

# CONNECTED

---

London South Bank University magazine  
Issue 18 | Spring 2015

**OPENING UP THE  
LEGAL PROFESSION**  
LSBU SET TO HOST THE  
2015 LONDON LAW FAIR

**THE FUTURE'S BRIGHT**  
GET INSPIRED BY  
THIS YEAR'S GRADUATE  
ENTREPRENEURS

**GOING GLOBAL**  
ALUMNUS CHRIS GOOD  
SHARES HIS JOURNEY AT  
ESTÉE LAUDER COMPANIES  
UK & IRELAND

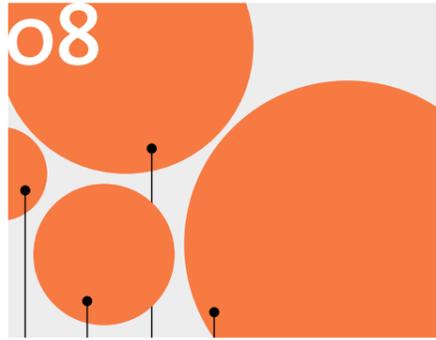
A photograph of two students in graduation gowns, seen from behind, looking out over a cityscape. The student on the right has long dreadlocks. In the background, the London skyline is visible, including the Gherkin and other skyscrapers. The foreground shows green foliage and a brick wall.

## Engineering the future

London South Bank  
University

THE NEW UNIVERSITY ACADEMY OF  
ENGINEERING SOUTH BANK

## Welcome to Connected Issue 18



- 04 NEWS IN BRIEF
- 08 FOCUS ON ALUMNI
- 12 OPENING UP THE LEGAL PROFESSION
- 14 ENGINEERING THE FUTURE
- 16 GRADUATE ENTREPRENEURS
- 20 GOING GLOBAL
- 22 MAKING A DIFFERENCE
- 23 KEY SKILLS LECTURE SERIES 2015

## Update from the Vice Chancellor



**Welcome to the spring issue of *Connected*. I am delighted to be sharing this update with you as we start out on our five-year strategy to become London's top modern university.**

It's clear that the higher education sector is developing rapidly. In order to compete and succeed, LSBU must continue to innovate. At the end of 2014 we therefore launched our vision for the next five years, which focuses

on student success and delivering real-world impact through academic activity and links with business and the professions. This follows on from our decision last year to move from four faculties to seven Schools, each of which is better aligned with business or professional sectors. I am delighted to say we have now successfully appointed Deans for each School. You can read more about the Deans below.

We have also secured agreement for our first major overseas research and enterprise centre, underpinned by a significant transnational education programme at the British University in Egypt. You'll find more information on page 5 and in the cover feature on our sponsored engineering academy in Southwark on page 14. This focus on partnerships, both local and international, will remain key to our future success.

Undoubtedly, one of the highlights of 2014 were the results of the Research Excellence Framework (REF), which reviews the quality and impact of UK higher education

institutions' research. Every submission made by LSBU included work rated by REF as world-leading in terms of originality, significance and rigour, giving us an overall ranking of 66 for research intensity and a creditable 77 for impact. This latter measure is crucial, given the applied nature of our work and our links to business and the professions. You can read more about the REF on page 4.

I can't emphasise enough how much alumni are integral to achieving our mission to be seen as an enterprising, civic university addressing real-world challenges. On pages 8-11, the LSBU Alumni Association is brought to life through a series of fantastic infographics. I hope this will inspire you to get in touch and tell us a bit about your own journey since leaving the University. I hope you enjoy the magazine and continue to feel a part of this valued LSBU alumni community.

**Professor David Phoenix OBE  
Vice-Chancellor and Chief Executive**

### To contact the Editor, please write to:

The Editor, *Connected*  
London South Bank University  
Alumni Office  
103 Borough Road  
London SE1 0AA  
Or email [orainford@lsbu.ac.uk](mailto:orainford@lsbu.ac.uk)

### General enquiries:

020 7815 7815  
[www.lsbu.ac.uk](http://www.lsbu.ac.uk)

### Alumni enquiries:

Laura Cheeseman  
020 7815 6712  
[alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk)  
[www.lsbu.ac.uk/alumni](http://www.lsbu.ac.uk/alumni)

### Annual Fund and Legacy enquiries:

Suzie Bannerman  
020 7815 6073  
[sbannerman@lsbu.ac.uk](mailto:sbannerman@lsbu.ac.uk)  
[www.lsbu.ac.uk/fundraising](http://www.lsbu.ac.uk/fundraising)

*Connected* is the magazine for the partners, alumni and friends of London South Bank University which is an amalgamation of the following: Borough Polytechnic Institute, Polytechnic of the South Bank, South Bank Polytechnic, National Bakery School, Brixton School of Building, London County Council School of Building, City of Westminster College, St George's Institute, National College of Heating, Ventilation, Refrigeration and Fan Engineering, Battersea College of Education, Battersea Polytechnic Institute, Battersea Training College of Domestic Sciences, Battersea Training College, South West London College, Central Catering College, Redwood College of Health Studies, Great Ormond Street School of Nursing and South Bank University.

**Editor:** Olivia Rainford

**Contributors:** Louise Bell/Olivia Rainford/Laura Cheeseman/Rishi Chopra

**Design:** Fabrik, [www.fabrikbrands.com](http://www.fabrikbrands.com)

**Photography:** Karen Hatch (Pages 16-19 and 22)

*Connected* is published by London South Bank University Alumni Office and Communication Office. The opinions expressed in it are those of the individual contributors and not necessarily those of the University. The next edition of *Connected* will be published in September 2015.

The cover of this publication uses a recycled paper containing 50% recovered waste and 50% virgin fibre, manufactured at a mill accredited with ISO 14001 environmental management standard. The pulp used in this product is bleached using an Elemental Chlorine Free process. The text pages use a recycled paper with 55% recycled fibre from both pre and post-consumer sources, together with 45% virgin Elemental Chlorine fibre from sustainable forests.

Disclaimer: Every effort has been made to ensure the information in this magazine is accurate and all information is believed to be correct at the time of print, however change may have occurred after publication. © London South Bank University 2015. All rights reserved. No parts of this publication may be reproduced in any form without prior consent of the publishers.

## Meet the Deans



**Professor Craig Barker:  
School of Law and  
Social Sciences**

Craig qualified as a solicitor in Scotland in 1993 before starting his academic career at the University of Reading. He moved to the University of Sussex in 2004 where he was Head of Department. Craig has published widely in the field of international law and has held editorial appointments with the *International and Comparative Law Quarterly* and *The British Yearbook of International Law*.



**Professor Charles Egbu:  
School of The Built  
Environment and  
Architecture**

Professor Egbu was previously Chair in Project Management and Strategic Management in Construction at the University of Salford, where he held the position of Head of the Built Environment. He holds numerous fellowships with professional bodies and has contributed to more than 350 publications, including 10 books.



**Professor Raymond Lee:  
School of Applied Sciences**

Professor Lee was previously Head of the Department of Life Sciences at the University of Roehampton, prior to which he was Deputy Head at Brighton University. He is best known for his research on biomechanics of the spine and ageing and is particularly interested in how exercise affects musculoskeletal health in older adults.



**Professor Janet Jones:  
School of Arts and  
Creative Industries**

In addition to key leadership roles at Middlesex, West of England and Aberystwyth universities, Professor Jones has experience in industry with 15 years at the BBC as series editor on *BBC for Business*. Her current AHRC-funded research investigates the potential of news games and playable documentary to change the way users interact with the news agenda.



**Professor David Mba:  
School of Engineering**

Professor of Mechanical Engineering David Mba comes to LSBU from Cranfield University where as Head of Turbo Machinery he led industrially-funded research projects

worth more than £5 million. In 2010 he was awarded the Ludwig Mond Prize by the Institution of Mechanical Engineers.



**Professor Mike Molan:  
Dean of the School  
of Business**

Professor Molan – who qualified as a barrister – has taught in higher education for over 30 years in both pre- and post-'92 institutions, as well as in the private sector. He will take on the role of Dean while continuing to act as Pro Vice-Chancellor.



**Professor Warren Turner:  
School of Health and  
Social Care**

After completing his PhD at the University of Leicester Warren held a number of senior management posts including Assistant Dean and Head of School of Health Sciences at Derby University before joining LSBU in 2009 where he is now also Pro Vice-Chancellor. He has co-authored three podiatry textbooks, authored several journal articles and presented papers at international conferences.



