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rated the
most-improved
university
in the UK



We mean business CBI boss praises university's global vision



Special bond Aston Martin's mission for DMU designers



Life in a day One session, 1,000 new stem cell recruits

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The world beats a path to DMU's door

DMU's Leicester International Pathway College (LIPC), welcomed people from across campus and the world at a lively launch event.

The college is providing pathways for international students who need additional support to qualify for entry to DMU degree programmes.

There are currently more than 70 students on pathway programmes, which will help prepare them for degrees, with a further intake due to arrive very soon.

Karina Basurto, a student from Mexico, on the International Foundation Certificate in Art and Design at LIPC said: "There is a really large diverse group of students at this university, with many different cultures. "It is very interactive and fun. I haven't experienced this type of environment in other colleges."

More than 100 people attended an event to celebrate the early success of the college and introduce staff and students.

An appointment with the Doctor

It's DMU Rachael's time to shine as she gets prestige job on Doctor Who comic

An exciting new range of high-profile Doctor Who comics is on the shelves – featuring a strip drawn by a DMU graduate.

Rachael Smith, who took a First in Fine Art in 2006, is drawing a regular series for the Tenth Doctor comics, published by graphic novels giant Titan. Her first work, entitled A Rose by Any Other Name, appeared in the latest edition of the comic which was launched last year.

Rachael, who also has a successful blog, said: "It's the biggest gig I have had so far and to be part of Doctor Who is just huge. It will get my work in front of such a worldwide audience – I still can't believe it!"

Titan was looking for fresh independent artists for their comic, which focuses on the Doctor as portrayed by David Tennant.

Rachael admits she did not regularly watch the science fantasy favourite until after being asked by Titan to draw the strip, but has now immersed herself in box sets, saying: "I had never really properly watched it, so I watched the Matt Smith and David Tennant episodes and what struck me was that it's just such a positive show.

"You have to give yourself over to it a bit and just believe in characters who can be so good, who have that almost child-like innocence.

"I've written and drawn each strip myself, working closely with the lovely folk at Titan. It's been a blast."

While at DMU, Rachael loved drawing and making art and although she started drawing cartoons at university, it was not until she graduated that she found herself doing more and more cartoon work.

Her first book was The Way We Write and she also created the popular Vicky Park cartoon, which appears weekly in the Leicester Mercury's More magazine.

Rachael Smith

© Titan Comics

Higher & higher

Pledge to continue innovating as we enjoy the biggest Good University Guide rise of any UK institution

De Montfort University has climbed 32 places in The Times and The Sunday Times Good University Guide, taking it to 54th position – the biggest rise of any university in Britain.

The guide ranked every university in the UK according to criteria such as student satisfaction, research quality, entry standards, student-staff ratio, spend on facilities and graduate prospects.

DMU's league table position

recognises transformation in its scores for graduate prospects and also a significant rise in spend on services and facilities in the past year. The university now ranks 50th in the UK for employability with 69.1 per cent of graduates in professional jobs or postgraduate study within six months of leaving.

DMU's leap up the table comes on the back of a highly successful year which has also seen the institution climb 10 places in the Complete University Guide and named in the UK's top 40 universities offering the best student experience.

Much of DMU's success in the last academic year has been down to not only high-quality teaching,

learning and research, but the launch of several ground-breaking initiatives designed to offer students a superb experience and make them better prepared than ever before to enter the world of work.

These have included employability schemes such as Frontrunners and DMU Graduate Champions, the introduction of #DMUglobal, which sends students overseas as part of their studies, and the ongoing Square Mile project, which offers student and staff volunteers the opportunity to use their skills to make a difference in the community. DMU has also been one of the best universities in the country for recruitment this academic year, with more than 4,400 new students starting at the end of September.

DMU's £136 million campus transformation project is under way and the refurbishment of the Fletcher complex for art, design and architecture students, has started.

Vice-Chancellor Professor Dominic Shellard said: "This has been a remarkable year for DMU and this climb up the league tables reflects the great strides our university has made as a result of the incredible work and ongoing pursuit of excellence by our students and staff.

"Our exceptional employability initiatives, transformational student experience and quality courses make DMU a hugely rewarding place for current students to study and a compelling choice for potential students too.

"But we have never been a university to rest on our laurels and, as our successful national TV advert says, (see pages 12-15) DMU is not about surrendering to convention. DMU is about learning to succeed. We will continue to innovate and create and ensure our students have every opportunity to excel."

The climb up the league table reflects an ongoing pursuit of excellence – transforming the campus, in research, and in delivering a great student experience.



Top 50 slot for graduate jobs

DMU is one of the top 50 universities in the country when it comes to graduates finding a job, rising a massive 57 places in national rankings published by The Sunday Times.

The figure, in the newspaper's Good University Guide 2015, shows how the university has transformed its performance in preparing students for the competitive job market.

Adele Browne, Senior Work Based Learning Manager for DMU, said: "We're delighted that DMU's commitment to our students' employability has been reflected so clearly in this year's league table rise.

"Internships, placements, enterprise and volunteering are part of the fabric of the DMU student experience, supported by long-established relationships with local, national and international organisations.

"Our students have access to high quality, challenging work experience from day one at the university. This is the key to their high-quality employability and graduate success."

DMU is in the top 40 universities in the country for student satisfaction, rising 16 places from 55 to 39 in the Times Higher Education magazine's 2014 Student Experience Survey.

The annual study, the higher education sector's benchmark of students' views, was published just a week after DMU leapt 10 places up the table in the UK's Complete University Guide.

Students were asked to rate their university in 21 areas including social life, community atmosphere, accommodation, security and tuition.

The top scores for DMU were for its centralised facilities and campus, as well as the quality of the library and its opening hours.

DMU is one of just a handful of city centre campuses in the country.



Vice-Chancellor Professor Dominic Shellard and John Cridland, head of the Confederation of British Industry, at the #DMUglobal destinations board on campus

CBI chief's praise for world-class CVs

Voice of business says #DMUglobal offers 'head start'

The head of Britain's business community has praised the CV-boosting experiences offered to DMU students through its innovative #DMUglobal programme. John Cridland CBE is head of the Confederation of British Industry (CBI), the organisation known as the voice of UK business. Mr Cridland visited DMU to deliver a guest lecture to third year business students and unveil the #DMUglobal destinations board on campus. #DMUglobal is set to become the most comprehensive international experience programme available at any UK university. It will offer students the chance to experience other cultures and enhance their employability by exposing them to business practices around the world. The board, in DMU's Hawthorn Square, will advertise opportunities on campus and overseas available

to thousands of students. Mr Cridland said: "DMU's push to broaden their students' overseas experience and equipping them with the skills that employers are looking for, will give these young people a head start when they leave university. "In a global economy, the ability to recruit talented graduates with an international outlook and foreign language skills will be vital to ambitious British businesses eager to export to new, dynamic markets across the world." The CBI represents more than 190,000 members of the British business community and Mr Cridland lobbies on their behalf in the UK and overseas. In 2012, a study commissioned by the CBI showed 55% of UK businesses were dissatisfied with graduates' foreign language skills and 47% were dissatisfied with their level of cultural awareness. Earlier this year, a CBI survey found two-thirds of its members identified a need for employees to have foreign language skills. It was against this background

that the idea of #DMUglobal, to give students a competitive global edge, was conceived by DMU's Vice-Chancellor Professor Dominic Shellard. Professor Shellard's vision to equip graduates with a range of global skills is now a reality with an exciting programme supported by British Airways and which harnesses DMU's worldwide network of industry and education partners. Professor Shellard said: "We are fiercely proud of #DMUglobal and believe it will give our students a real advantage in today's ever more competitive graduate jobs market. "To have the support of a leading business figure such as John is a significant endorsement. I believe it underlines the importance of this programme."

