Enterprise of this nature has to be embedded into our teaching practice and must be underpinned by the highly applied research that our staff and students continue to undertake. The University is currently in the midst of a transformation programme that will see our faculty organisation evolve to create seven schools focused around cognate subject areas. These schools will form vehicles that will enable staff and students to create an identity

and environment in which enterprise, teaching and research can continue to flourish in a way that is meaningful to their stakeholders. In addition, by creating academic groupings that are relevant to the outside world we will be able to further build on our external links and ensure our teaching and research continue to have real world impact. This will be a key factor in enhancing our reputation as we move forward. You can read more about the new structure on page 18.

This real world impact is also where you, our alumni, can play a part. The expertise and contribution you make to the world following your time with us is what builds our reputation and strengthens our links to current practice. We have more than 75,000 members of our Alumni Association worldwide who have a vital role in LSBU already – and by drawing on your expertise, we can enrich the teaching and learning experience, give it meaning and relevance to today's world and, of course, equip our students for employment.

Mentoring is an incredibly rewarding way for you to get involved with supporting current students at LSBU; just a few hours of your time every month could make a real difference to a student. Similarly, the support we receive through our Annual Fund is heartening and we have already been able to finance new scholarships, library resources, careers and student advisers, the University Archives Centre, the student hardship fund and student societies.

It is this support that exemplifies how the collective contribution of our worldwide alumni can contribute to our future success. Because a university is unlike any other type of organisation I can think of: defined almost entirely by our staff, students and you, our alumni. I look forward to keeping in touch with you and drawing on your experience as LSBU enters its next phase of development.

Best wishes
David

Professor David Phoenix OBE
Vice Chancellor & Chief Executive

Can Tai Chi help cystic fibrosis sufferers?



LSBU has launched a second phase of research with Royal Brompton Hospital looking at the **benefits of Tai Chi for young people with cystic fibrosis**

Following a promising initial study, the Tracie Lawlor Trust for Cystic Fibrosis has commissioned a second, larger scale study to explore whether the results from the first trial can be replicated. Cystic fibrosis is a debilitating genetic condition that affects core bodily functions like breathing and digestion. Tai Chi is an ancient Chinese form of exercise which uses mindfulness, breathing techniques and choreographed movements to improve health and wellbeing.

Professor Nicky Robinson, Dr Ava Lorenc and Dr Patricia Ronan are running the project, and Awais Mian is coordinating the Tai Chi teaching.

Million pound makeover

LSBU's commitment to the **local community** has been further enhanced by the opening of its **revamped Sports Centre**



The London Borough of Southwark generously invested £300,000 to help make the development a reality and meet its aim of improving public access to educational sports facilities. Southwark Council's Cllr Peter John opened the new premises, which include a brand new entrance on one of the busiest corners of the campus.

The Sports Centre now has more activity space and room for top-class indoor sports and exercise, including a large multi-purpose sports hall. It also provides therapy services, personal training and programmes for children and young people including school holiday sports camps, summer camps and after-school sessions.

Hollywood comes to LSBU



The **LSBU campus** provided the backdrop for a new **BBC drama** serial featuring Hollywood movie star **Maggie Gyllenhaal**

If you've been watching BBC drama *The Honourable Woman* and wondering why some scenes look rather familiar, there's a simple explanation. Several key hospital and medical

scenes in the eight-part series were in fact filmed at LSBU, namely the K2 clinical skills labs and the Student Centre.

The Honourable Woman is a powerful political thriller following the tumultuous life of Nessa Stein, played by Maggie Gyllenhaal, a high-flying British business woman who wants to make her family arms company a force for good by moving it into telecommunications.

Production company: Drama Republic and Eight Rooks Ltd.
Photographer: Des Willie



Big day for the Children's University

The Children's University is raising aspirations, encouraging young people to aim higher and easing the transition into higher education

The Children's University is a National Trust initiative which provides exciting and innovative learning activities and experiences outside the classroom and helps young people view university as a place that they can aspire to in the future.

LSBU supported the initiative by hosting graduation ceremonies for over 170 students aged 7–14. The young graduates got the full experience, including wearing robes and mortarboards, and had photographs taken as a permanent reminder of their big day.

NATIONAL BAKERY SCHOOL GRADUATE WINS CHAMPION CITY BAKER TITLE

Delicious sweet treats that are also good for you have secured a graduate of LSBU's National Bakery School the title of Champion City Baker

Baking Technology Management graduate Clay Niccum entered his peanut butter cupcakes with dark chocolate ganache in the Great Guildhall Cupcake Bake Off competition, and was judged not only by The Lord Mayor of the City of London Fiona Woolf, but also 2013's *Great British Bake Off* champion Frances Quinn.

Clay believes that his cupcake creations had the edge over his rivals as they are both wheat- and dairy-free. All the mouth-watering products from Clay's baking business Cheeky by Nature – based at LSBU's Clarence Centre for Enterprise and Innovation – are developed with the same ethos, that eating healthily needn't be dull.

Having started his bakery business in London, Clay is looking to expand to his native California. Talking about the competition, Clay said: 'It would not have been possible for me to open Cheeky by Nature without the practical skills I developed through LSBU's National Bakery School and the support I have had from the University's Enterprise team.'

Transforming the student experience through personalised education

LSBU is investing in IBM's Exceptional Student Experience, which uses cloud-based analytics, mobile, social and security solutions to monitor the academic progress of individual students

Ensuring each student has the support they need to graduate and secure employment is fundamental to LSBU's purpose, and the new platform will augment students' learning experience and help the university achieve its digital transformation goals.

LSBU's investment in IBM's Exceptional Student Experience will enable up-to-date collaboration and more varied modes of learning, including

mobile access to applications, social communities for knowledge sharing, online profiling and dynamic learning environments.

Adopting a cloud strategy will greatly increase the University's agility, enabling educators and administrators to offer new services to students at busy times much more quickly and helping to identify when a student may need extra support with their studies.

LSBU research spearheads nationwide Walkactive campaign

LSBU's **renowned expertise** in Sport & Exercise Science has led to a **unique collaboration** with leading movement specialist Joanna Hall and The Telegraph Media Group

Walkactive is a revolutionary walking technique developed by fitness expert Joanna Hall, which involves walking through the whole of the foot and engaging the hips, shoulders and arms. In order to verify the benefits, Joanna Hall approached Dr Darren James of LSBU's internationally recognised Sport & Exercise Science Research Centre. A scientific study was set up involving 24 *Telegraph* readers, all of whom walked regularly, and a control group.