## High impact research

The Research Excellence Framework 2014 has awarded almost **three-quarters of LSBU research projects its highest possible ratings**

LSBU has emerged as one of the top three modern universities in London after 73% of its research was given either the highest 4\* or 3\* ranking for 'impact' – an assessment of a project's reach and significance.

Since the previous exercise in 2008, LSBU has improved its overall average rating – or Grade Point Average (GPA) – by 12.5%. Scores for impact were particularly strong in the areas of Sports & Exercise, General Engineering and Allied Health Professions, Dentistry, Nursing and Pharmacy.

Commenting on the results, LSBU Vice-Chancellor Professor David Phoenix said: 'We take great pride in our research as it is addressing the challenging issues faced by society today and providing applied solutions to the business world and beyond. The fact that many of the organisations for whom we have carried out research return to us time and time again is further demonstration of our impact, as they know LSBU can be relied upon to deliver results.'

# REF2014

## Alumnus film gets a touch of Hollywood

Rhys Chapman has **raised over £25,000** for a new film that lifts the lid on homophobia in football, and gained **a famous supporter** along the way



When alumnus Rhys Chapman (Arts Management, 2013) needed to raise money for his short film *Wonderkid*, he turned to crowdfunding website Kickstarter. Not only did he succeed in raising the £25,000 he needed to get his film into production, he also attracted the attention of *Lord of the Rings* star Sir Ian McKellen, who agreed to

lend his iconic voice to the pilot. *Wonderkid* follows a young professional football player as he comes to terms with his sexuality and searches for acceptance in a hyper-masculine environment, challenging popular perceptions of athletes and highlighting the pressures they face in trying to live up to society's expectations.

## A SLICE OF HISTORY

The Houses of Parliament marked its 750th birthday in style – with a little help from the National Bakery School

January 20 2015 marked the 750th anniversary of Simon de Montfort's first English parliament in 1265, which laid the foundations for our present system of democracy. To celebrate the occasion, The National Bakery School came up with something suitably special: a giant cake, measuring 2 feet by 3½ feet by 1 foot and handcrafted in the shape of Big Ben and the Houses of Parliament. 'We worked extremely hard to design and create a cake to mark this momentous occasion in a way that was both celebratory and fun,' said Dr John Marchant, Head of the National Bakery School.



## Tackling the challenge of homelessness

A new post-grad certificate is the result of a partnership between LSBU and the London Housing Foundation



The new part-time course covers both housing and homelessness, and is designed to help senior managers and CEOs in the voluntary housing sector strengthen vital organisational and leadership skills. 'The chance to learn from well-respected

figures in the sector and to develop a greater understanding of how to lead and manage in what will undoubtedly be challenging times is a huge draw,' commented Iver Morgan, Head of Volunteering at St Mungo's Broadway.

## JOINING FORCES

LSBU and the British University in Egypt have forged a new partnership in higher education, research and enterprise

The partnership – which builds on the existing relationship between the two institutions – will create many opportunities for students and staff to enhance their education and experience, including through joint research and enterprise projects that focus on finding solutions to real-life issues in the areas of energy and sustainability.

In addition, from September 2015, LSBU will gradually take on responsibility for the validation of most British University courses.

## Congratulations!

At LSBU we are proud of the calibre and expertise of our staff, supporters, alumni and students. If we've missed you out let us know and we'll include you next time!

### Congratulations to:

**Shigemi Challand** (Architecture, 2008) who had her unique sculptures selected to exhibit at The Medici Gallery in Mayfair.

**Taylor-Michelle Crampton** (Culture Writing and Performance, 2014) who launched The Taylor-Michelle Drama and Performing Arts Academy in Southwark @TaylersAcademy.

**Alison McKenna** (Law, 1987), who was appointed President of the War Pensions and Armed Forces Compensation Chamber of the First-tier Tribunal.

**Ruth Oshikanlu** (Community Health Care (Health Visiting), 2006) for receiving the Queen Elizabeth and The Queen Mother Award for Outstanding Service to Community Nursing from the Queen's Nursing Institute.

**Shaun McKeown** (Computer Studies, 2003) on his induction into the LSBU Sports Academy Hall of Fame.

**Alain Mouandza** (Engineering Product Design, 2013) on being nominated for Student of the Year at the Institute of Directors Awards 2014.

**Dee Monteleone** (Creative Techniques, 2010) whose business, Dee Light Bakery, was named Farm Shop & Deli Awards Baker of the Year.

**Roberta Saliani** (Game Cultures, 2012) on winning the award for most outstanding start-up company at the TIGA Games Industry Awards 2014.

**Donna Herdsman** (Business Studies, 1984), who was appointed as a judge in the inaugural Black British Business Awards.

**Emma Selby** (Adult Nursing, Children's Nursing, Mental Health Nursing, 2012), who won the 2014 *Nursing Times* Rising Star Award.

**Vanessa Brewster** (Baking Technology Management, 2014) on being awarded the Freedom of the Worshipful Company of Bakers.

**Stephen Addison** (Business Administration, 2013) who won an Innovation Award by Teach First for his contribution to addressing inequality in education.

**Diana Nneka Atuona** (Social and Policy Studies, 2006) for her first play, *Liberian Girl*, which premiered at the Royal Court Theatre.

**Chris Underdown**, final year BA (Hons) Music and Sonic Media student, who won the 2014 London Entrepreneurs Challenge.

**Carlos Dos Santos**, a third-year Mental Health student, who was awarded the Andrew McKie Undergraduate Nursing Ethics Essay Prize.



# Pioneering device offers new hope for diabetes patients

A new diagnostic device is set to **reduce the risk of ulceration and amputation** for people with diabetes



Every week, over 100 people in the UK lose a limb as a result of complications caused by diabetes, a condition that affects 3.2 million people nationwide. Now researchers at LSBU have developed a diagnostic device that could reduce the risk of ulceration and amputation in diabetes and obesity sufferers, delivering savings for the NHS at the same time.

The PerSeNT (Peripheral Sensory Neuropathy Test) scans the feet for major skin breaches, using pressure mapping to detect the loss of sensation associated with ulceration. The patient then simply presses a button to send the results directly to their GP. The device produces objective data, which is significantly more accurate than the current subjective test used by GPs.

Dr Michelle Spruce, former Head of the Allied Sciences Department, who led the project, said: 'This extraordinary and much needed piece of diagnostic equipment will offer a community-based solution to a major problem affecting millions of people.'

## Police enlist LSBU's School of Business

London Metropolitan Police have **chosen LSBU marketing students** to spearhead their new campaign

Senior Metropolitan Police Officers are currently leading a programme to reduce and ultimately prevent the theft of motor vehicles across London. They have approached undergraduate and postgraduate students studying marketing and communications to develop innovative ideas to spread the message that these crimes are preventable.

Around 50 students will work in groups to create campaigns which they will present to officers at New Scotland Yard in the spring. The best ideas will be incorporated into a campaign that will launch across London in June 2015. MSc Marketing Communications course director Kim Roberts said: "This is a tremendous opportunity for our students to work on a live brief and potentially see their ideas actioned across London's Boroughs. It's another example of LSBU working to address real world challenges."

## GREEN CREDENTIALS

An independent league table of UK universities' environmental impact has **rated LSBU as 'first class'**



The annual People and Planet University League has awarded LSBU 17th place from 151 institutions throughout the UK – the third highest placement in London. Each university is assessed on criteria including carbon

reduction, student and staff engagement, sustainable food, workers' rights, ethical investment and education for sustainability.

LSBU Energy and Environmental Officer Paul Crossley said: 'Sustainability is everyone's responsibility, and through investment and encouraging behavioural change the LSBU community has demonstrated that simple steps can make a real difference. We are all delighted that this league table position reflects our progress in becoming a sector-wide leader for sustainability.'

## King's Cross – Human City

Alumni discover London's extraordinary new site

Back in October, over 40 alumni, students and staff were given rare and exclusive access to the King's Cross development; one of the most significant regeneration programmes in Europe. The LSBU Alumni Association would like to thank Nick Searl (PgDip Architecture, 1989), partner at Argent LLP, for hosting the event.

*You can keep up-to-date with all of our events by visiting <https://alumni.lsbu.ac.uk/events>.*

## CUTTING-EDGE MEDIA CENTRE TO OPEN IN 2015

£4 million investment will create an industry-ready media facility

The centre will ensure graduates have the best possible experience and employment outcomes in a fast changing digital media landscape. Professor Janet Jones, Dean of the School of Arts and Creative Industries, said: "At LSBU we offer courses at the forefront of creative thinking and multimedia digital practice.