“ In a global economy, the ability to recruit talented graduates with an international outlook and foreign language skills will be vital ”
John Cridland

Inspired in Indore

Students from DMU have returned inspired after a fantastic week packed with cultural activities in Indore, central India. Nadim Chenia, a Business and Management student, said: "International experiences like this are becoming important factors for employers when they are selecting graduates. "Everyone interviewing for a graduate job will have a degree, it's about identifying the necessary skills you have and giving evidence

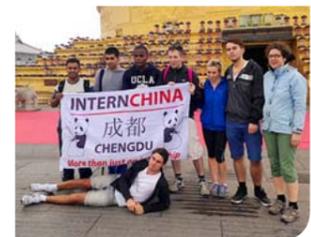
of when you have actually put these into practice." The week was hosted by Daly College, a prestigious institution in the heart of India, and those on the trip were able to experience first-hand what it is like to study in India by joining classes at the college's business school.



An advantage in the global workplace

Students who went to China with InternChina learnt Mandarin, visited cultural sites, attended sessions with Chinese companies and even enjoyed some karaoke. Nicolle Chenjera said: "Words cannot emphasise just how life-changing and beneficial this international experience has been for me." The second year psychology student said the greatest benefit

from the trip was the knowledge she gained in her field of study. She said: "I now have an advantage in the global workplace, with something a little extra to offer when applying for jobs." Himesh Sharma said: "I would describe this trip as the best experience of my life."



'Something new, every day'

Students and staff who visited Gambia as part of #DMUglobal said the experience has changed their lives. The DMU party worked on community projects and learned about the country's history and culture. Health studies student Erica Zelesco said: "I strongly recommend this experience. We need to embrace this kind of opportunity given by #DMUglobal."



Building new skills in Gambia

A DMU graduate has put his degree in to practice in The Gambia with #DMUglobal. Daniel Sturrock (pictured), a recent Architecture graduate, helped with the construction of a community development centre in Manduar village, using skills gained while studying with DMU. He said: "The experience with #DMUglobal has made my decision to go into international development more certain." Daniel had the opportunity to help with drawings, surveys and planning for the centre and said: "It was rewarding to be a part of this fantastic project, enhancing my existing design skills with hands-on experience and benefitting my future career path in international development. "I've demonstrated to future employers that I'm able to think outside the box and adapt to new surroundings and people very well."

Not just another day in the office...

Esther Famosa, a recent DMU graduate in international business and globalisation, helped DMU's regional office in New Delhi. She said: "This global internship has given me a clearer understanding of another culture. This is the kind of experience that interests potential employers." Committed to the best student experience, #DMUglobal is helping to ensure that DMU students are better equipped to meet the needs of global employers when they

graduate. Esther said: "The majority of employers have wanted to know why I did this internship, because they have been surprised to see this international experience on my CV. "With regards to my career, this has given me an edge, which will help me stand out when compared to other candidates, in any job role."



New skills made in China

DMU students have experienced daily life in Chinese companies, as interns in Zhuhai, thanks to #DMUglobal. Christopher Okon, a marketing management student who spent eight weeks with Recycling Times Media, said: "I have learnt new skills that can enhance my employability and it has given me a taste of how business and people operate. "The company gave me autonomy, responsibility over major projects and supported me all the way through. I had the chance to get out into the market and apply what I have learnt, putting it into practice."



Healing hands overseas

Students on DMU's Nursing degree are taking part in placements in Brazil, Finland, Philippines, Ireland, Sweden and Thailand. Two students, Natasha Akbar and Elizabeth King, went to Santa Maria, Brazil, observing different areas within a Brazilian

Harvard experience will Never be forgotten

Mingling with Gary Barlow, learning from the costume designer of Slumdog Millionaire and working on a new musical set to take Broadway by storm - it was all part of a placement for #DMUglobal student Flo Tudgay. Fashion Design student Flo spent six weeks in America on an internship with the American Repertory Theatre in Harvard University, Massachusetts. The internship was supported by #DMUglobal. Flo worked behind the scenes in the costume design department on Finding Neverland, a musical based on the life of Peter Pan author JM Barrie and his relationship with the family who inspired the story.

World view 'will impress employers'

Fashion students from DMU had the opportunity to explore Hong Kong in a field trip through #DMUglobal. They were given the chance to participate in workshops and attend field studies, which allowed them to gain a greater understanding of the Chinese fashion industry. Student Lowri Edwards said: "Employers value and appreciate graduates with international experience." hospital including the emergency department, clinical medicine, mental health and surgery. Natasha said: "We have mentors who work with us and teach us about what is happening throughout the day, and we have student buddies who come with us to help with the Portuguese."

Vital new washrooms

DMU's Square Mile programme will help an Indian community build vital washrooms for local schools, as part of #DMUglobal. A lack of toilet facilities in schools is one of the reasons girls drop out of education in India. Following a visit by DMU's Professor Vice-Chancellor Dominic Shellard, students volunteering with Square Mile's Homework Club will work on fundraising projects in Leicester schools to support the washroom initiative in Indore. Students will also have the opportunity to visit India in the next academic year to help with the construction of these toilets.

A cut above

Creating DMU's Razor's Edge advert meant going to the best to capture the unconventional

DMU's stunning television advertising campaign was produced and directed by the company behind the Oscar-winning blockbuster Gravity – and set them a dynamic challenge: squeezing 144 years of higher education teaching and learning into 30 seconds.

Marketing experts Cubo and film company Framestore worked with the university's Marketing and Communications Department to draw up a storyboard, narrative and shooting schedule for the advert and then spent time on campus capturing the ideal shots to show off the university and its surroundings at their best.

It included time in laboratories

and lecture areas, as well as taking shots of the campus and home city Leicester from the top of the 22-storey Summit accommodation block, on the edge of the city centre campus.

Mel Fowler, director of marketing at DMU, said: "We were working with the best and it really showed. Cubo and Framestore were professional to the last and it was exciting for our marketing and communications teams to work with them.

"The amount of footage they shot was phenomenal. With skilled editing and a great narrative, they were able to condense it all into a truly spectacular 30-second advert which reflects how dynamic and

Continued on pages 14-15



Inside Edge#2

Plane... #DMUglobal is our exciting new programme which aims to provide the majority of students with valuable international experiences.

Shanghai... We held a dazzling Fashion Week in collaboration with Shanghai University of Engineering Science.

Stocks... DMU Square Mile organised a fantastic project, which taught schoolchildren about the fundamentals of the stock market.

Architectural design... DMU's Leicester School of Architecture is renowned for the quality of its courses and producing exceptionally talented graduates.

Game art... DMU's Leicester Media School enables students to hone their practical skills in industry-standard facilities.

Music and sound recording... The industry-standard music facilities in DMU's Performing Arts Centre for Excellence building enable our Music, Technology and Performance students to create the next fresh sounds.

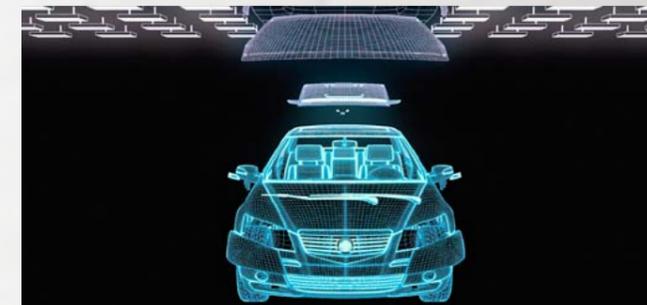
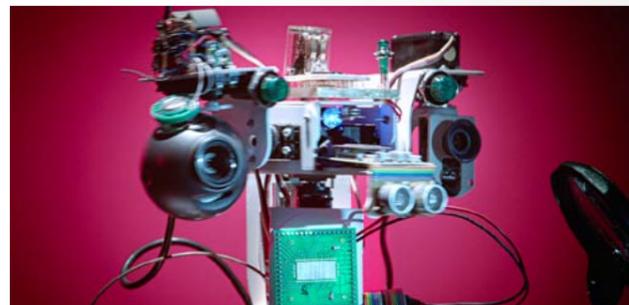
Shoe design... DMU also has strong industry links with top brands such as Kurt Geiger and Clarks.