The results were impressive. 'Walking speed increased in the Walkactive group by 23% and 96% of participants reported that their general

wellbeing had improved since starting the study, as opposed to 0% in the control group,' says Darren James. The walking group also achieved significant reductions in body mass (2%), estimated body fat percentage (3%), and in the skinfold measurement at the waist (15%), better posture and skeletal alignment and less stress on knee and ankle joints.

The *Daily Telegraph* published the results of the study, with an accompanying 28-page guide encouraging its readers to follow the plan and achieve similar positive results.



LSBU achieves European HR Excellence in Research Award



LSBU has been recognised for its commitment to **valuing researchers and supporting** their career development

The award demonstrates LSBU's commitment to the work and career development of research staff, which will in turn improve the quantity, quality and impact of research for the benefit of UK society and the economy.

LSBU is one of 94 higher education institutions in Europe with the award, and will now become part of an ongoing programme of internal and external evaluation by researchers' membership organisation Vitae.



LSBU top for lesbian, gay and bisexual staff

LSBU is recognised as one of the best places to work in higher education by Stonewall

LSBU has moved up 64 places in Stonewall's annual Workplace Equality Index, a benchmarking exercise that ranks the best employers in Britain for lesbian, gay and bisexual people. LSBU's voluntary participation in the programme reflects its commitment to equality, diversity and inclusion in the workplace.

LSBU scoops top award for marketing education

LSBU has been awarded **top honours** in the Academy of Marketing Teaching Excellence Awards 2014

LSBU's academic marketing team won the prestigious Academy of Marketing award for its Give Back project, which has successfully embedded employability across the curriculum. First launched in 2005 by Course Director Mel Godfrey, the project encourages Marketing graduates to 'give back' by involving them

in curriculum design, delivering lectures, mentoring students and offering employment opportunities to current students. Last year along, the initiative generated 60 job opportunities for graduating students.

Kim Roberts, Course Director of MSc Marketing Communications, said: 'We are beside ourselves with pride to win the Team Teaching Excellence Award. It is particularly rewarding that our peers in higher education recognise our work. The contributions our alumni provide are hugely benefiting our students.'

MAKE IT HAPPEN

Every year LSBU hosts the Make It Happen business plan competition, where LSBU's most talented young entrepreneurs go head-to-head



The Make It Happen competition gives students and recent graduates the opportunity to submit their business idea for a chance to win £1,000, business space and membership of the Institute of Directors. The 10 shortlisted finalists are supported by a mentor to develop a business plan and pitch their idea to a panel of expert judges.

This year's winner was Stephen Addison, a BA Business Administration graduate,

who wowed the panel with Box up Stress, an affordable fitness and stress relief solution aimed at students and anyone leading a busy life. 'After I lost a friend during his final year of university as a result of excessive stress, I was inspired to try to find a way to reduce stress levels amongst students,' says Stephen. 'Box up Stress uses fun and proven stress reduction remedies to help individuals find a balance.'

Congratulations!

At LSBU we are proud of the **calibre and expertise** of our staff. Here are just a few of the award and accolades **won by our staff** over the last six months

Anne Harris was awarded a National Teaching Fellowship, the most prestigious award for excellence in higher education teaching and support for learning. Anne is currently reader in Educational Development and course director for LSBU's Occupational Health Nursing and Workplace Health Management programmes.

Professor Judith Ellis MBE and **Dr Alison Leary** of the Faculty of Health and Social Care were given a coveted place among the UK's top 50 nursing leaders. To be included, individuals must demonstrate strength across key areas including leadership and impact on practice and care.

Dr Stephen Dance, reader and course director in MSc Environmental and Architectural Acoustics, has been awarded the illustrious Tyndall Medal 2014 in recognition of his contribution to the field of acoustics.

Applied sciences researcher **Dr Suela Kellici** was awarded first prize in the 'Materials Innovation for the 21st Century' poster category at the ChemEngDayUK 2014.

Social sciences lecturer **Edwin Shaw** was elected as a Fellow of the Royal Society of Arts, joining the likes of Charles Dickens, Judi Dench, Benjamin Franklin, Karl Marx, William Hogarth and Stephen Hawking.

LSBU appoints Deputy Vice Chancellor

Professor Patrick Bailey will join the University's Executive team in September as deputy to Professor David Phoenix



Professor Bailey was previously Pro Vice Chancellor and Executive Dean for the Faculty of Natural Sciences at Keele University, where he is also Professor of Medicinal Chemistry.

academic background coupled with a track record of support for both teaching and outreach work.

Professor Bailey said: 'LSBU has a great reputation for providing educational opportunities for people from all backgrounds, and for delivering courses that are really relevant to employers. There are ambitious plans for how LSBU will develop over the coming years, and I am delighted to be joining the University at this exciting time.'

LSBU's Vice Chancellor Professor David Phoenix said: 'I am delighted that Patrick will be joining us. He brings with him a strong

LSBU ALUMNI VISIT THE HOUSE OF LORDS

LSBU alumni were invited to an **exclusive reception** at the House of Lords by former LSBU Vice Chancellor **Baroness Perry**

More than 200 LSBU alumni and their guests enjoyed drinks and canapés in the Cholmondeley Room and Terrace overlooking the River Thames. Guests were also treated to a behind-the-scenes tour of the House of Lords.

Wendy Graves, Senior Manager for Alumni Relations, says, 'We're delighted that the LSBU Alumni Association is able to share such an experience with our alumni and would like to thank Baroness Perry of Southwark for her hospitality.'

Student success



No longer invisible

Digital Photography graduate **Bradley Chippington** has used his final year project to **shine a spotlight on a neglected issue** – domestic violence in gay and bisexual relationships

Bradley's project, 'Invisible', was inspired by his own experience of being in an abusive relationship, and driven by a desire to raise awareness of this little-known problem. 'The percentage of gay and bisexual men that suffer partner abuse is around double that for heterosexual men,' Bradley explains. 'But up to now there have been no campaigns about it.'

Bradley set out to change that, developing a website, social media, posters and a series of short films based around his uncompromising photos. He describes the work as 'bold and bloody' but, while it certainly doesn't shy away from portraying destruction and violence, it also highlights the victims' isolation and vulnerability. 'People are scared to speak out,' says Bradley. 'The aim of this campaign is to

encourage them to seek help, and to share their stories. They need to know they're not alone.'

'Invisible' has attracted a huge amount of media interest, with Bradley appearing on the BBC and the campaign gaining major traction through Twitter and Facebook. Having graduated this summer, Bradley – a former hairdresser – is now looking to build his career in photography. 'I've learned so much about the power of photography to tell a story and really engage people,' he says. 'Getting a new career off the ground is never easy, but I'm excited about my future path.'