Our graduates go onto careers at the leading-edge of the creative industries – from film and media production to television and video games. As the professionals of tomorrow, they expect and deserve the sort of industry-spec technology that will be on offer in the new Media Centre. "

## Law students put skills to the test

LSBU students **donned barristers' wigs and robes** as part of the second annual **Street Law initiative** held at Croydon College

Law students at LSBU recently had the chance to put their skills to the test by taking part in a mock trial involving knife crime. The students used their knowledge and wits to present a convincing case to the jury – just as they would do in a real courtroom.

The participants went through a vigorous interview process with Louise Andronicou, principal lecturer in LSBU's Department of Law, as well as an intense training session

on the criminal process with LSBU's senior law lecturer Tracey Aquino. The experience helps students develop improved interview techniques and enhanced communication skills which are vital to their future careers.



News updates are sent quarterly to all LSBU Alumni Association members. If you are not receiving these and would like to join the mailing list, please drop us a line at [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk)

### Congratulations to:

**Naseeba Mhearban**, a second-year Business Studies student, for winning the 'London is my Campus' competition to design a new mobile app.

**Professor Marcantonio Spada**, Head of the Centre for Research in Psychology, who has been appointed editor-in-chief of a new journal, *Addictive Behaviours Report*.

**Dr Anne-Marie Brennan**, Principal Lecturer in Bioscience and Forensic Biology, who has been presented with the Sir Walter Bodmer Award by the British Science Association.

**Shushma Patel**, Professor of Information Systems in the School of Business, on being selected as an expert evaluator for Horizon 2020, the biggest research and innovation programme in the EU.

**Basu Saha**, Professor of Chemical and Process Engineering, on being highly commended in the Institution of Chemical Engineers (IChemE) Global Awards.

**Dr Patrick Tarrant**, Senior Lecturer in Film Practice, on having his film *The Take-Up* screened at the BFI Film Festival.

**A special note to all those who were recognised in the New Year Honours list:**

**Professor Peter Wynne Rees** (Town and Urban Planning, 1982), honorary graduate, and lately City Planning Officer for the City of London Corporation, appointed Commander of the British Empire for services to architecture and town planning.

**Effat Rahimi-Kaloujeh** (Computing Studies, 2000), awarded the British Empire Medal for services to education.

**Dame Esther Rantzen CBE**, honorary graduate, made Dame Commander of the Order of the British Empire for services to children and older people through ChildLine and Silver Line.

**Professor Eileen Sills CBE**, University Court member and Chief Nurse and Director of Patient Experience at Guy's and St Thomas's NHS Foundation Trust, made Dame Commander of the Order of the British Empire for outstanding services to nursing.

**Professor Ruth Sarah Farwell**, former Pro Vice-Chancellor, appointed Commander of the Order of the British Empire for services to higher education.

**Ms Judith Pamela Kelly OBE**, honorary graduate and Artistic Director at the Southbank Centre, appointed Commander of the Order of the British Empire for services to the arts.

**Anna Danielle Van Der Gaag**, University Court member, made Commander of the British Empire for services to health and care.

**Diana Elizabeth Lees**, University Court member and Director General of Imperial War Museums, appointed Commander of the Order of the British Empire for services to museums.

The LSBU Alumni Association spans the globe. Not only is this an incredibly diverse community to be a part of, it's also a powerful one. We took a step back to look at some facts and figures about our alumni

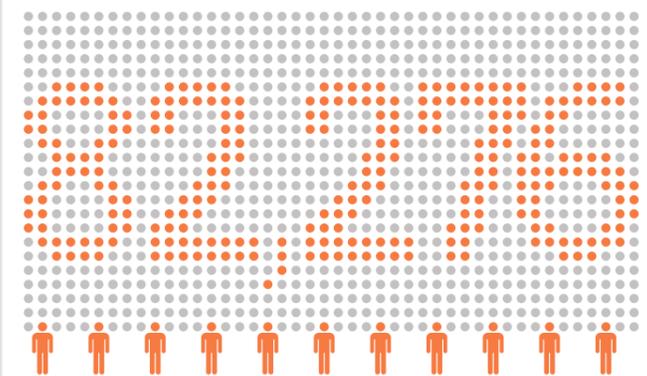
# Focus on our alumni

## OVERVIEW

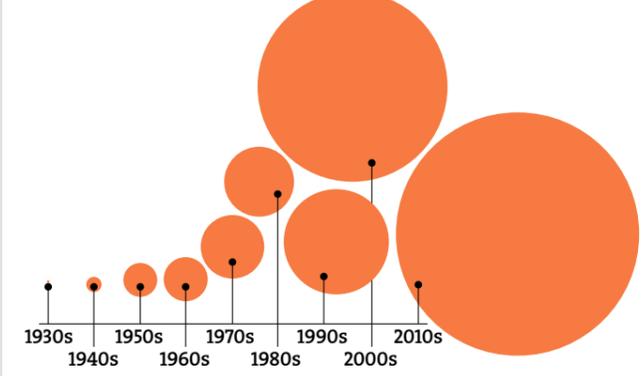
From its origins in 1892 as the Borough Polytechnic Institute, London South Bank University has provided education and instruction to students for over 120 years. The Alumni Association came much later in this journey, so we've had some catching up to do. The infographics included in this feature take into account all our Alumni Association members – all the former students we've managed to track down over the years.

Over the next few pages we hope to show you that the Association is an invaluable resource if you want to extend your personal and professional networks, or support existing students and alumni in any way you can.

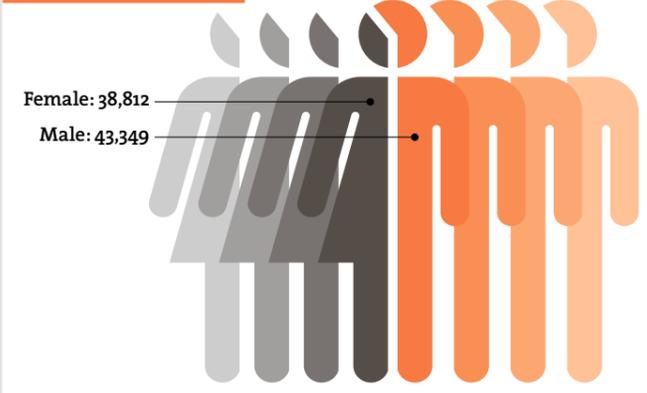
### Total members



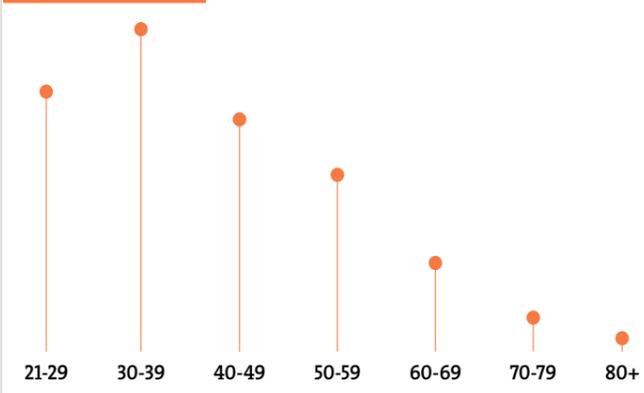
### Graduation decade¹



### Gender breakdown



### Age breakdown



## LOCATIONS

As you may know, historically the original curriculum at the Borough Polytechnic Institute offered 'technical and trade' evening classes for young men and women working in industries then common in Southwark, such as bricklaying, printing, hat-making and leather-tanning.