“
We're living in turbulent and testing times. The world is standing on a razor's edge.
”



“
Dare to find an alternative that makes our hearts beat that little bit harder.
”

“
We're our own worst enemy if we walk the path that's worn thin.
”



Inside Edge#1

Circuit board... DMU is at the forefront of research into cyberspace and Cyber Security.

Stadium... DMU is very proud of strong sports partnerships.

Eye... The Faculty of Art, Design and Humanities focuses on providing an inspiring environment.

Brain... Professor Bernd Stahl is part of the EU's flagship Human Brain Project to build a virtual brain.

Earth... DMU is a truly global university.

Cells... DMU's Square Mile programme won a Guardian award for its fantastic collaboration with the Rik Basra Leukaemia Campaign.

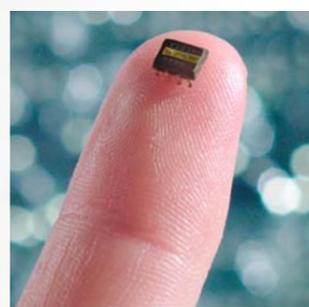
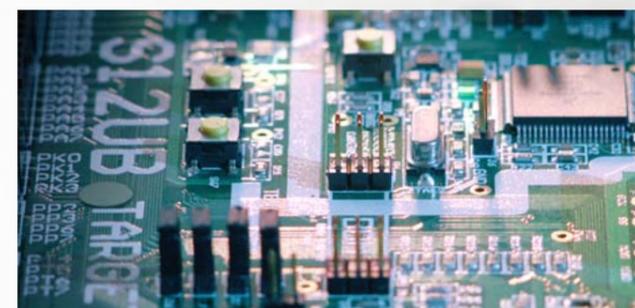
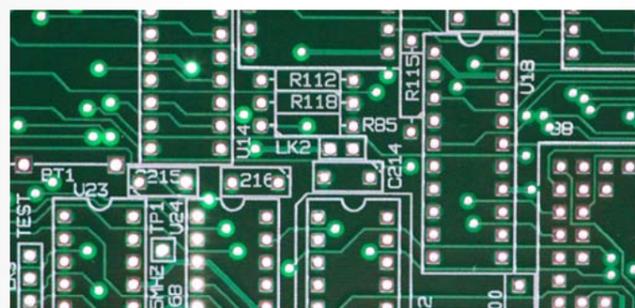
Microchip... DMU has its finger on the pulse of developments in information technology.

Electron microscope... Our Faculty of Health and Life Sciences' state-of-the-art electron microscope is used for forensic studies.

Robot... DMU's Centre for Computational Intelligence has a range of innovative robots.

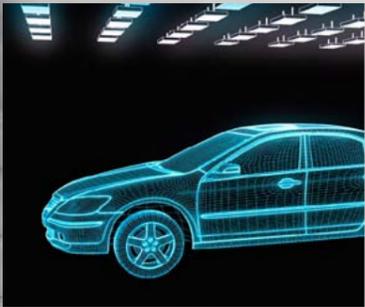
CAD car... We are a key partner in the My Electric Avenue project.

BMW wind tunnel... We have many established business links with top employers.



“
Then together we'll make great strides for the good of all.
”





Continued from pages 12-13

innovative DMU is.

"No other university in the UK has produced anything like it before.

"We are delighted with the result. It is truly ground-breaking and will create a real buzz of excitement among an audience of creative, talented people who may be considering coming to study at DMU."

Cubo developed the original strategy and idea behind the ad and wrote the script. Its team also selected Framestore as production partner.

Trevor Chambers, executive creative director of Cubo, said: "The opportunity to create a TV ad for such a trailblazing university as DMU was great for Cubo.

"The script was key for us. We wanted to create something that was unexpected, out of category and didn't follow the conventions of standard university advertising, something that would hopefully stir something in people.

"We chose to partner with Framestore on production. Their experience, particularly in post-production techniques, really

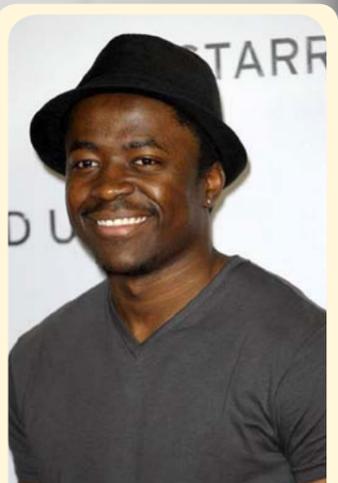
enabled us to push the boundaries and create something truly special."

Framestore's London office was hired to produce and direct DMU's television advert because of the company's global reputation for producing stunning moving images, content, design and digital for the advertising, entertainment and film industries.

Framestore has 900 staff spread across four bases, in London, New York, Los Angeles and Montreal, and has been responsible not just for the special effects in Gravity, but the latest Tom Cruise sci-fi thriller Edge of Tomorrow.

The company has also produced adverts for famous brands such as M&Ms, McDonalds and Sky Television, starring David Beckham and Idris Elba, and directed music videos for acts as diverse as Nichole Scherzinger and Arcade Fire.

Framestore, who says it makes "the impossible possible", was given the DMU contract by marketing company Cubo, after learning how DMU was determined to push the boundaries and create something that would stand head and shoulders above other university marketing campaigns.



Speaking our language

Actor Merv Lukeba (pictured) was brought in to deliver the voiceover for DMU's TV ad, to ensure the words gripped the audience as much as the visuals.

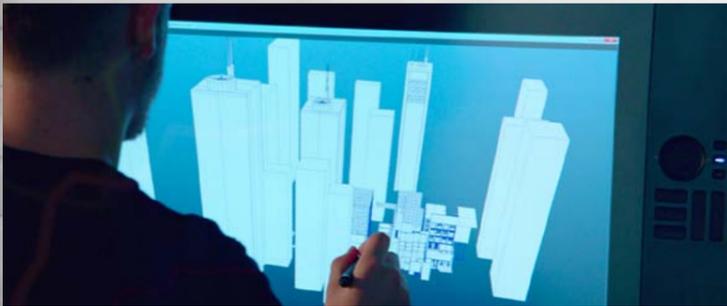
Merv represented talent, creativity and youth, which meant he could deliver the all-important lines perfectly to a passionate audience of potential students considering coming to study at DMU.

Merv's acting credits range from TV series such as The Bill and Lewis, to West End stage productions. His breakthrough role came when cast as lead in Channel 4's hit drama series Skins. His performance as Thomas drew critical acclaim and 'gave Skins its soul back'.

The campaign also needed a soundtrack that would instantly grab the audience and entice them to take on board our reputation for pushing the boundaries.

The marketing team plumped for Raleigh Ritchie's track Stronger than Ever, following a survey in which a choice of singles was played to our core audience of potential students aged between 17 and 18.

The choice proved to be a sound one, as the song Stronger than Ever subsequently made it into the UK Top 40 and the YouTube video for the song has had 1.4 million hits, all before the TV advertising campaign started in full.



“

This is not about surrendering to convention.

”



“

This is learning to succeed.

”



Inside Edge#3

Fashion design... Students on our Fashion, Textiles and Accessories and Contour Fashion courses make the trends of the future.

Catwalk... Our School of Fashion and Textiles has strong links with top fashion houses.

Photography (retail lab)... DMU's School of Design is renowned for its superb Design Crafts and Product and Furniture Design courses.