Find out more about the 'Invisible' campaign and see more of Bradley's images at <http://invisiblecampaign.com>

Metal magic

Product Design students **George Mabey and Benjamin Hunt** have scooped **top prizes** in ALFED's national Power of Aluminium Awards

George, who is in the final year of an Engineering Product Design degree, clinched the £1,000 first prize for his ingenious folding scooter, which can fold down into a square the size of a piece of A4 paper, while Benjamin's 'busking stand' combines a guitar stand with an amplifier and is light enough to be carried by hand.

'We're delighted that our students have won such prestigious awards,' says principal lecturer Robin Jones. 'Both projects display the high professional design standards employers expect. We're immensely proud that our students have such incredible talent and a great future in front of them.'

Alumni success

Strong foundations

Mark Lusher (Diploma in Building, 1975) is the third generation of Lushers to **run the family business**, Norwich-based building contractor W.S. Lusher & Son Ltd. He spoke to *Connected* about the challenges of running a successful business – and why **quality will always come first**



This year, W.S. Lusher & Son Ltd celebrates its goth birthday – and Mark Lusher himself celebrates 30 years at the helm of the company, which now employs 46 people. It's a track record that any business would envy, but Mark's natural modesty belies his company's great success. 'It's quite simple really,' he says. 'When my grandfather first set the business up, he was committed to quality. And that's still very much the case today.'

In the intervening decades, Lushers has compiled an impressive portfolio of projects including historic buildings such as Norwich's world-famous Norman cathedral and the 11th-century priory at Castle Acre. Since 1978 they've held a Royal Warrant for their work on the Queen's Norfolk retreat at Sandringham. 'It was my father that took the call,' Mark recalls. 'Someone said, "Are you interested in doing some work in north Norfolk?" and it just went from there. It's been a fantastic calling card for us – there's no better advertisement for our discretion and trustworthiness and the quality of our work.'

While he is clearly very proud of these high-profile projects, Mark is keen to point out that Lushers brings exactly the same commitment to quality and attention to detail to even the smallest domestic project. 'Everyone who works here knows that it only takes one bad

job to ruin a 90-year reputation,' he says. 'That's one of the reasons we keep so many people on our books. That way we can guarantee the highest standards.'

Mark was the first Lusher to gain a paper-based building qualification, and it's something he believes has stood him – and the business – in good stead. 'My diploma was important really as a statement of intent,' he says. 'It was a sign of the ambition we all had for this business.' Now, as boss, he remains committed to education and training. 'Everyone here works hard to develop their skills,' he says. 'We've got one guy now who's going to West Dean in Sussex to learn more about conservation skills. That will really strengthen that side of the business.'

Looking ahead, Mark sees himself continuing to play an active role in the business, and for the family connection to stay strong – daughter Kim, a former journalist, is now at the company in a full-time business development role. 'People talk about five-year plans, but things change so fast I don't think that's realistic,' he says. 'What's important is always to remember what this company stands for, and that's quality and service. If we lost that, we'd be just like everyone else. It's what makes us unique.'



Curator role for Anna

Arts Management alumna Anna Colin has been appointed co-curator for the **British Art Show 8**, which will open in **October 2015**

Anna, who graduated in 2003, has worked on projects for the Whitechapel Gallery in London, the Victoria Gallery and Museum in Liverpool, Contemporary Image Collective in Cairo and Bétonsalon in Paris. She has also founded Open School East in De Beauvoir Town, north-east London, which offers free support for artists, local people and neighbourhood organisations.

Professor Suzy Kerr Pertič is Pro Dean of the Faculty of Arts and Human Sciences. 'Anna's achievements are recognition of the curiosity, integrity, critical vitality and exceptional creativity that she brings to her curatorial projects and to her engagement with the cultural environment.'

The British Art Show 8 is due to open in Leeds in October 2015 and will then travel to Edinburgh, Norwich and Southampton.

Tell us your story

Got a story about your time at LSBU or your working life that you'd like to share with *Connected* readers? Email us at alumni@lsbu.ac.uk We'd love to hear from you

Presiding over student success



The LSBU Students' Union offers support and advice to students, and gives them a voice. As an independent charity run by students for students, its presidents are elected by their peers to ensure fair representation. We are delighted to introduce the new team of incoming presidents, who will lead LSBU's 23,000-strong student body throughout the forthcoming academic year

President: Ilham Abdishakur, BEng (Hons) Civil Engineering

The President is the lead officer of the Students' Union (SU) with a number of ambassadorial duties within and outside LSBU, ensuring the positive reputation of LSBU students is enhanced and upheld in the wider community.

'Ever since my first day at LSBU, the Students' Union has been like a family to me. I want to give every single student the same warm and welcoming feeling I got when I started.

'As President, I intend to improve funding and facilities for students at the Havering campus, enhance communications between the University, SU and students and continue to develop the new Student Centre as the home of LSBU students. I want to celebrate the diversity of our students by making sure that everyone is culturally and socially aware of those around them.

'I am going to create workshops where graduates come to motivate students and prepare them for the world after university. If alumni are interested in helping aspiring students, do not hesitate to contact me on president@lsbsu.org to discuss this further.

'Finally, my message to alumni and students is to seize all opportunities that open up to you. Your future is an unwritten symphony waiting for your creative, daring and unique talent to make it a masterpiece. And remember that LSBU will always be here for you if you need us.'

Vice President Employability and Activities: Ashley Storer-Smith, BEng (Hons) Mechanical Engineering

The Vice President Employability and Activities champions the employability agenda at LSBU and encourages student participation in activities, volunteering, societies and sports to help prepare students for life after study.

Ashley decided to run for VP Employability and Activities to improve the range of societies available to students, as well as creating a simpler way of setting up new ones:

'LSBU has been everything I wanted in a University and so much more. I've been involved with some exciting projects as a student which made me want to do more for the SU.

'My main objective will be focused around student media. By December 2014, the SU will have established a newspaper and an online TV channel, both consisting of stories and programming that students want. I also plan to double the amount of student societies and, for course-led societies, to arrange more networking sessions and external speaker events.

'This is where alumni can get involved. I would love to have more alumni speakers at student events to talk about their experiences and passions. Hearing from someone who has been through the same University experience and is currently working in their chosen profession is an inspiring way to help students.'

Vice President Student Experience: Abdi Osman Microbiology, BSc (Hons) Microbiology

The Vice President Student Experience will develop and improve educational quality and experience for students.

Having worked as a Student Ambassador and Sports Ambassador for the last two years, Abdi Osman is well-equipped to deal with students' needs and concerns:

'Knowing that I have been chosen by my fellow students to be their voice is a huge responsibility, but one I eagerly look forward to taking on. My number one goal is to make LSBU a better place for the students. I plan to use this year to unite our students and create a proud, powerful and social student body that is represented by an equally effective SU.