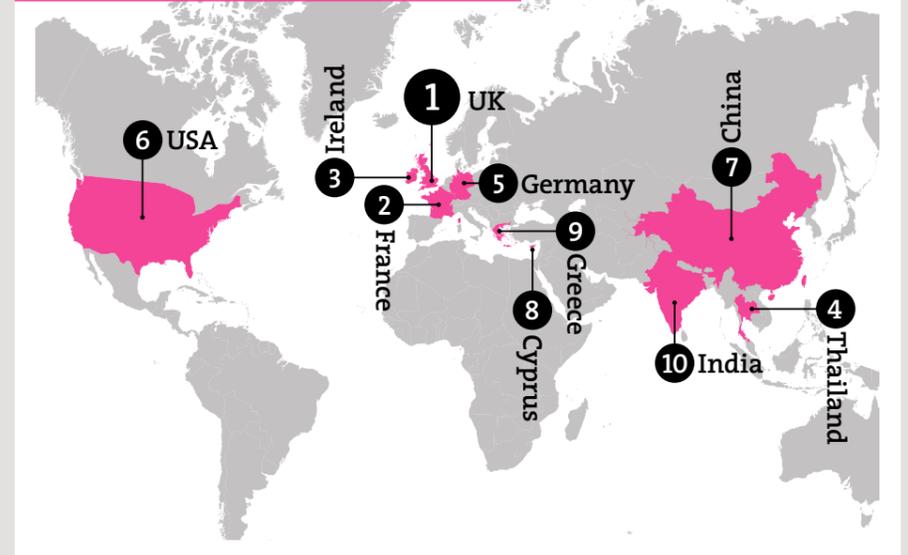
Much has changed since then; the range of courses and qualifications on offer has widened significantly, the mode of study is certainly more flexible than just evening classes and the locations from which our students and alumni originate extends far beyond the surrounding borough.

**"Whether you undertook a qualification with us as part of a work-sponsored programme or you completed your undergraduate degree with us, there's a shared sense of practical application that gives meaning to the phrase 'real world challenges'."**

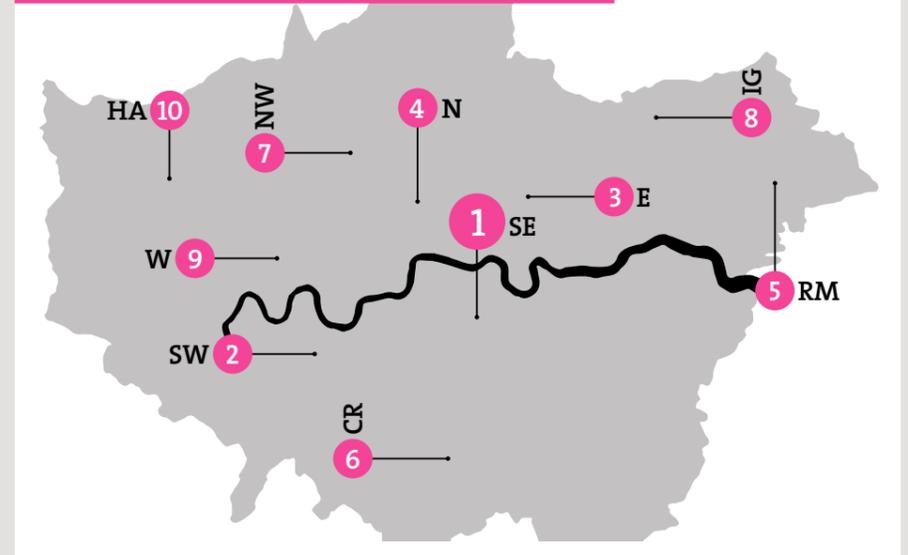
### Countries with members



### Top 10 countries by alumni population size



### Top 10 London postcodes by alumni population size

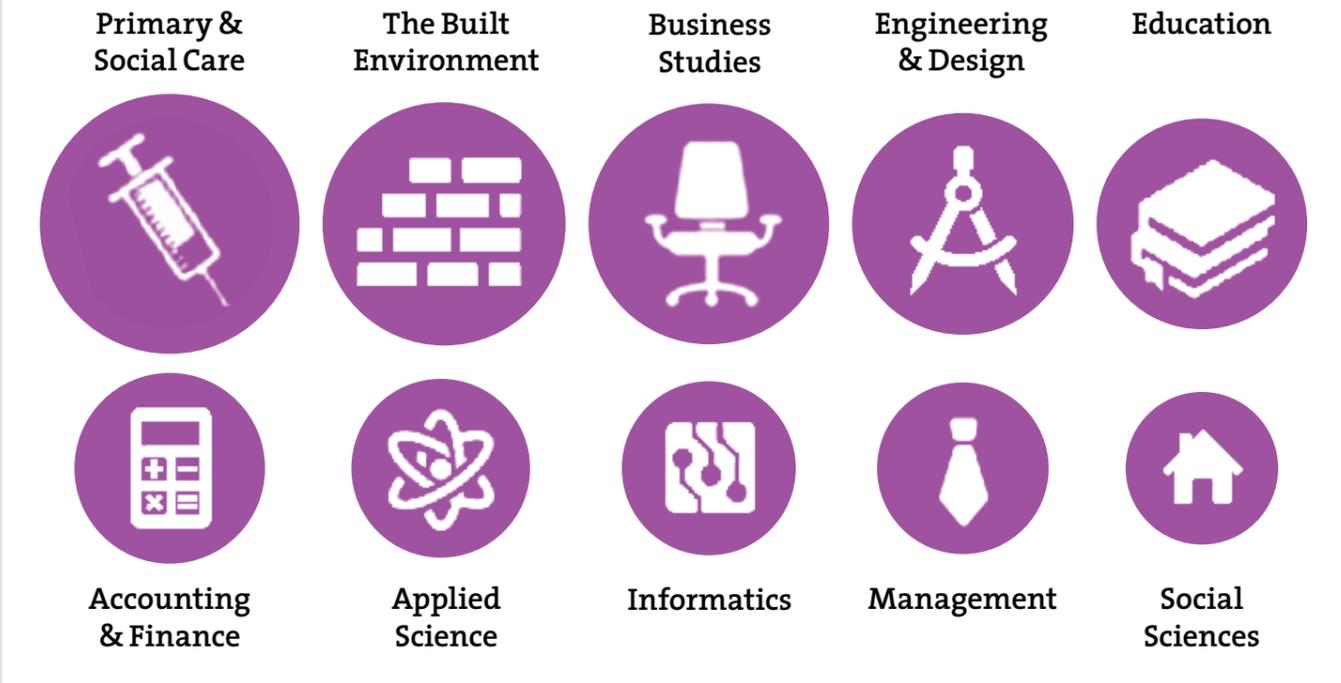


<sup>1</sup> Advances in technology mean we have more contact information for later cohorts of alumni, however, the student population has also significantly grown since the early days of the Borough Polytechnic Institute. This is why you see a dramatic increase in population size post 2000.

While many of the courses and qualifications on offer at the University have changed over time, the original founding purpose is instantly recognisable in LSBU's present mission statement; to be recognised as an enterprising civic university that addresses real world challenges. Whether you undertook a qualification

with us as part of a work-sponsored programme or you completed your undergraduate degree with us, there's a shared sense of practical application that gives meaning to the phrase 'real world challenges'. This is most clearly evident in the range of subjects our members are qualified in.

**Top 10 departments by alumni population size**

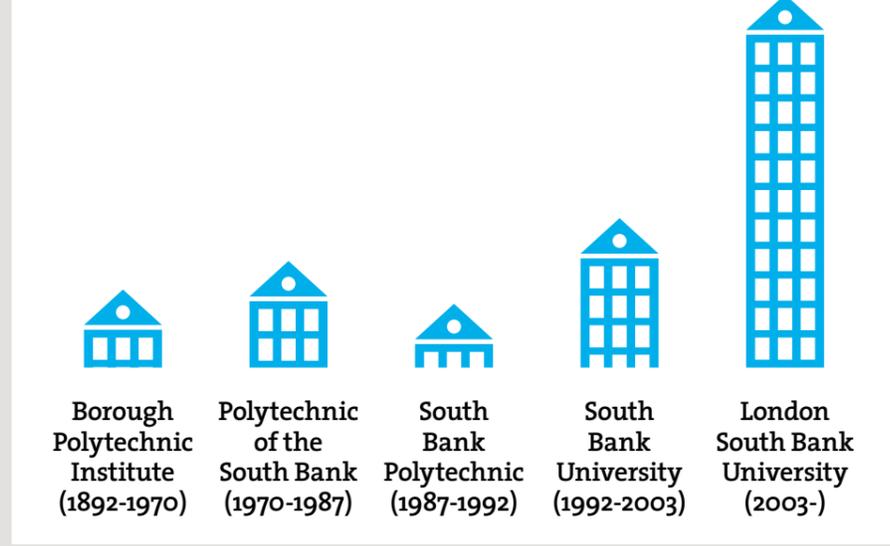


**Mode of study as a student**



**"We want to celebrate our alumni, and by doing so, enable many more relationships, connections and opportunities to flourish. To do this, we need your help."**

**Alumni affiliated with our institution names**



**Career information**



The University has certainly adapted and evolved over the years, not least in terms of its name. However, there's a clear sense of shared experience amongst our alumni that continues to influence the lives of current and future students. We want to celebrate our alumni and by doing so enable many more relationships, connections and opportunities to flourish.