Lens... DMU's Leicester Media School helps students focus on developing industry-level media production skills.

Baby... Our School of Midwifery and Nursing has more than 50 years' experience in providing students with the most up-to-date theory, and industry-level practical experience.

Dancers... The School of Arts is renowned for its excellent Dance, Drama Studies and Performing Arts courses. Students benefit from the industry-standard studio and theatre facilities.

Artificial pancreas... DMU Professor Joan Taylor's artificial pancreas could revolutionise the lives of people with diabetes and save the NHS billions of pounds.



“
This is De Montfort University Leicester.”



Emile Heskey and Rik Basra at the DMU Square Mile-hosted event



Lifesaving recruitment drive sets new record

1,000 extra people signed up to stem cell register in a day

A record 1,000 people have been recruited to the UK stem cell register in just one day, thanks to an amazing campaign.

The Rik Basra Leukaemia Campaign and DMU Square Mile ran #RACETO1000 to try to break the record for the single largest

sign-up event ever held in the UK.

Ex-England ace Emile Heskey came to DMU's Campus Centre to back the event, which saw queues of students formed steadily through the day to sign up. By 6pm, 1,020 potential lifesavers aged 16-30 had joined the Anthony Nolan register.

The 1,000th person to sign up was Psychology student Josh Munotengwa. He said: "I really didn't expect to be number 1,000. It's a very good cause and I'm delighted they have hit their target."

A thrilled Rik Basra, himself a leukaemia survivor, said: "We have got fabulous partners in the DMU Square Mile team, we had amazing volunteers that came from previous events, fellow patients, and literally people who came off the street to help out. This shows just what can be achieved if

everyone comes together."

Emile Heskey came to the Campus Centre to meet volunteers and those signing up.

In 2012, close friend and former Aston Villa teammate, Stiliyan Petrov, was diagnosed with acute leukaemia.

Emile, who posed for photos with students and chatted to volunteers, said: "What happened to Stiliyan shows that it could happen to

anyone, even the strongest and fittest people, and he is still being treated for it now.

"I went to an event in Nottingham and that was where I met Rik. He gave a speech about his battle with leukaemia and it touched me. He asked me to turn up at this event and just be here. How could I say no?"

"It's fantastic to see so many students signing up. You never know at these events how it's going to be perceived but it has touched people."

David Hollis, Operations Manager of DMU Square Mile, which uses the skills of staff and students to help the community, said:

"We were

just blown away by the response from our students and staff who have shown yet again that DMU is a force for public good."

Registration stations were set up at DMU's Campus Centre, Leicester Railway Station, Gallowtree Gate, Clock Tower, Humberstone Gate, Highcross Shopping Centre, Jubilee Square and Loughborough University.

Medical Science student Amir Mahmood ran the city centre operation which recruited an amazing 300 people. He said: "I'm just so happy that we have done it!"

Some 160 students from DMU, Leicester and Loughborough volunteered during the day to help people fill in forms, take saliva samples and spread the word about the event.

Student radio station Demon FM broadcasted live from the event and Demon Media filmed it.

Police officer Rik's life was saved by a bone marrow transplant from an anonymous donor found through the Anthony Nolan register in 2011.

“It's fantastic to see so many students signing up. It has touched people.”
Emile Heskey

Since then he and his family have campaigned tirelessly to recruit more donors, particularly from ethnic minority backgrounds, to the register. DMU Vice-Chancellor Professor Dominic Shellard, Leicestershire Police Chief Simon Cole, Suleman Nagdi from the Federation of Muslim Organisations and Deputy Mayor of Leicester, Rory Palmer, also came to the Campus Centre to cheer on the record-breaking attempt.



DMU midwife Laura honoured for best care

A midwife who graduated from DMU has won a top NHS award. Laura Coulson won the Caring at its Best accolade at a gala event in Leicester's Athena venue to reward NHS employees who go the extra mile to help patients.

She was nominated by a mum, Jodie Holyoak, who Laura supported during a particularly difficult delivery. Jodie's experience started as a normal delivery, but unexpectedly escalated into an emergency caesarean. As she went into shock, Laura explained everything to her to keep her calm.

Jodie said: "Laura was extremely caring as I was acting hysterically. She showed so much empathy and almost felt my pain with me, showing me that she understood and cared."

Laura stayed by Jodie's side throughout and explained everything that was happening to her during the delivery.

Laura stayed after her 12-hour night shift ended to support Jodie, her husband and mum. Jodie described Laura as "a complete credit to the department, a very thoughtful and considerate person who deserves recognition."

Laura, who graduated from DMU in September 2012, was named University Hospitals of Leicester NHS Trust overall winner from its thousands of staff across Leicestershire.

She said: "It's amazing. It's so nice to know someone recognises what you do. I'm so thankful. It's really nice to know that people think you made a difference."

Tina Harris, lead midwife for education at DMU, said: "I was delighted to hear that Laura has won an award for her care of a woman and her family as a midwife at University Hospitals of Leicester NHS Trust."

In the spirit of creativity

DMU Contour Fashion students showcased their collections in church

Fashion fans packed into a Leicester church as third year DMU Contour Fashion students showcased their latest collections.

All Saints Church was the venue for Contour Catwalk, which showed the students' work off to stunning effect.

All proceeds from ticket sales went toward the students' fund to help pay for their show at this year's Graduate Fashion Week. DMU's Contour Fashion made history in 2012 when it became the first such course to take part.

Event organisers Elissa Grainger and Christel Asplund were delighted with the support for the night.

"It's been months in the planning but we are so pleased with the response," said Elissa. "To see the designs in the church has been incredible."

Christel said: "It's been brilliant. The second year is where we get

to grow as designers, where we try different ideas.

"What people were seeing here was the projects we have done to explore ideas and find our own styles." More than 200 people were at the event, which saw 38 students show off 80 garments.

Lingerie, shapewear, swimwear, bras, bikini, underwear and sleepwear designs were sent down the aisle of the church to cheers and applause.

DMU's internationally-renowned Contour Fashion course produces graduates who are specialists in design, pattern cutting and technical excellence.



It's been brilliant. We get to grow as designers, try different ideas

Christel Asplund



All Saints Church was the venue for Contour Catwalk



One-offs sold alongside high street brands

Students from DMU raised funds to put their fashion designs on the London catwalk by selling their unique clothing in a pop-up shop at the heart of Leicester's busiest shopping area.

They opened up the fashion shop on the top floor of the Highcross shopping centre alongside famous high street stores such as Zara, Topshop and Lippy. It featured one-off designs and customised clothing created

by the fashion students.

Aylin Kiral, who ran the shop alongside fellow third year fashion design student Jonathan Neal and fashion design lecturer Caroline Jackson, said: "It is a challenge but it is really important for us to raise funds so that we can go to Graduate Fashion Week.

"It is the most important event for us as designers because it is where you can show your work to the world, make good contacts and secure a job in the industry."

Quartet are winners with big world brand

Innovative lingerie designs conceived by students from DMU's renowned Contour Fashion courses have won competitions run by one of the world's biggest brands.

The third year Contour Fashion and Design students have scooped the top prizes in three concept and design challenges set by Berlei.

Ellie Balwako won the £500 prize for the Berlei Sport 2/3 Innovation Project to design an innovative sports bra concept with specific features to provide the best of support and comfort.

Nicole Wright and Sarah Hardstaff each earned £250 as joint winners of the Berlei Lingerie 1/3 Brand Positioning Project to create a contemporary feminine

lingerie collection for women over 45 with a specific fit and features suited for that market.

Emily Storer took the £500 first prize in the Berlei Sport 3/3 Brand Stretch Project to incorporate the latest technology of stretch materials with compression wear or running gear into a set of sportswear.

Contour Fashion programme leader Gillian Proctor said: "DMU has a longstanding and respectful relationship with the Berlei team who have consistently nurtured and encouraged fashion forward creative solutions from the student cohort.