'Improving the assessment and feedback system will be a key area during my year in office. Students are expected to hand their work in on time, so they should receive it back – with feedback – on time. I'll also be looking at making lecture recordings available online for students.

'My message to LSBU alumni and new graduates is simple: come back to LSBU and inspire and motivate other students like you! Come along and share your story especially if you had a good experience you want to pass on.'

Research is a vital part of any University's work, as LSBU's Head of Research Support Dr Ed Tinley explains

Focus on research

Anyone curious about the current state of research in the UK's universities need do no more than spend 30 seconds on Google. A quick search brings up an astonishing array of headlines – from the discovery that just an hour's exercise each week can significantly reduce the risk of Alzheimer's, to the revelation that the THC in cannabis could slow the spread of cancer to the ingenious use of sensors to track the melting of the polar ice cap. It's clear that the UK university research scene is vibrant, vital and tackling the issues that affect all our lives.

That's certainly true of the extraordinary range of research projects currently under way at LSBU – see the opposite page for a taster. 'Because we're a university with a strong vocational ethos, people sometimes don't realise how strong our research track record is,' says Head of Research Support Dr Ed Tinley. 'In fact, 80% of the research we submitted to the government's last Research Assessment Exercise (RAE) passed the quality threshold for "Internationally Recognised" and of that, half was classed as "Internationally Excellent" or better.'

Ed and his team have just completed their submission for what is now called the Research Excellence Framework 2014, the results of which will determine – among other things – how much research funding LSBU receives from the government. Funding comes from a variety of other sources too, including the UK Research Councils, the European Union, LSBU alumni and charities such as the Wellcome Foundation and the Nuffield Trust.

The variety of projects under way at LSBU is huge, reflecting the whole span of the University's disciplines. But what the projects all have in common is a strong focus on real-world issues. 'We don't do blue skies research,' explains Ed. 'We're more concerned with tackling the problems faced by the businesses and other organisations we work with, and in our local community.'

It's an approach that helps to strengthen our partnerships with industry – most notably through Knowledge Transfer Partnerships, in which graduate associates work directly with businesses to help boost their competitiveness and productivity. It also ties in neatly with the University's strong emphasis on employability and equipping students for work. 'Applied research also creates businesses,' says Ed. 'LSBU provides a huge amount of support for entrepreneurs, helping them turn their ideas into sound commercial propositions.'

Ed also believes that research has an important role to play in enhancing the University's overall reputation. 'Our research performance definitely has an impact on recruitment,' he says. 'It's a strong indicator of the calibre of our staff and students, and excellence will always attract excellence. It also helps us to build links with other universities, as well as businesses. Our new Vice Chancellor, David Phoenix, is a respected researcher in his own right and I think that's an indication of our future direction. With our combination of research excellence and real-world understanding, we're well placed to make a real difference to people's lives.'

GOING UNDERGROUND

LSBU is involved in two major projects designed to improve levels of safety and comfort for everyone using the London Underground. Following a successful pilot, LSBU's cost-effective geothermal cooling system has been incorporated into the £500 million upgrade of the Victoria line and work is now under way to explore how the thermal energy being pumped out of the stations could be recycled to heat local buildings. A second project with Transport for London is looking at ways to improve the quality of announcements underground – important to improving the passenger experience and absolutely critical in the case of an emergency.



PUTTING PATIENTS FIRST

Over the past few years, issues of patient dignity and person-centred care have come to the forefront of the healthcare agenda. Dr Lesley Baillie teaches a unique interprofessional doctoral programme that spans LSBU and University College Hospitals, and acted as consultant on the RCN's highly successful Dignity Campaign. Now, as Florence Nightingale Foundation Chair of Clinical Nursing Practice, she is focusing on the provision of integrated care that also promotes dignity in a range of different settings, including for patients with dementia.

TACKLING BINGE DRINKING

Health problems linked to excessive drinking cost the NHS around £3 billion per year. LSBU's Addiction and Health Related Disorders group has developed considerable expertise in identifying effective ways of minimising alcohol abuse – work that has the potential to save both money and lives. A project to analyse the recent Drinkaware Trust campaign 'Why let good times go bad?' studied drinkers in labs designed to look like a bar, and found that far from cutting alcohol consumption, the campaign was actually having the opposite effect. The campaign was suspended, and LSBU's findings will now feed into the development of future publicity.

WALK YOURSELF FIT

With over 22 million pairs sold to date, it's fair to say FitFlops are a big success. The patented MicroWobbleboard technology – the brainchild of LSBU's Dr Dave Cook and Dr Darren James – makes the sole of the shoe slightly unstable, forcing the muscles to work harder and giving wearers a full lower body work-out as they walk. It's a beautifully simple idea, and one that is attracting attention in the medical world too, with many practitioners recommending FitFlops to patients with joint problems.



COLLABORATION IN ACTION

Dr Faith Gibson's post as Clinical Professor of Children and Young People's Cancer Care, is shared between LSBU and Great Ormond Street Hospital – a perfect example of how collaboration enables researchers to work in partnership with the very people their work is designed to benefit. There are four projects in total, all aimed at improving care for children with cancer, and with a particular focus on communication, as well as supporting young cancer patients through the transition to the next phase of their lives.

A FAIR DEAL FOR COMPOSERS

A Knowledge Transfer Partnership between LSBU and Faber Music is fighting one of the lesser known aspects of illegal downloading – sheet music piracy. So far the project has created an online hub where other publishing companies and composers can upload and sell their content, using Faber's technology. While Faber's competitors have their own online one-stop shops, the new hub offers a unique alternative by bringing together multiple partners and creating a new channel to niche areas of the market.

Cool

idea

When is a fridge more than a fridge? When it uses new cooling technology that offers unprecedented energy efficiency – and has the potential to save millions of lives in the developing world

These are bold claims for a mere fridge – but according to Ian Tansley, who studied Engineering Product Design at LSBU between 1978 and 1982, and now heads his own refrigeration company Sure Chill – they're entirely justified. Unlike conventional fridges, models using the new system can stay cold for up to 12 days without power. They're therefore ideal for transporting vaccines to remote parts of developing countries, where electricity is scarce and diseases such as polio, which have been almost completely eradicated in the developed world, remain rife.

'What's special about these "coolers" is that they're powered by ice,' says Ian. 'The idea is that rather than just having a health visitor in a village once a month, you'll link up with more people if that visitor can leave vaccine at the village, along with a supply of ice. There's no electricity and no moving parts, so the coolers are 100% reliable. We've just completed a test

where one maintained a vaccine-safe temperature for over 40 days – and that was in a tropical temperature of up to 43°C.'