**WE NEED YOUR HELP**

One of our biggest challenges is finding out the employment details of our alumni. We know that many of you continue to embody our mission to address real world challenges in your professional lives. But while we have made huge progress over the past 10 years in re-establishing contact with alumni, we know that in some cases the information we hold is out of date – and that there are still many more alumni out there. In addition, we are very aware that many people are bombarded with information on a daily basis, making it difficult to prioritise staying in touch with the Alumni Association.

In an age of legitimate concerns about data security and privacy, we promise that any information you share with us will be used solely to help us build an engagement program that reflects your needs and delivers maximum impact for you, as well as for current students. Perhaps you are willing to mentor an alumnus or student, or maybe your place of work would find value in hosting a work placement for a student. It could even be as simple as providing a short case study that can be used to inspire others. Role models and professional networks are important at every stage in life, and given the size of our alumni community and the breadth of expertise, we know there's more we could be doing to make the most of this.

Hopefully these infographics have inspired you to re-connect. If so, please take five minutes at the end of this article to complete the update your details form included with your magazine and return it to us in the freepost envelope. This important step will help us not only realise the potential of the network, but also ensure that the University continues to transform lives, communities and businesses for another 120 years.

This year's London Law Fair will be the third since the initiative was first set up in 2013 by a consortium of six London universities and law schools, as a direct response to the growing trend for older and larger universities to organise fairs exclusively for their own students.

'Before the London Law Fair, students from the modern universities would have had little chance of attending an event like this,' says Sara Chandler (Applied Social Studies, 1982), Visiting Professor of Clinical Legal Education at LSBU, who has been involved with the fairs since the start. 'That meant they were missing out on a vital opportunity to meet potential employers.'

At the fairs, students can meet and talk to lawyers representing everything from big global practices to small niche outfits, and working in every area of the law from commercial to legal aid. There are also

break-out sessions where speakers share their own experiences and varied routes to qualifying as a lawyer. 'It's so important that students get to hear from and meet people from all sorts of backgrounds who've succeeded in reaching the top of the legal profession,' says Sara. 'Those kinds of role models can be very powerful.'

Often, students come away from the event with work placements already secured. That kind of hands-on experience is vital to future employability: figures from the government's Social Mobility and Child Poverty Commission show that at least half of entry-level vacancies at leading law firms are likely to be filled by graduates who have already completed work experience with that employer.

The benefits for students are very clear. But, as Sara points out, law firms are missing out too if they focus their search for candidates

too narrowly. 'Increasingly, law firms are recognising that they stand to benefit from embracing a positive approach to social mobility and having a more diverse workforce,' she says. 'The Law Fair is an innovative way for them to promote that agenda.'

'Students from modern universities such as LSBU have so much to offer. They are ambitious, talented and committed. They have direct experience of and strong links with communities where there is a real and urgent need for legal services. And they often have language skills and cultural knowledge that are highly valued in an increasingly global environment. Those firms that limit their recruitment search to the traditional channels risk missing out on a real source of potential competitive advantage.'

## Opening up

LSBU is chairing the 2015 London Law Fair, which aims to open the gateway to a career in law for students from the UK's modern universities

# the legal profession

### LAW STUDENTS SHOULD SEIZE EVERY OPPORTUNITY THEY GET TO GAIN REAL-LIFE EXPERIENCE OF THE LAW

Professor Sara Chandler – who played a key role in setting up the London Law Fair initiative, and will lead this year's event – is a passionate believer in both the importance of promoting social mobility within the legal profession, and the value of hands-on experience. As Visiting Professor in Clinical Legal Education, she is based in LSBU's Legal Advice Clinic, where the University's law students provide free legal advice to members of the public on a voluntary basis.

'It's so important that law students seize every opportunity to do voluntary work and go on placements,' says Sara. 'There's no substitute for experience, and it's absolutely critical to employability in what is now an extremely competitive job market.' Indeed, Sara's own route into the law was through volunteering: while

working as a social worker with Chilean refugees in the early 1980s, she began volunteering at various Law Centres, and served as Vice Chair of the Law Centres Federation.

Sara qualified as a solicitor by attending night school, becoming a specialist in housing law and human rights. Since then, she has worked with lawyers and charities all over the world. She has worked with local law schools and NGOs to set up pro bono lawyer networks in Uganda, Zambia and Nigeria, and is chair of the Colombia Caravana UK Lawyers Group, which supports human rights lawyers at risk in the Latin American country. She was recently named Human Rights Worker of the Year for 2014 at the Latin-UK Awards.

In addition to supervising student volunteers at the Legal Advice Clinic, she also set up and now runs the Lambeth County Court Help Desk, where LSBU students assist members of the public with court forms, fees and procedures. She organises sessions with practitioners from many different areas of the law and runs workshops for students to enhance their employability. 'A rounded legal education should include plenty of opportunities to practise, and to reflect on that practice,' she says. 'That's what we aim to provide here. After all, who better to deliver services that depend on understanding people than lawyers that are grounded in those communities?'

This year's London Law Fair will be held on 2 December 2015 and there are lots of opportunities to get involved, whether you are already working in the legal profession and would like to connect with current students – perhaps by offering coaching or work placements or giving a talk – or are considering a career in the law yourself.

The other members of the London Law Fair consortium are the University of East London, Middlesex University, Cilex Law School, London Metropolitan University, Westminster University and the University of Hertfordshire. The fairs are supported by the Law Society, *The Law Society Gazette*, [www.lawcareers.net](http://www.lawcareers.net) and the Lawyer 2B advice service.

**Email us at [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk) to discuss how you can get involved.**

### THINKING ABOUT FURTHER STUDY?

Whether you have an undergraduate degree in Law or a related field, LSBU's new LL.M in Civil Litigation and Dispute Resolution gives you the opportunity to enhance your career. You'll study the law, procedure and theory of civil litigation and related dispute resolution processes while also gaining practical legal experience.

The course and the Law Department have strong links with Lambeth County Court, the Southwark Legal Advice Network and the South London Law Society. All students will take part in face-to-face, drop-in advice giving sessions at our Legal Advice Clinic, recently highly commended for "Best Contribution by a Law School" in the prestigious Law Works and Attorney General's Student Pro Bono Awards.

# Engineering

## the future

The opening of the new University Academy of Engineering South Bank in 2014 – with a new technical college set to follow in 2016 – reflects LSBU's commitment both to engineering and to the local community

When the then Borough Polytechnic first opened its doors to students in 1892, its remit was clear – to equip the young men and women of Southwark with the skills they needed to earn a living. Students were encouraged to become both doers and thinkers, and to make a positive contribution to the economy and to society as a whole.

Fast forward 122 years to September 2014 and the opening of another set of doors, this time at the University Academy of Engineering South Bank, a new school for 11-19-year olds sponsored by LSBU. Look beyond the building's sleek, modern Trafalgar Street exterior and what is striking is not how much has changed, but how much has stayed the same.

'The Academy provides a unique curriculum and learning environment where students can prepare themselves for higher education and careers in emerging digital technology, working alongside business, industry and the local community,' says Professor Rao Bhamidimarri, LSBU's Vice-President for Development, who led the project to establish the Academy and now heads its board of trustees. 'Engineering – and the STEM subjects more widely – is key to economic sustainability and social well-being.'

The vision for the Academy focuses on three main areas: creativity, connections and challenge. Talk to Principal Jane Rowlands for any length of time, and it's tempting to add a fourth: enthusiasm. It's clear that everything about the Academy, from the way the desks are arranged to the extra-curricular Mandarin lessons, is aimed at helping students to develop a genuinely enquiring mindset and instilling a lasting passion for learning.

'Investigation and collaboration are at the heart of all our teaching,' says Jane. 'At the start of each module or half-term, students are set a University Challenge – a project based in science, but touching on all parts of the curriculum. The current Challenge is

based on Formula One motor racing and covers everything from maths – looking at the angle of the curves on the track and calculating how fast a car can go around them – to geography, looking at the terrain around the tracks on the Formula One circuit and working out how that might influence conditions and performance.'