"Few brands can be as generous with their time and vision for the potential of new product ranges and value their creative worth."



From left, winners Ellie Balwako, Emily Storer, Nicole Wright and Sarah Hardstaff.

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Across the following pages, you'll read about our recent success stories – inspiring individuals like Textile Design graduate Abbie Tacey, already boss of her own business creating trendy T-shirts after successfully applying for a grant from the university, and Media Production graduate Leanne Allen, in a dream job at Radio 1.

You'll also see how our lead on partnerships, internships, volunteering, placements, and DMU schemes like Graduate Champions, Square Mile and Frontrunners, have put recent graduates where they want to be: at the start of an exciting adventure.

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DMU graduate strengthens special bond

Design challenge shows students where skills can take them.

A DMU Product Design graduate now working with Aston Martin brought one of the

company's latest stunning models to campus as he threw down a design challenge for today's students - and showed them where the skills they

learn at DMU can take them.

Toby Fox, and engineers from the iconic British marque, the last word in style for car lovers around the world, arrived in a Rapide S to set a competition.

Students of on Interior Design, Textile Design, Design Crafts and Fashion Textiles and Accessories were invited to see the £150,000 car – and sit inside it – to get a feel for the top-quality materials and finish which the company uses.

The student brief is to redesign the interior of the vehicle while staying true to its core of lightweight and sports elements

– without compromising on luxury. The company chose DMU because of the emphasis placed on technical design aspects, coupled with its reputation for creativity and industry-aligned teaching.

The students will work on the project during a week-long boot camp. The three best will be judged by DMU staff and will be invited to present their work at Aston Martin's HQ in Warwickshire.

Toby said: "We'll be looking for their ideas on how to communicate the concept of lightweight and sporty in luxury materials.

"We brought the car on to



Toby Fox and the £150,000 Aston Martin. The car, used to inspire designers here, made an impact with students on campus.



“It's an honour to design for Aston Martin. It's a very famous, international brand”
Idil Abdi

campus to give the students the context. We're excited to see what they come up with.”

Students said they were thrilled by the opportunity to work with Aston Martin during their studies. Idil Abdi, a second year Textile Design student, said: "It's an honour to design for Aston Martin. It's a very famous international brand and this is so exciting for us."

Charlotte Spencer said: "It's exciting to be part of this. It's a privilege to have the opportunity to design for such an iconic, luxury brand."



John Cridland

CBI boss shares new meaning of working world

Students told 'you will work for global businesses' – and creative angle should provide edge

Mr Cridland said he believed that medium-sized companies would be the ones driving growth, spoke about the importance of the United Kingdom and said creativity was vital for today's graduates.

DMU students were urged to prepare themselves for a global future by the boss of Britain's biggest business organisation when he made a special visit to campus.

He said he wanted to see arts subjects given the same importance as science, maths, technology and engineering. "I'm really excited by the potential for more multi-disciplined studies producing people who are able to bridge the gap between science and the arts."

John Cridland CBE, Director General of the Confederation of British Industry (CBI) gave the advice as he outlined his vision of the future for UK business.

DMU places a huge emphasis on creativity and innovation across all subjects, including business.

Mr Cridland explained what he believed were the key business trends and spoke about the 'fundamental change' in the global market since the economic crisis of 2008.

Students said the lecture had given them plenty to think about. Postgraduate student Anso Mtyaka said it had 'opened his mind', adding: "Being a student doing International Business and Entrepreneurship, the things he spoke about were very relevant to me."

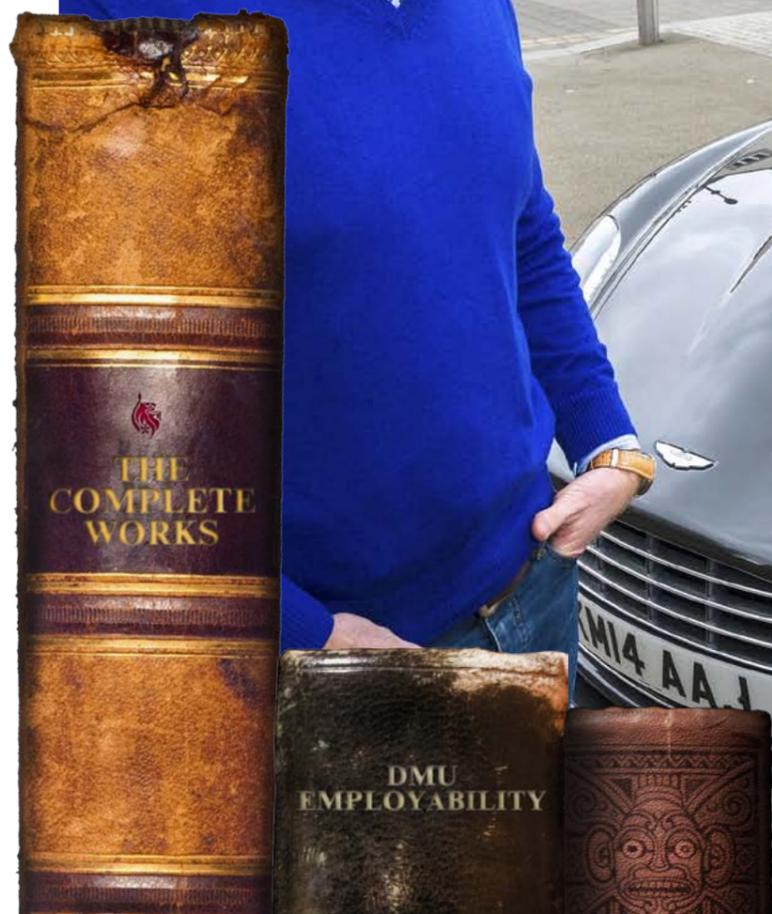
He spoke of the rise of Eastern economies and how companies were increasingly global in their outlook, pointing to the example of Jaguar Land Rover – owned by an Indian company, with British workers, enjoying huge success in the Chinese market – as 'a brilliant example of globalisation in action'.

Johanna Rodall, Sharon Wollams and Ruqiyah Ali, who all study Advertising and Public Relations, were among the audience. "I liked the fact he said employers were looking for well-rounded graduates," said Johanna.

He told DMU students: "To those of you who have aims to work in the UK, I would be hugely surprised if you get through your working lives without working for a company owned by a Chinese, Indian or other new economy base."

"The lecture has made me think more about what I want to do," added Ruqiyah.

Business and Management student Adam Gravely said: "It was an excellent opportunity to hear about the opinions of business. It was great that DMU gave us the chance."





Leicester City have taken on Jiteche Quessou full time – and he could not be happier

Newcomer goes straight into Premiership line-up

“I think it is brilliant that DMU offers opportunities like this even after you have graduated”
Jiteche Quessou

Jiteche's internship leads to full-time role at Leicester City

A DMU graduate has taken up a full-time job with Leicester City Football Club after impressing them during an internship organised by the pioneering DMU Graduate Champions scheme.

Jiteche Quessou, who graduated with a BA (Hons) in Graphic Design, took up an internship with the club at their King Power home last autumn, during the first DMU Graduate Champions internships.

Leicester City extended Jiteche's internship with the club and he has

now been taken on full-time and 'could not be happier'. He urged other graduates to join the scheme and businesses to get involved.

Jiteche said: "It feels amazing. If there is one thing students should realise it is this; that your degree is important but what also matters is your experience in the workplace.

"If you have the opportunity to prove you can work hard and do your job well then you will be more likely to get a full-time post. Now I have a full-time job I can look forward to getting a driving licence, going on holidays and being able to manage things financially. It is great."

DMU Graduate Champions offers recent graduates the chance to take up a paid, six-week internship with a leading UK business to enhance their CV and help them stand out from the crowd in a furiously competitive jobs market.