Ian likens the potential impact of the innovation to that of the advent of mobile technology – and some pretty impressive people agree with him. Sure Chill has been endorsed by the World Health Organisation and renowned climate scientist Sir John Houghton, and Bill Gates recently donated \$1.5 million to fund the development of a range of smaller vaccine fridges, due to be rolled out in 2015. The fridges are already being used in more than 30 countries, including 200 in the Philippines alone where they were used to support the post-Typhoon Haiyan relief efforts.

SIMPLE BUT EFFECTIVE

Like all the best ideas, the inspiration came from a very simple source. While out walking in the Welsh countryside near Sure Chill's Snowdonia

headquarters, Ian came across a frozen lake. 'I started wondering why, if warm water rises, the top of the lake should be frozen but not the bottom? That's how Sure Chill was born.'

The coolers work by capitalising on a unique quality of water: that it is at its heaviest at precisely 4°C. At this temperature, water sinks; at any other temperature it rises. A Sure Chill refrigeration compartment is surrounded by water. When the unit has power, the water above the compartment freezes. When the power is switched off, the water beneath rises and the ice melts, keeping the overall temperature at a steady 4°C, low enough to keep the contents cool, even in the harshest – and hottest – environments.

'It's one of those things that shouldn't work, but it does,' says Ian, who credits his time at LSBU with teaching him a lateral approach to problem-solving. 'As a young boy from the country, coming to South Bank in the 1970s was



a unique and inspiring experience. It gave me endless opportunities to explore – for example, I spent a lot of time at the Science Museum, looking at how people had solved problems in the past’.

But LSBU also showed Ian the importance of doing away with pre-conceived ideas and going back to basics. ‘It’s been instrumental to my success,’ he says. ‘Often, people take existing ideas and then adapt them for elsewhere. We were taught to take a step back and start from scratch, asking ourselves: What are we trying to do here? Who is this product for? How will those people use it? It’s a great discipline, and one that I’ve tried to adopt throughout my career.’

POSITIVE CHANGE

It’s a career that has taken Ian from the draftman’s board via a stint in machinery design and a postgraduate degree in Engineering and

Product Design at Cranfield to a role at the Centre for Alternative Technology in Wales, which has now been working for 40 years to promote renewable technologies such as solar and wind power. ‘Back then people thought we were mad,’ says Ian. ‘There was no support. Only places like India and Africa were working in this area. It was another 10 years before our government woke up to the idea of sustainability, but we did the groundwork.’

Working at the Centre also strengthened Ian’s commitment to only doing work that brings about positive change, and benefits people. The potential applications of Sure Chill – which already has patents in 88 countries – don’t stop at vaccine storage, though. It can also be used to reduce the risk of food poisoning in developing countries, where many shopkeepers routinely turn off their fridges and freezers at the end of the day. And in developed countries, it offers a greener – and more cost-



effective – way to keep cool, by making efficient use of energy and enabling people to move to cheaper tariffs.

The future looks bright for Sure Chill, with the company already in talks with numerous global beverage companies and, of course, work on the new Gates-supported vaccine fridges under way. Ian recently visited LSBU’s product design labs and was impressed with what he saw. ‘Product Design and Refrigeration at LSBU have a long history, and that speaks for itself,’ he says. LSBU is similarly proud of its successful alumnus. ‘Sure Chill technology presents some fantastic opportunities,’ says Graeme Maidment, Professor of Air Conditioning and Refrigeration. ‘It’s great to see an LSBU graduate having such an impact on society.’

Article written by Robert Ince

Learning

opportunity



For **Gary Bassett**, now Head of Patient Experience for the London Ambulance Service, **a degree at LSBU proved a turning point**. He spoke to *Connected* about the importance of education, his big claim to fame – and why he loves complaints

Gary Bassett admits that before he got back into education at the end of the 1980s, he didn't have much direction. 'I was about 30 when I came to South Bank,' he says. 'That's mature in years, but I wasn't mature as a person. I was misbehaving a bit, travelling and doing whatever jobs came up. But I always had the nagging feeling that I'd missed out on my education.'

Following an A-level in Sociology, 'to get me back in the swing of it', Gary enrolled at South Bank. 'It was amazing,' he says. 'The University was so supportive. I loved the diversity, and it challenged me, too – I had to re-examine a lot of my assumptions. The critical and analytical skills I learned set me up for the rest of my life.'

From South Bank, Gary managed an advice centre in Westminster before moving to Southwark Council, where he helped to change the law so that young people coming out of foster care could claim benefits. 'That's my claim to fame!' he says. 'It's still there in the reference books. I'm very proud of my role in that reform.'

He then moved to the office of the Parliamentary and Health Service Ombudsman, before joining the London Ambulance Service in 2002. The role as Head of Patient Experience is all consuming. 'You have to be ready to respond at any time,' he says. 'It takes a huge amount of time and energy, but I love doing something that really gets under your skin.'

Identifying and implementing learning from complaints is a major part of the role. 'We strive to be open, honest and proactive,' says Gary. 'If we know something's gone wrong, we go and tell the patient, you don't wait for them to find out. It may sound counter-intuitive, but we encourage people to complain. Every complaint is a learning opportunity.'

Gary and his team continually look for ways to improve the service, from recommending changes to the 999 triage system to the licence provider in the USA, to changing their maternity kits to include the right clothing for new-born babies. They have also set up a dedicated unit to help some of their most vulnerable patients, who may call 999 upwards of 30 times every month.

'It was a huge strain on our resources,' Gary says. 'Now we have a detailed plan for each individual. The call handler will be alerted, and the care plan will kick in. That might direct them to their GP, a social worker, or another service. It saves us sending out an ambulance which we can send to someone else, but it also means that person is getting the care they need.' The practice is now being rolled out to all ambulance services in England and Wales.

Outside work, Gary supports Full Circle, a south London charity that works with excluded children, helping them rebuild their confidence and get some qualifications. 'I know from my own experience how important it is to have that opportunity to learn,' says Gary. 'However competitive the job market, you'll always have an advantage if you've got a degree. Don't just focus on your subject – hone those core skills. If you understand technology, if you can communicate and work as part of a team, you'll have a head start.'

As LSBU's **Student Volunteering Programme** celebrates its first successful year, *Connected* asked **volunteering coordinator Cristin O'Gorman** to tell us why volunteering matters

Help yourself

HOW WOULD YOU SUM UP THE PROGRAMME'S FIRST YEAR?

It's been a huge success. Our goal was to help students and alumni develop their skills and job prospects at the same time as making a real difference to their local community. So far nearly 600 volunteers have signed up and nearly 200 local, national and international charities have asked to be involved.