Of course, there's a strong focus on engineering too – the project culminates with students building a track and cars, and holding a race. 'The idea is that whatever the subject, the theory gets thoroughly put to the test,' says Jane. 'For us, there is no value in abstract learning. It's all about identifying a problem and working out how to solve it.'

Jane believes that this approach is already having a positive impact on students' confidence and creativity, while strong links with the University and industry are helping to raise aspirations. 'Tony Roberts from the School of Engineering set the Formula One challenge, then came back to judge the race and give the students feedback on their work,' says Jane.

'Two of our teachers are from the University, and we've currently got six engineers from Crossrail coming into the Academy to work with students on another project. That all helps to normalise the world of higher education and work. It's not about some teacher saying "Right, now we're doing careers". Instead, the idea that learning is something to be used and applied is embedded in everything we do.'

Now the LSBU Development team that created the Academy – which is already oversubscribed for next year, with 142 families making it their first choice for September 2015 – is looking to build on its success by establishing a University Technical College (UTC), scheduled to open in Brixton in September 2016. Like the Academy, the South Bank Engineering UTC will adopt a practical approach to learning, encouraging students to use technology to

develop design solutions to 'real life' problems in the building and health sectors.

What underpins both initiatives is first a strong belief in the value of engineering and the other STEM subjects, both as a basis for a rewarding career and as a way of meeting skills gaps and strengthening the economy as a whole. There is a clear need: a recent CBI survey found nearly two in five employers have difficulty recruiting employees with the STEM skills they need.' And second, there is that commitment to the local community dating back well over a century. 'We're right in the heart of London, and that offers so many opportunities and connections,' says Jane. 'We want the community to come here and use the Academy and its facilities; and we want our students to go out there and play their part.'

**To find out more about the Academy or the UTC, go to [www.uaesouthbank.org.uk](http://www.uaesouthbank.org.uk) and [www.utcolleges.org/utcs/south-bank-utc/](http://www.utcolleges.org/utcs/south-bank-utc/)**

**Academy principal Jane Rowlands is keen to work with alumni, as speakers, launching University Challenge projects and in after-school clubs. If you'd like to get involved, or are interested in supporting the UTC or our current engineering students, email us at [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk)**

\* [http://www.cbi.org.uk/media/219176/education\\_and\\_skills\\_survey\\_2013.pdf](http://www.cbi.org.uk/media/219176/education_and_skills_survey_2013.pdf)  
\*\* <http://www.nationalstemcentre.org.uk/stem-in-context/what-is-stem>

### WHAT IS STEM?

STEM stands for Science, Technology, Engineering and Maths. STEM subjects form a central part of the UK's current and future economic success: the UK is the world's sixth largest manufacturer, engineering turnover stands at around £800 billion per year and, despite accounting for just 1% of the world's population, the UK produces 10% of the world's top scientific research."



### THE SCHOOL OF ENGINEERING: FOCUSING ON THE FUTURE

To understand why engineering matters, look no further than the ever-changing London skyline. Engineering underpins progress; it is about finding practical solutions to help us make the most of the opportunities and mitigate the challenges we face.

LSBU's School of Engineering is focused on producing engineers that can play a role in this fast-moving world, where pressure on resources is growing all the time. 'LSBU has long been committed to applied learning. Now we see the government putting more and more emphasis on the idea of a knowledge-based economy. There's a strong synergy there,' says Professor David Mba, Dean of the School since September 2014. 'We put the emphasis on enabling creativity to flourish, at the same time as rooting learning firmly in the real world.'

By way of example, he cites a number of current initiatives. There's the dedicated R&D space for our Nathu Puri Institute of Engineering, which opened in 2013. This will help us to build on our already excellent track record in research: the latest Research Excellence Framework results gave 80% of the research within the School internationally leading ratings for both reach and significance.

Then there are the Virtual Reality Engineering Centres that give students access to the kind of sophisticated 3D modelling and visualisation tools that until very recently were only found in industry. Links with the world of work are further strengthened by the high proportion of engineering students that are sponsored by employers. 'That's helping businesses close skills gaps in a very targeted way,'

says David, 'and develop innovative solutions that deliver real competitive advantage.'

Finally, there is a partnership with the British University in Egypt (see page 5), which will build on our existing relationship to include more areas of engineering, research projects and joint enterprises. 'This is a really exciting opportunity to bring an international perspective to our engineering programmes and to further boost the employability of our own students,' says David. 'Increasingly, we need to ensure that we are equipping them to play their part in a global marketplace.'

# The future's bright

Each year, LSBU invites a number of recent alumni to join the Graduate Entrepreneur Scheme, based at the Clarence Centre for Enterprise and Innovation. Over the course of 12 months, they can tap into a range of practical support to help them take their business or social enterprise to the next level, from start-up funding and office space to workshops and mentoring. We caught up with the 2014/15 cohort of entrepreneurs.

MAX HARVEY,  
FLOODFORT

LEWIS FOUNTAIN,  
HEADFUNK'D APPAREL

MATYLDA STEFANCZYK,  
THE THIRD PR

TOMAS SNARSKIS,  
MY MUSIC HOUSE

ROTSEN IBARRA,  
PETARE

BEN WELD,  
BENTO

SIMON POWELL,  
FIT2TRIP

TOM WILLIAMS,  
BENTO





#### LEWIS FOUNTAIN, HEADFUNK'D APPAREL

Inspiration struck 21-year-old Lewis Fountain (BA Drama and Performance Studies, 2014) while he was still studying. 'I've always been interested in clothes, but everything seemed to be either too expensive or poor quality,' he says. 'So I decided to do something about it myself.' The result was Headfunk'd Apparel, a unique, high quality range of clothing featuring Lewis's own tattoo-inspired designs.

Lewis took part in the University's Enterprise in Action (EIA) scheme in the final year of his degree. This gave him a small grant for materials, plus advice on crowdfunding. 'We raised £2500, enough to fund the production of our first eight designs,' Lewis says. 'The scheme also gave me some money to help build a website and get some professional photos taken.'

Now the plan is to expand the range of designs, and focus on building a following among artists, musicians and the tattoo and skate communities. 'I want to create a physical presence too,' says Lewis. 'We're already doing market stalls around London but in the future I can see us organising festivals, working with unsigned bands, really pushing this in new directions.'

For Lewis, the support offered by the scheme has been 'priceless'. 'I knew nothing about running a business,' he admits. 'Now I've got a mentor and access to expert advice on everything from IP to marketing. Plus it's great being with so many other entrepreneurs. The atmosphere and energy here is brilliant.'

#### MAX HARVEY, FLOODFORT

Max Harvey's (BSc Product Design, 2014) Floodfort offers a holistic approach to flood management, combining simple but effective products with expert advice on how to prepare for and cope with an emergency. 'There were so many stories about people being flooded out on the news,' says Max. 'I couldn't understand why they weren't buying the solutions that were already on the market.'

Max's own hands-on research helped him shape his offer. 'When Boston in Lincolnshire was flooded in late 2013, I went along to help and do a bit of research at the same time. That really reinforced my initial thinking – that the product needed to be something that people could have ready ahead of time, and that it should be simple enough for anyone to use.'

At this stage, with R&D still ongoing, support and advice from the Clarence Centre for Enterprise and Innovation is particularly valuable. 'Good product design is important of course,' says Max. 'But it's only part of the picture. You've got to be on top of the IP issues from the start. There's so much to learn. Everyone says that starting a business is one of the hardest things you can do – but it would be a lot harder without the support I get from LSBU.'

#### MATYLDA STEFANCZYK, THE THIRD PR

When *Connected* speaks to Matylda Stefanczyk (BA Business Administration, 2014), she's fresh off the plane from overseeing the opening of her new bar, Ministerstwo Śledzia i Wódki, in the Polish city of Tarnowskie Góry. That hands-on experience of the entertainment sector is just one of the things that makes The Third PR – which aims to help food and drink brands spread the word and build a strong social media presence – unique.

'Having your own in-house PR is expensive, while big agencies can be impersonal,' says Matylda, who worked in marketing and PR before arriving at LSBU as a mature student in 2011. 'I want to offer a truly personal one-to-one service that's also cost-effective.' Her priority for this year is to develop the events side of the business and open another bar, this time in London, while continuing to work with key partners such as the magazine *In and Around Covent Garden*.

As part of the Graduate Entrepreneur Scheme she gets support – 'my mentor, Linsey, is just great. It's so helpful to be able to meet up and talk things through' – plus opportunities to network and even grow the business. 'I'm helping Simon [Powell, of Fit2Trip] with some PR at the moment, and there's always someone popping in to ask for advice,' she says. 'It's great that we're all able to share our knowledge and expertise.'