Each graduate is contracted and paid by DMU to work 18.5 hours

a week for the six weeks, and the university will pay the Living Wage of £7.65 an hour. It means there is no cost to businesses who take on the graduates.

Jiteche said: "I would urge any students and graduates to sign-up now for the scheme. Experience counts for so much now in the workplace and I think it is brilliant that DMU offers opportunities like this even after you have graduated. "I want to say thanks so much to DMU. I was able to work for the scheme and hold down my other part-time job which was great. "I feel so proud to work for Leicester City. When you work here you realise how much the club means to the city. It is full of good people and there is a lovely atmosphere. It can be stressful at times as we work to deadlines but everyone helps out and supports each other to make sure we meet them."

Olympic dream comes true thanks to DMU



A graduate of an acclaimed sports management course, partly run at DMU, has landed a dream job working for the International Olympic Committee.

Colm Ó Méalóid, 28, will be based at Lausanne in Switzerland, providing legal support to the TV and marketing services legal team,

which negotiates the broadcasting rights and sponsorship for the Olympics. "I cannot wait to start," he said. "It will be a fantastic experience to be able to work on some of the largest and most important sponsorship and broadcasting contracts involving some of the biggest companies in the world."

Colm was a qualified corporate lawyer with Irish law firm Matheson when he decided to fulfil his ambition to work in sport and study

the CIES International MA in Management, Law and Humanities of Sport (the "Fifa Master").

A keen player of Gaelic football and hurling, he wanted to take his love of Sport to the next level by working in the industry.

He said: "When I decided it was time, I spoke to a number of people in the sports industry and the FIFA Master was consistently mentioned as one of the best sports master's courses out there.

"I particularly enjoyed the humanities module at DMU as I learned about how sport developed and why certain sports are governed in different ways. I also enjoyed the

many field trips we had, which included visits to Old Trafford, the San Siro, FIFA, UEFA, the IOC and many, many more. "I would recommend the FIFA Master to anyone who wants to work in sport, in particular with an international federation. The course is highly regarded in the sports industry and students are given the opportunity to learn from some of the leading experts in their fields. The FIFA Master also has a very strong alumni association, who are very supportive and will do as much as they can with careers."

Leah communicates she means business

A graduate from DMU has started a full-time job after impressing the bosses who took her on for an internship under one of the university's ground-breaking employment schemes.

Leah McDougall (pictured) studied Media and Communication with Film Studies (Joint Honours) and enjoyed a six-week internship in the communications sector as part of DMU Graduate Champions.

She is now enjoying working as a Public Relations and Marketing Assistant at Leicester's Asra Housing Group who decided to offer her a full-time role.

The innovative scheme offers recent graduates the chance to take up an internship with a leading UK business to enhance their CV and help them stand out from the crowd in a furiously competitive jobs market. The champions are paid the living wage by DMU and



work 18.5 hours a week.

For DMU graduates, these placements bring sought-after opportunities to gain valuable insight into graduate-level work that is

relevant to their chosen degree and the career path they wish to follow, while business people have free access to some of the brightest and best young talent in the UK today.

Leah said: "If it was not for DMU's Graduate Champions scheme I would probably be at home trying to find the right job. With their help I managed to gain a full-time job

"I made a good impression and I am so pleased. It has helped me decide what I want to do as a graduate, which is to build a career in public relations, with social media in particular.

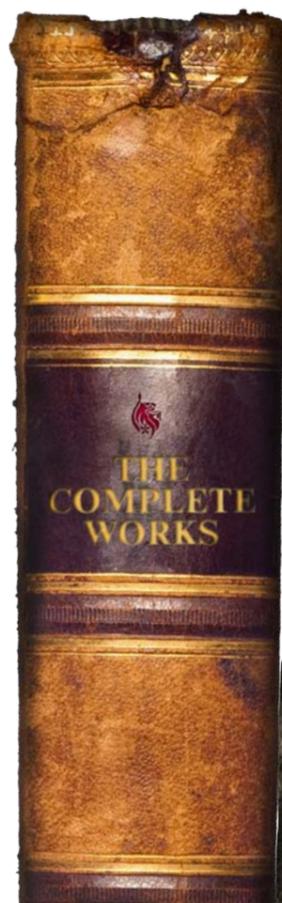
"The DMU Graduate Champions

team were exceptionally helpful. The group session we had before our internships started was very informative, helpful and most of all engaging. Every query and problem I had, they would get back to me promptly and always solved any issues I had.

"I would most certainly recommend the scheme to anyone that needs experience within the field they are studying and to any student that is unsure what they want to do as a career after university. The DMU Graduate Champions scheme has seriously changed my life."



Graduate Champions offers recent graduates the chance to take up an internship with a leading UK business to enhance their CV





Abbie Tacey

The future fits perfectly

DMU's 'great advice' helps Abbie set up pop-culture T-shirt business

DMU Textile Design graduate Abbie Tacey has set up her own business creating trendy T-shirts emblazoned with slogans from the world of pop culture after successfully applying for a grant from the university.

Since being awarded a BA (Hons) in Textile Design Printed Textiles in

“ It is a very competitive jobs market out there but the uni is there to help
Abbie Tacey

2013, Abbie has gained vital work experience with Leicester City's retail arm under the pioneering DMU Graduate Champions scheme, which sees the university offer recent graduates the chance to take up paid internships with leading UK businesses.

The Foxes were so impressed with Abbie that she is now working for them, producing designs for all of the Premier League club's clothing ranges, including childrenswear and the highly popular lifestyle range Fox and Crop.

Abbie created the design for a T-shirt celebrating City's promotion from the Sky Bet Championship

to the Premier League. Around 20,000 of the T-shirts were sold at City's Megastore.

She has now set her sights on running a successful T-shirt printing business after securing a £2,500 grant from DMU's Enterprise Inc initiative.

Abbie scours the internet, social media, films, TV and pop music to come up with slogans which she will emblazon across T-shirts aimed at 17-to-25-year-olds.

Each T-shirt has a limited run of 100 copies before they are taken out of circulation and replaced with a new slogan, meaning her T-shirts are always on trend.

Abbie said: "I don't think people realise how much help there is still available from DMU when they graduate. There is so much great advice, internships and grants available and I have just tried to take advantage of all of them."

"I joined DMU Graduate Champions, which got me a job,

“ I don't think people realise how much help there is still available from DMU when they graduate
Abbie Tacey

and now I have a bursary which has allowed me to set up my own business and there are always people at DMU to listen to you and offer advice.

"It is really tough when you leave university. It is a very competitive jobs market out there but the uni is there to help."

Abbie believes she has found a gap in the market and is confident her business will be a success.

She added: "I do a lot of research. I ask what it is that people want, get good feedback and then go for it. I am aiming the T-shirts at young, fashionable, funky people who want to wear something that is a bit 'out there' and follow trends on social media."

Vision for sound brings success

DMU 'crucial' as innovative music technology graduates turn hobby into business

A pair of innovative music technology graduates has turned what was once just a hobby into a successful start-up business.

Jim Frize and Kat Pattison graduated from DMU in 2009 and now run Sonodrome, a limited company which makes electronic instruments, acts as a development consultancy and runs music workshops.

After graduating with BA Hons Music Technology and Innovation degrees, the duo relocated to the north east to set up their business.

Kat said: "We initially worked on the design and development of our own electronic instruments, primarily hardware but also software, something we had been introduced to and focused on

throughout our time at DMU.

"DMU was crucial in starting us on this path. The degree introduced us to programming, so that we could create our own software and, most importantly, to instrument building and basic electronics, which helped us to develop our electronic instruments, the backbone of the business."

They did everything themselves, from design and prototyping to manufacture and marketing, and in 2010 won the prestigious Shell LiveWire small business award.