IS THERE MORE TO VOLUNTEERING THAN THE 'FEEL GOOD' FACTOR?

Much more! For one thing, volunteers contribute billions to the UK economy each year.* For another, it delivers a measurable boost to employability, with 73% of employers saying they would prefer to recruit a candidate with volunteering experience than one without. The 'softer' benefits aren't to be overlooked either – volunteering boosts motivation and confidence.

WHAT ABOUT THOSE OF US WHO'RE ALREADY BUSY WITH WORK OR STUDY?

Volunteering is actually very flexible. You can give as much time or as little as you want – our volunteers do anything from an hour a month to a whole day a week. Lots of charities will reimburse your lunch and travel expenses too, just to make life even easier.

WILL THERE BE OPPORTUNITIES FOR ME TO USE MY INDIVIDUAL SKILLS?

Absolutely. We offer a huge range of opportunities, from helping out with IT and finance to mentoring and befriending. We have volunteers working with young people, older people and ex-offenders, while others are pursuing their interest in the arts by getting involved with organisations such as the National Theatre.

IS THE PROGRAMME JUST FOR STUDENTS?

No. The Volunteering Programme – along with the wider Employability Service – is available to alumni for up to two years after graduation. We provide CV workshops, mock interviews and guidance on successful applications as well as help with volunteering. There's a weekly drop-in on Tuesdays from 10am-1pm, or people can find us via the LSBU website. If it's more than two years since you graduated, our partner organisation the Greater London Authority can point you in the direction of local volunteering opportunities: www.london.gov.uk/priorities/volunteering

To find out more, go to my.lsbu.ac.uk/page/volunteering or email volunteering@lsbu.ac.uk



A VOLUNTEER'S VIEW

Recent graduate Zakari Rankin has been working as a volunteer finance assistant at Ovarian Cancer UK

'I really love volunteering because it gives me the opportunity to give back to the community and potentially help to save lives through my hard work, determination and commitment to helping others. At the same time I'm gaining invaluable work experience, acquiring new personal and technical skills I can take forward into my career and starting professional relationships with insightful and influential people in an empowering motivational environment.'

* £22.7 billion in 2007/08 (most recent figures available), UK Civil Society Almanac

From this autumn, **LSBU will move to a new school-based structure.** *Connected* asked Professor Mike Molan to explain the thinking behind the move, and how it will **help the University get ahead of the competition**



Schools of thought

LSBU's new structure will consist of seven schools, which will replace the four current faculties: Arts and Human Sciences, Business, Engineering, Science and the Built Environment, and Health and Social Care. While in some areas – for example health and business – the new school will effectively cover the same disciplines as the original faculty, the restructure will also create opportunities to align areas of study in a more logical way and one that better reflects current and future priorities.

An example is the National Bakery School, which has already made the move from the Faculty of Business to the Faculty of Engineering, Science and the Built Environment in readiness for joining the new School of Applied Science from 1 August. 'Given the Bakery School's strong emphasis on food science, it's a much better fit,' says Mike Molan, who is currently Executive Dean of the Faculty of Arts and Human Sciences, and Acting Executive Dean of the Faculty of Business. 'It reflects where the Bakery School is now, and supports where it wants to go in the future.'

DISTINCT IDENTITY

But the potential benefits of the changes go further than this. The thinking is that, as smaller and more defined units, each school will be able to develop its own distinct identity that will resonate with external audiences – including businesses and potential research partners.

The deans of each school will have a stronger connection with their particular discipline, and will therefore be better placed to build networks and raise the profile of their areas of work.

'The new deans are all people with strong external profiles,' says Mike. 'They're very well connected, with impressive research records. We're looking forward to them bringing a whole new level of skill and experience to bear that will further energise the University, creating new opportunities for both research and enterprise and increasing the esteem in which we are held.'

The restructure is also an opportunity to set a direction for the years ahead. The new School of Arts and Creative industries, for example, will be small to begin with but, Mike believes, represents an important statement of intent. 'In my role as Dean of Arts and Human Sciences, I had a vision for a discrete School for the Arts and Creative Industries at LSBU,' he explains. 'I believe it's an area that could be hugely important to us in the future, and that it will benefit from having its own distinctive leadership. We're already looking at options for investment to underpin future growth.'

COLLABORATIVE WORKING

It could be argued that, in moving towards smaller rather than larger units, LSBU is bucking the trend for amalgamation which some

institutions believe encourages collaborative working. Is there a risk that the school structure will mean fewer opportunities to share ideas and form partnerships across the University?

'Schools will be strongly encouraged to work together,' says Mike. 'And later in the year the Vice Chancellor will be putting forward a consultation paper on school management so we can identify the best ways of making sure that happens. In the meantime we're also looking at ways of streamlining some of our student-facing administrative functions so that the schools can share resources, rather than functioning as separate entities.'

For students and the vast majority of staff, the transition should be seamless. Indeed, future changes to administrative functions should help to make services for students more consistent across the University. And, as Mike points out, an increased external profile can only benefit everyone associated with LSBU – including alumni. 'We believe this will help us build stronger relationships and attract more students. It's about repositioning the University. The quality and status of the people heading up the new schools is a sign of the esteem in which we are already held – and that can only increase. As a result of these changes, we want people to feel even more proud of having been associated with LSBU.'

School of Arts and Creative Industries

Arts and Media
Culture, Writing and Performance



School of the Built Environment and Architecture

The Built Environment
Urban Engineering



School of Business

Accounting and Finance
Business Studies
Informatics
Management



School of Engineering

Engineering and Design
Chemical and Petroleum Engineering



School of Health and Social Care

Adult and Midwifery
Allied Health Sciences
Children's Nursing
Institute of Vocational Learning
Mental Health and Learning Disabilities
Primary and Social Care



School of Law and Social Science

Law
Social Sciences
Urban Environment and Leisure Studies
Education



The art of saying no

Careers lecturer and independent consultant Linda Kelly will be delivering LSBU's next Key Skills Lecture, on assertiveness and personal effectiveness



While the title of the lecture may be 'The art of saying no', Linda Kelly – who runs her own training and assessment consultancy in addition to working as a senior lecturer on LSBU's Postgraduate Diploma in Careers Guidance course – is keen to point out that there's a lot more to being assertive than simply learning to put your foot down.

'The essence of assertiveness is not being scared to use that magic word "I", she says. 'Stating what you want and need is not the same as being selfish or insensitive. It's actually about taking back power and accepting responsibility for your own feelings. If you say to someone, "You've hurt my feelings", you've given them the power – and quite possibly put them on the defensive. If you say "I feel hurt by this", you're taking responsibility for your own reaction, which is a crucial first step towards changing your mindset to something more positive.'