#### ROTSEN IBARRA, PETARE

If passion really is the key to success in business, Rotsen Ibarra (BA Business Management, 2014) should go far. His Venezuelan street food business, Petare, is the result of years of experience in food and hospitality, and plenty of in-depth research. He is also fuelled by a desire to teach people more about his home country: Petare is named after South America's biggest slum, just outside Caracas. 'The message is that even if you don't have much money, you can still eat like a king,' he says.

The business first got off the ground – with support from the EIA – while Rotsen was still studying, winning him second place in 2014's Make It Happen competition for young entrepreneurs. Since then he has continued to refine his offer and his brand, working alongside LSBU mentor Neil Whitehead.

Over the coming year, the plan is to secure pitches at a number of markets in the capital and eventually to establish a semi-permanent unit within a development such as Street Feast, as well as continuing to cater for private events and parties. In the meantime, the best way to track down Rotsen's mouthwatering offerings – don't miss the new Arepa Reina Pepiada, stuffed corn bread with chicken avocado and cheese – is to check out Petare on Facebook and Twitter.

#### SIMON POWELL, FIT2TRIP

By the time Simon Powell (MSc Digital Marketing, 2014) arrived at LSBU, he had 20 years' experience in financial services and the travel insurance sector – plenty of time to spot a distinct, and growing, gap in the market. 'Outside the UK, it's very hard for consumers with a pre-existing health condition to get travel insurance,' he says. 'So I came up with the idea of using the underwriting tools available here in the UK to develop a product for the continental European market that incorporates medical screening, giving consumers the peace of mind they need at the same time as helping insurance companies manage the risk.'

At the time of speaking to *Connected*, Simon's product, Fit2Trip, had just been launched into its first European market, Spain. He admits that it's been a tough year. 'Having the idea is the easy bit – it's executing on it that's hard. The funding and practical help I've had from the University has got me where I wanted to be quicker, and it's also enabled me to retain control – otherwise I think I would have ended up in a Dragon's Den-type situation, having to hand over part of the business to an external partner. And it's brilliant to be here in the Clarence Centre for Enterprise and Innovation too, surrounded by creative and dynamic people.'

#### TOMAS SNARSKIS, MY MUSIC HOUSE

With My Music House, Tomas Snarskis (BA Music and Sonic Media, 2011) aims to create a one-stop online shop where others who share his passion for electronic music can access downloads, catch up with the latest news and find out about festivals, gigs and events.

'I first started the site when I was writing my dissertation,' says Tomas, who graduated in 2011. 'It started simply because I couldn't find what I wanted online in one place. I realised other music fans would probably feel the same way.' The site is growing fast – a new deal with a UK music aggregator has recently trebled the number of tracks available for download – and Tomas now plans to add kit such as decks, cables and headphones to the offer, as well as starting to organise his own Music House events and parties.

Key for Tomas have been the practical aspects of the support available through the Clarence Centre for Enterprise and Innovation – 'it would have taken me two years rather than two weeks to upload the first tranche of 100,000 tracks to the site if I'd been doing it from home,' he says – and the opportunity to continue tapping into his old University networks. 'It's great to have people with real expertise in my area of music on hand,' he says. 'That's been really valuable to me.'

#### TOM WILLIAMS AND BEN WELD, BENTO

It's a sign of just how well things are going for BENTO, who specialise in what they call 'total digital presence management', that they hit their target for the financial year 2014/15 just two weeks after joining the Graduate Entrepreneur Scheme. 'We spent the Christmas break revising our milestones,' says co-founder Tom Williams (BA Digital Media Arts, 2014). 'Now we've taken on some recent LSBU graduates as interns to help us manage the workload. Having had so much support, it's important to us to try to give something back to the University.'

Tom and business partner Ben Weld – who turn the cliché of the slacker geek on its head by wearing smart suits to the office every day – have been working together since meeting in the first week of their undergraduate course back in 2011. On graduating it seemed like a logical step to parlay their impressive portfolio of freelance work into a 'proper' business – and they haven't looked back.

Now based in the University's Clarence Centre for Enterprise and Innovation, they count LSBU itself and fellow entrepreneur Lewis Fountain among their roster of clients. In a competitive marketplace, they believe it's the personal touch that makes them stand out. 'We're young, we're keen, and we're both people people,' says Ben. 'We don't want to just build a website and hand it over. We want to find out where people want to be with their business, and then help them get there.'

Do you think you could help one of the 2014 Graduate Entrepreneurs to boost their business? Or, are you interested in the enterprise support available to alumni? Visit <https://alumni.lsbu.ac.uk/enterprise> or contact us on [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk)

# GOING GLOBAL

## THERE'S NO SUBSTITUTE FOR REAL-WORLD EXPERIENCE.

What really attracted me to the Business Studies course at South Bank was the chance to spend a year out in industry. Well, that and also the fact that I was still playing semi-professional football for London clubs at that stage and it meant I could still get to training! But I knew that a sandwich year would make what I was learning in the classroom 'real' and that was important to me.

## UNDERSTAND YOUR OWN STRENGTHS AND WHAT MOTIVATES YOU.

You could say I fell into the cosmetics industry by accident but it suits me very well. For my sandwich year placement I had the choice of two jobs, one in computing and one with Elizabeth Arden. I chose the latter, partly because of the opportunities they offered but also partly because the pay was better and I needed to clear my student debts! At that stage I wasn't driven by the great passion for the industry that I am today but they clearly saw something in me and offered me a job when I graduated. If you'd told me then that I'd still be working in the same industry more than 30 years on, I think I would have been astonished but I'm fascinated by sales and marketing so for someone like me, cosmetics is actually a perfect fit. It's an industry where those disciplines really do come first.

## TAKE EVERY OPPORTUNITY TO LEARN FROM DIFFERENT PLACES AND CULTURES.

When the first beauty company I worked for was taken over by Unilever, it opened up a new world of opportunities for me. That was when I first started to travel, and to live and work in different locations, including New York, Japan and China. Working in China in the mid-1990s was an amazing experience – those were the pioneer days for foreign



companies looking to get a foothold in what was then a completely new market. Later when I joined the Estée Lauder Companies, I worked in Singapore, across Eastern Europe, the Middle East, India and Africa, and spent six years in Russia. Of course there are challenges – but if you're open and receptive you can learn and gain so much from those experiences.

## IT'S CRUCIAL TO HAVE THE RIGHT MINDSET.

For me the key to succeeding in business is to be positive. Stay focused on the opportunities, and don't get bogged down by the potential

obstacles. In my current role as President of Estée Lauder Companies in the UK and Ireland, I'm working in what many might define as a 'mature market'. But for me the important thing is to attack it in just the same way as I would an emerging market. As soon as you start thinking that growth opportunities are limited, your horizons shrink. If you've got your radar switched on, if you can stay positive and be open to new possibilities, it's amazing what you can achieve. There are literally hundreds of double-digit growth opportunities still out there, even in a highly developed and competitive market like this one.

From professional footballer to senior executive with cosmetics giant Estée Lauder Companies UK & Ireland, Chris Good's (BA Business Studies, 1983) career has taken him on quite a journey. He spoke to *Connected* about what he's learned along the way

## CHOOSE AN EMPLOYER WHOSE VALUES AND CULTURE REFLECT YOUR OWN.

At the Estée Lauder Companies we have a unique blend of cultures. It's a public company so of course we are answerable to our shareholders – but it's still very much a family concern, too and the culture is very strong. It originally came from Mrs Lauder who founded the company in 1946 and now her sons Leonard and Ronald, and her grandchildren, many of whom are actively involved in the company today, and it permeates throughout the organisation. It's like a backbone and I believe it's one of the reasons why the company is so successful. We really do all feel like part of an extended family and it's up to us as senior managers to preserve that and make sure we're living those values and communicating them through everything we do. We talk a lot about bringing the best to everyone we touch – and that means within the organisation as well as with our consumers.

## THE MORE CHANNELS WE CAN USE TO COMMUNICATE OUR STORY TO CUSTOMERS, THE BETTER.

We are a consumer inspired business and it almost goes without saying that digital marketing is vitally important to our business. People learn about our brands and products online, they interact with them online, they talk about them online and they buy them online. It's not a separate part of our marketing activity – it's completely integrated into everything we do. It's a vitally important part of how we tell the stories around our brands and how we build their equity. For me, one of the most important aspects of digital and social media is the opportunity it creates for dialogue and for personalisation. Now, we're able to have that in-depth conversation with our consumers at an individual level and gain a real understanding of what drives them, and

what they want from us. You don't get that from a billboard or an ad in a print magazine.