"In the early days we were very hands-on with the manufacture of these products," said Kat. "We had to be, because of lack of funding and equipment. The printed circuit boards for our electronic instrument kits were all handcrafted at this point."

"Later we took some time out to develop a more sophisticated electronic instrument, a standalone digital electronic synthesizer called the Ronin 802."

The Ronin 802 was much more



complex than anything they had done before. Manufactured to professional standards, it has sold all over the world, including Mexico and Malaysia.

Jim, 32, and Kat, 28, firmly believe in sharing their software codes and hardware designs for free use and have branched into creating custom gadgets and running workshops. They were also hiring out their own Digital Graffiti Wall, a screen on which to 'spray' infrared light to create artwork.

They also branched into being commissioned by various government services and charities to work with families in crisis, helping with support sessions and therapy for families and children

“ The degree introduced us to programming, so that we could create our own software, to instrument building and basic electronics, the backbone of the business’
Kat Pattison

facing social and economic difficulties.

In 2011 they moved back to Leicester, became a limited company and Jim returned to DMU to study for his PhD, a move aimed at expanding their niche expertise to grow their business.

Volunteering provides vital edge

A DMU graduate has landed his dream job - and credits DMU's Square Mile project in helping him impress his new bosses.

Jason Martin is now a digital account executive with Silverdisc, a major marketing company which has worked with global names such as HarperCollins and Barclays.

He says that taking part in the Square Mile's BusinessWorks programme, which lets students work to real briefs set by business clients, was a key factor in helping him land the job.

It is just one of several volunteering programmes run by the Square Mile project, which uses

the skills of staff and students to help the community. Jason was part of a team hired by student accommodation company CityBlock to analyse ways in which they could forge ahead in the student market.

Jason did marketing analysis and the team presented to managers who travelled to Leicester to hear their report. As a result the company has cut its contract length and gained new insight into students' views.

He said: "I recommend students take part in Square Mile because in this job market, you can't afford to just do a degree. Employers want so much more."

"But you shouldn't feel forced into volunteering - it should be something you enjoy. That's why Square Mile's projects are great, as they are so broad now that there's

almost something for everyone.

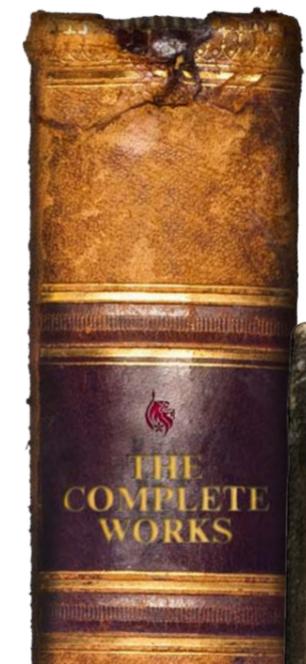
"All of the opportunities can boost their employability and offer them a break from their course and if you take my example of DMU BusinessWorks, you never know where getting involved with DMU Square Mile may take you."

"To be able to put down six months marketing experience on my application set me apart from others who graduate with just a degree. For me, it landed me a graduate job and is kick-starting my life after university."

After graduating from his Business and Management degree, Jason took part in DMU Graduate Champions working with PR agency We Are Epic.

He said: "I'm a big fan of all the opportunities that DMU has to offer. When I went to the interview,

all I was asked about was my involvement in Fox's Lair and my Square Mile work. It does give you an edge because these days simply having a degree is not enough."



Hollie steps into role with music legend

Chic's Le Freak is an all-time disco classic and a DMU student has been helping promote its re-release. Media and Communications student Hollie Copas met and worked with music legend Nile Rodgers (pictured) and chart-toppers Rudimental, who remixed the classic.

Hollie was recruited as part of a work experience programme called GoThinkBig, launched by O2 and Bauer media. Young people aged 16-24 were invited to apply for a host of jobs – and Hollie landed a social media manager's job.

She tweeted from Rudimental's Twitter account which has 264,000 followers and got the chance to



pick up expert tips from marketing mentors.

She said: "It's a tough industry to break into, so to get the call telling me I've got the job was amazing."

Nile Rodgers said: "Hollie has spent a lot of time crafting her talents through work experience and this showed in her application."

A skill-set for television

A TV station which gives DMU students with industry-standard work opportunities has been nominated for two national awards.

Notts TV launched this year to provide local programming for

local viewers and is attracting an audience of 189,000 a week on its Freeview and Virgin Media channels.

Its team includes DMU students aiming for careers in music and creative technologies who are on courses at a custom-designed facility in Nottingham run by DMU's partner the Confetti Institute.

Success built on DMU partnership

Marketing students at DMU gained first-hand business experience with one of the country's leading house builders.

Josh Malone, Lucy King, Mazia Muchhala and Shelley Gibbs were among 21 interns taken on nationally by Barratt Homes and David Wilson Homes. They worked alongside experienced marketing

teams at offices across the Midlands to get an insight into the industry.

DMU is committed to providing students with experiences that enhance their employability and this programme, which is now in its second year, is arranged through the university's renowned Work-Based Learning Units which organise placements.

Marzia Muchhala, who is studying business and marketing, said: "It's really interesting getting to know the ins and outs."



Insider offers vital insight into work in film

Actress Karina takes key role in Employability Week

Ambitious DMU students working towards careers in the competitive worlds of cinema, theatre and performance got expert insider advice from a distinguished actress in an Oscar-tipped film as part of Employability Week.

Karina Fernandez, seen in both

Mike Leigh's Mr Turner and Brit hit Pride, visited DMU to offer industry insight to, and answer questions from, an audience of Drama Studies, Dance, Film and Performing Arts students in a special session organised by the Drama department in DMU's Faculty of Art, Design and Humanities (pictured above).

Clips from Fernandez's films were shown to illustrate as she explained approaches to the craft of acting and offered advice on choices along the career path, including further training, getting an agent and identifying the right roles. Student Harriet Diggory, in the last year of her Drama Studies (BA Hons) course and hoping to go on to an MA in the subject, was offered advice on audition speeches she said was 'invaluable'.

Harriet said: "It's a competitive world but it's very niche, too, in a way – you need to develop something special to stand out. The advice I got was great."

Fernandez, who plays Miss Coggins in the biopic of JMW Turner, also shared some of the fascinating improvisation and development techniques used by director Leigh to develop his characters and script and said she was happy to engage with DMU students honing their 'impulse, passion and natural talent' with the discipline study brings.

She added: "What they can learn here is how the world they

“
What they can learn here is how the world they want to enter works.
”
Karina Fernandez

want to enter works."

DMU is committed to improving the employability of students by giving them the skills to succeed in the competitive graduate jobs market. Employability Week is the chance to broaden personal development and build skills for future careers.

Normal timetabled classes are replaced with employability activities within each faculty and events include top tips on how to get into different industries including accountancy, the legal profession and the print and film businesses. DMU is one of the top 50 universities in the country when it comes to graduates finding a job, rising a massive 57 places in national rankings published by The Sunday Times.

Oliver made up by cosmetics role

Spending time in America working for a giant cosmetics company has been a CV-boosting experience for a DMU student.

Oliver Fogden, a Business and Management student spent six months in San Francisco and lined up another six-month placement in Connecticut. He has been working for high-end skincare brand Perricone MD, gaining an insight into how the international company

operates. Reporting to Head of Operations and the manager of Operations Analysis, Oliver has been working on projects across the company.

His role has included conference calls, dealing with international clients, product launches and data collection.

Oliver said the placement had given him the chance to experience a different working culture.



Design work takes Lee back to school

Designer Lee Clarke had the time of his life working with primary pupils to help them create a new sign for their school using advanced techniques he had picked up from DMU.

Lee took up the internship at Stokes Wood Primary School, in New Parks, Leicester, as part of the pioneering DMU Graduate Champions scheme.