Linda is also keen to point out the importance of negotiation in taking a more assertive approach. 'Again, it's not just about saying no. It's being clear in your own mind what the bottom line is and then working with the other person to arrive at a compromise. That could mean saying you need more time, or reprioritising what you've got to do. What it isn't about is reluctantly saying "yes" and then feeling resentful.'

So, apart from wresting back control of your own 'to do' list, what are the benefits of behaving more assertively? 'You'll feel more empowered,' says Linda. 'And that in turn will make you feel more confident and therefore more likely to be assertive again in the future. I won't deny that it takes practice – I'm still learning how to do it myself! – but the alternative is to bottle things up, and that can lead to anxiety and stress as well as compromising your relationships.'

Assertive behaviour can also enhance your reputation in the workplace. 'People respect those who say what they mean in a straightforward way,' she says. It should also lead to greater self-awareness. 'It's not just a question of how other people's behaviour is affecting you,' she says. 'You need to be aware of how your actions are affecting them. So if your inability to carry out a task immediately is going to put someone else under pressure, you need to acknowledge that. You should be encouraging other people to behave in an assertive way too!'

Anyone coming along to Linda's Key Skills Lecture should expect plenty of interactivity and engagement – and to come away with some useful practical techniques for managing day-to-day situations. 'I'll be asking everyone to identify a situation that they want to deal with in their own lives,' she says. 'My goal is to show people that taking a few simple steps towards being more assertive really can improve their relationships in and out of work, and make them feel better about themselves.'

Linda will be delivering her Key Skills Lecture on 23 September in the Keyworth Centre. See page 23 for more information on the current series of events. Alternatively, For more details or to book your place, go to alumni.lsbu.ac.uk/keyskillslectures

LSBU's Chapters offer a great way of **building your network of contacts** and strengthening your links to the University. Now a new Chapter is offering **opportunities for professionals** working in the area of the built environment

New chapter

for the built environment

Chapters are formal groups, set up and run by alumni volunteers with support from the University, that aim to strengthen links between alumni, create opportunities for professional networking and keep former students in contact with the University. A chapter can be organised around a subject, a geographical area, a graduation year, a hall of residence, or a profession or industry sector – it's up to you.

The latest addition to the portfolio is the Built Environment Professionals Chapter, which will hold its launch event in October 2014 (see box). Carl Kitchiner, who studied for a Postgraduate Diploma in Quantity Surveying at LSBU from 2007 to 2009, was inspired to set up the Chapter by the desire to bring together his fellow built environment alumni, and tap into their experience and expertise.

INSPIRING THE NEXT GENERATION

'LSBU has seen thousands of students pass through its door in subjects such as Estate Management, Real Estate, Property Development, Planning and Surveying,' he says. 'Many of these will have gone on to significantly influence their chosen profession. It's important that their knowledge and experience is captured and passed on to current and potential students, to inspire the next generation of professionals.'

Carl, who now works for construction consultancy Turner & Townsend in London, would like to see the Chapter getting involved in a wide range of activities. 'There's a huge amount we can do,' he says. 'We'll be running academic and professional networking events to help alumni stay abreast of industry developments and new practices and ideas, and acting as a channel for communication between alumni and the University.'

ADVOCATES FOR LSBU

He would also like to see alumni raising the profile of LSBU within their own organisations and working direct with students. 'Alumni have the power to act as advocates within their organisations on behalf of LSBU and its students,' he says. 'I'd also like to put together some "career testimonials" that could be used to inspire prospective or existing students. My own studies at LSBU were integral to my achievements to date. Now I'd like to do what I can to inspire today's students to pursue careers in the built environment.'

The next step now is to raise awareness of the new Chapter and its forthcoming launch event featuring an impressive line-up of speakers (see box). This is an opportunity to recruit more members, including the committee needed to organise and run the Chapter and liaise with the University. 'This is a great opportunity for personal and professional networking,' says Carl. 'We hope to see as many alumni at the event as possible.'

If you would like to join the LSBU Built Environment Professionals Chapter or become a committee member, please contact the Alumni Office on alumni@lsbu.ac.uk or 020 7815 6712



KING'S CROSS, HUMAN CITY

The Chapter's launch event will focus on the King's Cross development. Spanning 67 acres, this is the largest area of urban redevelopment in Europe and is set to change the face of the capital forever. The event offers a unique opportunity to hear three high-profile speakers discuss the project from different but overlapping perspectives.

First, Nick Searl from developer Argent will introduce the development and talk about current activities and future plans. Second, planner Graham Morrison from Allies + Morrison will talk through his King's Cross master plan. Finally, Simon Alford from architects AHMM will talk about the challenges involved in designing Google's new UK headquarters and in particular about how the new building engages with the public spaces and wider city around it.

The event will be held at Argent in King's Cross on 23 October 2014. To find out more and book your place, go to alumni.lsbu.ac.uk/humancity

This year's Hitesh Tailor lecture will **focus on reputation** – what it is, how to build it and how to manage it. **Speaker Francis Thomas**, Head of Communications at train operator London Midland, explains to *Connected* why **your public image** is worth working on and shares some practical pointers



Reputation matters

Your reputation is your licence to operate.

I had my lightbulb moment while I was still at LSBU, in the final year of my Business Studies course. As part of our marketing module, we had a lecture on PR, which was in its infancy at the time. What struck me then – and still does – is that reputation matters just as much to individuals as it does to corporations. Without it, you have nothing. It doesn't matter whether there's one of you or 10,000.

A good reputation will see you through the bad times.

Look at M&S. Back in the late 90s, after Richard Greenbury stepped down, it was really in the doldrums. But its reputation was such that it outweighed everything else, and arguably the share price punched above its weight. It's like the Mark Twain quote says, 'Give a man a reputation as an early riser, and he can sleep 'til noon.'

Be prepared to face criticism head on.

When I came to London Midland, it was the worst performing train company in the country. People were saying things about us and we weren't putting ourselves in a position to defend ourselves or explain. One of the first things I did was to make sure we were part of that conversation, even if it was a pretty negative one at the time. Most people run away when the news is bad. Simply by being there, you change the dynamic – you've already confounded people's expectations.

Make sure the PR matches the product. The Secretary of State has said publicly that London Midland is much improved, and we've just had our franchise extended. That wouldn't have

happened if we hadn't been working behind the scenes to act on what people were telling us and put things right. PR isn't window dressing. There are lots of people with good products that don't succeed, and equally lots of people with great PR that don't deliver – but they tend not to be around for very long.