## ANY FORWARD-THINKING COMPANY SHOULD BE ACTIVELY SEEKING WAYS TO BRING IN YOUNG TALENT.

Millennials – broadly speaking, people aged 30 and under – use and consume media in very different ways to older generations, and they have different expectations regarding how they relate to brands. This is something we talk about a lot in our organisation, so much so that we've actually set up a reverse mentoring scheme where senior people – like me! – are paired with someone younger to keep us up to speed with what's going on, with how they and their peers are interacting with social media, where they're getting their information, what kind of service they're expecting at point of sale, whether that's in the 'real world' or online. When I started out you might have to wait years before you got to work alongside a senior manager. These days I think organisations are flatter, and people are much more open and willing to learn from each other. I think that opens up some great opportunities for young people leaving college who've got the right skills and insights.

## THIS IS AN EXCITING TIME TO BE WORKING WITH CONSUMER BRANDS.

I think the whole marketplace is much more dynamic and interesting now than when I first started out. There are new opportunities all the time because there's so much happening and everything is moving so fast. The key challenge is to stay abreast of those changes and make sure that we continue to meet consumers' expectations. One thing that is very clear though is that we can no longer get away with thinking of consumers as one homogeneous mass. We have to find ways to engage with them as individuals. That's a huge challenge, but if we can embrace it the possibilities are truly endless.

## INTERNSHIPS WITH ESTÉE LAUDER COMPANIES UK & IRELAND

Starting throughout the year and with a typical intake of 60 places per annum, paid placements run for duration of up to 12 months, during which the intern not only learns on the job and works with the best names in the business, but also receives support in developing interpersonal and professional skills. Our interns are an integral and valued part of the teams they sit within, as well as of the wider business.

### PLACEMENTS ARE AVAILABLE IN:

Online, Communications, Marketing, Sales, Education, Digital, Visual Merchandising, Artist Relations, and Store Design.

### HOW TO APPLY:

Potential roles are advertised on the careers website [www.esteelauder.jobs/elc/splash.html](http://www.esteelauder.jobs/elc/splash.html) as well as LinkedIn

## POSTGRADUATE STUDY AT THE SCHOOL OF BUSINESS

LSBU's School of Business covers four subject areas: Accounting & Finance, Business Studies, Informatics, and Management. Courses include accounting, business, computing, finance, human resources, technology, management and marketing.

If you're interested in postgraduate study in any of these areas, visit [www.lsbu.ac.uk/courses/course-finder](http://www.lsbu.ac.uk/courses/course-finder) to see what's on offer.

LSBU's annual telethon makes a major contribution to the Annual Fund, which supports vital work across the University. *Connected* talked to one of the student callers who took part in the most recent campaign to find out more

Each year, student callers contact around 6,500 alumni as part of the annual telethon. It isn't just about money – they are also looking for people to act as mentors, to come in and speak to current students, or to offer work placements. It's also an important opportunity to share news and further strengthen our LSBU community. It's a chance for you, our former students, to make a real, tangible difference to those who follow in your footsteps.

Master's student Sharon Peters, who is studying Marketing Communications, was part of the 25-strong team for the 2014 telethon who came together to man the phones over an intense three-month period. 'I wanted to earn a bit of extra money,' she says, 'but I also wanted to get more involved with the LSBU community. This was the perfect opportunity.'

The callers were given training and set individual targets. Sharon admits that she found it challenging at first. 'I worked before I came to LSBU from Nigeria, so I know what it's like to be in a business environment, pitching an idea to someone and trying to get them on board, but calling people out of the blue is something else! To begin with I felt like everyone was succeeding except me, but after the first week I started to see some results.'

Of course, raising money is important – Sharon estimates that she raised more than £4000 for the Fund during her shifts – but the telethon is also an opportunity to increase awareness of the University's work, and strengthen the links between students, past and present. 'I had some absolutely brilliant conversations,' Sharon says. 'People were so generous with their time and their advice. I really learned a lot from the experience.'

What gave the calls extra significance for Sharon was the knowledge that she herself had benefited from the Annual Fund. 'I got a scholarship worth £1000 off my tuition fees,' she says. 'It really changed things for me. If I spoke to someone that didn't understand why the University needs this kind of support I was able to say, if it wasn't for alumni generosity, I wouldn't be here. It's really important that people understand that even a little bit can make a huge difference to someone's life.'



LSBU's Annual Fund is one of the best supported in the UK – a testament to alumni generosity, and to the strength of the connection that binds together all those whose lives have been shaped by the University. The Annual Fund goes directly to support students through a

range of programmes, from pre-entry classes designed to raise aspirations and equip young people for higher level studies to post-graduate scholarships.

To find out more about how you can give back to LSBU, email us at [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk)

## Key Skills Lecture series

Improve your skills set.  
Enhance your employability.  
Boost your performance  
in the workplace.

The Key Skills Lecture series is back, even bigger and better than before. Based on the theme of online enterprise, these workshops are presented by recognised professionals with years of experience and are free for alumni to attend.\*

To book your place on any of these events, visit <https://alumni.lsbu.ac.uk/keyskillslectures> or contact the Alumni Office on [alumni@lsbu.ac.uk](mailto:alumni@lsbu.ac.uk) or 020 7815 6712.

\*By attending all three sessions you are eligible for a Certificate of Attendance that can be used as evidence of training and professional development.



### RUNNING AN ONLINE BUSINESS

Speaker: Bertie Stephens,  
founder and CEO of Flubit.com

By 2020, experts predict that 90% of all transactions will take place online or be internet-influenced.\*\* There has already been significant growth in online businesses but there's more to success than just creating a website and starting a Twitter account. LSBU alumnus Bertie Stephens (BA Digital Film and Video, 2007) is founder of Flubit.com, the site that has created hundreds of thousands of offers and saved UK consumers £2.5 million to date.

In this session, he will share expert tips and advice on starting and growing a successful e-commerce business.

**Date:** Wednesday 22 April 2015

**Time:** 18:00–19:30

**Location:** Room VGo6, K2 Building

### SEO: WHAT IS IT AND WHY DOES CONTENT MATTER

Speaker: Petra Cooke,  
Digital Content Manager (LSBU)

Why do some websites rank better on Google search? The answer lies in search engine optimisation (SEO): the practice of improving web content and promoting a site to increase the number of visitors it receives.

In this session, you will learn about the key aspects of effective content management for SEO – including keywords, headlines, useful links and how not to annoy the reader – with the aim of helping your website reach the widest possible audience, instead of lurking on page 20 of a Google search!

**Date:** Wednesday 20 May 2015

**Time:** 18:00–20:00

**Location:** Room 8o6/7, Keyworth Centre

### INTRODUCTION TO DIGITAL MARKETING

Speaker: Ayesha Owusu-Barnaby,  
Lecturer in Marketing (LSBU)

As we continue to consume more and more digital content everyday on mobile phones, tablets and PCs, some businesses still do not realise the importance of a digital marketing strategy. An email or social media campaign, for example, can transmit a message to consumers for the fraction of the price of a TV advertising campaign.

Learn how you can apply the key concepts of digital marketing to help grow your organisation, including developing an effective strategy and understanding where social media fits into the whole mix.

**Date:** Thursday 25 June 2015

**Time:** 18:00–20:00

**Location:** Room 8o6/7, Keyworth Centre

# Hungry for success?

**Free expert coaching to grow your business.**

Do you have an appetite for even greater business success?

If you are a business based in London, then here's something you really ought to digest.

Thanks to support from the Mayor of London's ERDF programme, you can tap into specialist business expertise through London South Bank University's free coaching programme.

You'll benefit from one to one business advice sessions, networking events, workshops and more.

You'll discover how to successfully:

- Secure investment finance
- Develop a growth strategy
- Unlock marketing potential
- Maximise the power of your people
- Fully optimise your business systems.

Many small to medium sized businesses have already enjoyed the benefits.

Get in touch today and you could soon be feeling very satisfied too.

**Register at [lsbu.ac.uk/hungry](http://lsbu.ac.uk/hungry) or call us on 020 7815 6904.**



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

**Email us at [hungry@lsbu.ac.uk](mailto:hungry@lsbu.ac.uk)**