Take control of your profile. First, think about what you want to achieve – what kind of brand do you want to create? Then, decide who you want to sell it to and make sure they can find you. When I was self-employed, I got all my work through Linked In. Why? Because I made sure every bit of my profile was complete so I had a 100% score. That makes you much more searchable for headhunters and agencies.

Don't sit back and wait for something to happen. Write an article for the work magazine, volunteer to speak at the annual conference, organise a social event – there are so many ways to make yourself more visible.

Remember, there's no such thing as 'off the record' – especially in a digital world.

It's something Gerald Ratner found to his cost, but now, with the rise of social media, we should all be mindful that things can be taken and used out of context. But you can use social media to your advantage, provided you have a clear channel strategy. If you want a social life on Twitter, fine, but have a separate handle for work – then follow the companies you'd like to work for and the people you admire.

It's a team effort. It's your name, but it's not just about you – it's also about the company you keep. Look at who you're hanging out with – what does that say about you to a prospective employer and to the outside world? And partnerships can also bring real benefits. Look at the Beckhams. That's a classic example of two reputations complementing and enhancing each other to create something that's more than just the sum of its parts.

LSBU's annual Hitesh Tailor lecture series was launched in 2011, with the aim of encouraging high profile alumni back to the University to share their experiences. This year's speaker, Francis Thomas, studied business at LSBU. After starting out in accountancy (where a manager at Rolls Royce told him, 'You're too noisy to be an accountant!') he changed track to PR. Since then his career has taken him around the world advising iconic brands and government departments, and managing major crises from Britain's first outbreak of bird flu to the aftermath of the July 2005 terrorist attacks. Since 2013, he has been Head of Communications at London Midland.

The 2014 Hitesh Tailor lecture will be held at LSBU's Clarence Centre for Enterprise and Innovation on 25 November. To find out more go to alumni.lsbu.ac.uk/ManagingReputations

What's on at LSBU?

The University organises a varied programme of events, ranging from educational lectures and professional networking opportunities through to reunions and social events. Here is a selection of our upcoming events.

For more information – and the latest news – check the alumni events calendar at alumni.lsbu.ac.uk/event or the public events calendar at www.lsbu.ac.uk/whats-on so you don't miss out!

THE HITESH TAILOR ANNUAL LECTURE: REPUTATION MATTERS

Date: 25 November 2014

Everybody has one, but very few of us give it much thought. Managing reputation is key to business success, yet why do so many people, from retailers to multinational oil companies manage to get it so wrong? And managing reputation is more than a corporate issue. Mark Twain once said, 'Give a man a reputation as an early riser and he can sleep 'til noon'. In this year's Hitesh Tailor lecture, on 25 November, communications expert Francis Thomas will explore how taking ownership and managing your reputation can contribute to both personal and corporate success.

See opposite for more information.

ALUMNI VS. STUDENT SPORTS DAY

Date: Saturday 21 March 2015

The annual Alumni vs. Students Sports Day invites alumni back to campus to play the current LSBU student sports teams or to cheer on their fellow graduates. Come along and take part in rugby, football, basketball, netball, badminton, table tennis or American football. Players of all ages and ability are welcome and you'll also be invited to the post-games dinner and prize-giving reception at the Venue Bar, Student Centre.

Visit alumni.lsbu.ac.uk/sportsday or contact the Alumni Office direct on alumni@lsbu.ac.uk / 020 7815 6712 if you would like to sign up as a player or spectator.

KING'S CROSS, HUMAN CITY

Date: 23 October 2014

The Built Environment Professionals Chapter will host its launch event on 23 October. The event will include a number of high profile speakers who have played leading roles in the King's Cross development.

To find out more please go to page 21.

START AND EVOLVE SERIES: FOCUS ON ENTERPRISE

Start and Evolve is a series of enterprise talks featuring leading industry professionals from their specialised fields. These talks provide an opportunity to hear from inspirational entrepreneurs, pick up tips and advice from experts and network with fellow students, alumni and local businesses. All of the talks begin at 17:00 and finish at 18:30.

Dates:

1 October 2014 – Being a leader

22 October 2014 – PR and knowing your brand

17 November 2014 – Networking: Can you put your skills into practice and build business connections?

18 November 2014 – Top 10 tips for freelancers

10 December 2014 – Business models of the future

4 February 2015 – Intellectual property

25 February 2015 – Business in the creative industries

18 March 2015 – Financing your business: It's all about the money

22 April 2015 – Online business/e-commerce

14 May 2015 – Managing risk

To find out more or to book your place, please visit alumni.lsbu.ac.uk/enterprise

Key Skills Lecture Series

ASSERTIVENESS: THE ART OF SAYING 'NO'

Date: 23 September 2014, 18:00

Linda Kelly is a Senior Lecturer on the Postgraduate Diploma in Careers Guidance at LSBU, as well as an independent training consultant and assessor. Assertiveness is the ability to honestly express your opinions, feelings, attitudes and rights in a way that doesn't infringe on the rights of others. In this session, Linda will explain how to ensure that small problems do not escalate into big ones, as well as addressing your own assertiveness agenda in the workplace.

WRITING A SUCCESSFUL BUSINESS PLAN: AN INTRODUCTION

Date: 23 October 2014, 18:00

Following from his successful Introduction to Start-up Law talk, Michael Buckworth, Founder & Managing Partner of Buckworth Solicitors, returns to LSBU to deliver this session geared to giving you the basic information you need to create a successful business plan. You will discover what a business plan should achieve, learn how to protect your ideas and identify sources of funding and get practical tips on carrying out effective market research.

POWERFUL PROJECT MANAGEMENT

Date: 26 November 2014, 18:00

We use project management without even realising it, whether it's brushing your teeth or building a skyscraper. Jon Warwick is Professor of Educational Development and Dr Gary Bell is a Research Fellow in Business Studies at LSBU. In this session, you will learn more about the knowledge, skills and techniques required to execute projects effectively and efficiently.

These lectures take place at the LSBU campus and are free for LSBU Alumni Association members to attend. To book your place, visit alumni.lsbu.ac.uk/KeySkillsLectures or contact the Alumni Office on alumni@lsbu.ac.uk or 020 7815 6712.

Cancer, Malaria and Diabetes can affect anyone.



Together, we can help.

By leaving a gift to LSBU in your will, we can continue to address these global challenges.

Academics in our School of Health and Social Care are working to combat the effects of some of the world's most widespread and dangerous diseases.

Would you like to help us continue this work? Could this be part of your legacy?

To find out more about our work and how you can help by leaving a legacy, please contact Suzie Bannerman on 020 7815 6073 or legacies@lsbu.ac.uk.

London South Bank
University