Lee graduated with a BA in Product Design this summer and signed up right away to DMU Graduate Champions, which offers six-week internships relevant to

studies and career, paid for and run by DMU.

Lee had already enjoyed working on other DMU employability schemes, such as Frontrunners, and spent a year in Germany on the Erasmus programme, which offers undergraduates the opportunity to work and study overseas.

Lee said: "It was great fun. The DMU Graduate Champions scheme has given me the chance to look at teaching as well as freelance design work. It has helped me boost my CV, create good contacts and gain really important work experience."

Ready for what's in store

Students who spent a year working with some of the biggest names in the fashion world have described the experience as "amazing".

The Fashion Buying with Marketing cohort each took a year out of studies to spend in industry – part of DMU's commitment to providing real-world experience which will enhance their employability.

From working in high street

giant Marks & Spencer to high-end fashion range Brora, from organising press launches to working abroad for sports giant Puma, the students got to work at the sharp end of the fashion world. Hannah Marshall worked for Brora Cashmere, a luxury brand which counts Nigella Lawson among its devotees.

She said: "I was working straight away.

"It was a great experience."

Sporty Sam kick-starts new life

With its futuristic, stylish buildings, on-site fitness centre and renowned archives, working in Adidas' state-of-the-art HQ is every sports fan's dream – a dream that's come true for one master's student.

Sam Martin, on the MA Sports History and Culture course at DMU, is based in the iconic World of Sports building.

The heritage team, which includes footwear engineers, textile designers, historians and museum curators, are responsible for documenting and digitising the collection and making it accessible to all. Sam, originally from Wolverhampton, studied the MA by distance learning.

Year-long role spells success

A student on DMU's prestigious journalism course has spent a year gaining vital work experience with a successful PR agency.

Jacob Jarvis, 21, is currently enjoying a year-long work experience placement at Orange Juice Communications, based in Brixworth, Northamptonshire.

The agency was launched in December 2012 by experienced journalists Oliver Jelley and Daniel Owens and now boasts a number of high profile clients including a national pharmaceutical company and businesses in the healthcare, retail and food and drink sectors.

Jacob said: "It's brilliant to have been given this opportunity."

DMU support seals Radio 1 job

DMU graduate Leanne Allen, who has a Master's in Media Production, is now working at the cutting-edge Visualisation department at Radio 1, which is at the vanguard of bringing new audiences to the station.

She is part of a team which looks for creative, dynamic ways to turn radio listeners into viewers of the station's YouTube channel, which has one million subscribers. She was offered the job within hours of her interview.

Leanne studied at DMU for her undergraduate degree in Media Production and decided to stay on to complete her master's.

During the second and third year of her undergraduate course she worked at the BBC Training Studios in Wood Norton, giving her vital experience which has boosted her CV.

She said: "My study with DMU definitely gave me a good grounding in a wide range of media production areas."



Vital launch in legal world

Two graduates of DMU's Leicester Institute of Legal Practice are carving out a career with one of the region's biggest law firms.

Emma Sharp and Martha

Splevings graduated from DMU's Legal Practice course which offers the crucial vocational training following completion of a law degree.

They are now paralegals at Nelsons, working in the company's Leicester office based at New Walk. Martha, who works in the employment department, and Emma, who works in family law, praised the "open door" policy of DMU law lecturers and the first-class facilities at the Hugh Aston building which includes a law library and mock courtroom.

All said & done

DMU and De Montfort Students' Union (DSU) are committed to giving students an amazing experience. Here are just 12 recent improvements the partnership provided after getting feedback from across campus...

1

Fully booked

DMU has already increased spending on books by more than 45% as a result of feedback and plans to invest £140,000 on e-books to boost the huge collection of print material already available. An additional £25,000 is being invested by the university to support an expanded 'student-led purchase' service – if we've got a gap in our collections, students can help fill it by making suggestions.

2

Printing money

Printing can be a costly aspect of student life and DMU wants to give students every opportunity to make the most of the printing facilities we offer. Due to the positive response we received from offering £5 printing credit to final year students last year, from January we have doubled the amount to £10, making things that bit easier for our graduating students.

7



Pass & go

Recent research has shown that public transport users are happier than those who drive, so DMU has free passes for the Leicestershire Park and Ride service which are now on offer to students. The Park and Ride services are a fast and environmentally friendly way to arrive at DMU in a more contented frame of mind.

8



New ball, please

The university and DSU came together to present DMU's first Winter Ball at the stunning Athena Leicester. Ticket prices included a free coach shuttle service, a sparkling drink on arrival, winter treats, entertainment and free after-party.

3



Clubbing together

With more than 110 societies and 39 different sports clubs available to join, at DSU there is more opportunity than ever before to get involved and make your time at DMU something to remember. There's a wide variety of societies

to choose from, ranging from creative writing to salsa dance, politics to pole fitness. There's even a Harry Potter society!

DSU has also introduced an exciting new sports initiative Campus 330 which involves short fitness sessions designed to fit in with the student lifestyle. Many are free!

4



Fix it? Course we can

With 583 Course Reps now recruited, DMU is ensuring that students have more representation than ever before. The reps are

there to solve any course-related problems and lobby lecturers and programme leaders. They have managed to make some significant changes including reinstating cancelled modules and moving assessment deadlines.

A longer shelf life

Students asked for improved access to the library - now the Kimberlin Library is open on Friday and Saturday nights and is fully open 24:7 during term time, all the

way through to the end of May, including the Easter holiday.

DMU library spaces offered nearly 13,000 hours of opening in the 2013-14 academic year. That's 7.5 million study-seat hours...

9



Student mentor programme

DSU wants to ensure students receive the best possible support during their time at DMU, so we have set up a new initiative called MyUniPal. Through MyUniPal, freshers are able to access support whenever it's needed: no matter if you just want a quick chat or something more in depth, it is covered. DSU UniPals are recruited from our second and third year students, so they're perfectly placed to advise.

10



5



Thursday sounds good

Featuring live music from up-and-coming artists and bands, the Coffee House Sessions are hosted by Demon Media and DSU and take place every

Thursday lunch-time in the Venue. Completely free to attend, the sessions are a fantastic way to listen to the latest live music. All sessions are filmed, interviewed and live-streamed by Demon Media.

6

A pleasing site

The new DSU website is now up and running, with a number of changes designed to make

it more user-friendly. Updated daily, it is tablet and Smartphone friendly with an intuitive display so that it is much easier to find the information students need; plus students can now buy tickets for union nights out and day trips, sports and societies directly through the website.

11



Getting personal

In order to ensure that transition to student life is as smooth as possible, DMU provides all undergraduate students with a Personal Tutor who is there to discuss any issues or questions about university life. In response to feedback, this service has been restructured with new guidelines to make sure each and every student receives consistent, reliable access to their personal tutor whenever it's needed.

12



Matters of taste

Students expect the best from the food provided on campus, so the DSU has a new lunch menu available now from the Venue every weekday. As part of the university's £136 million refurbishment, a food court will be incorporated within the new Fletcher Complex which will be the centrepiece of the campus redevelopment. Planned for completion in 2016, our students will soon be spoiled for choice.



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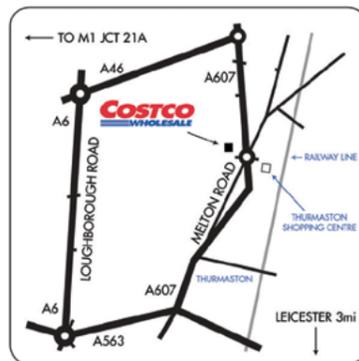
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Robot visions

Newcomer 'Nao' welcomes visitors to campus – and could become virtual parent to autistic children

A new state-of-the-art robot welcomed schoolchildren and visitors to campus as part of DMU's annual Hackathon.

Bought and programmed by DMU, the robot, currently named Nao, was the focus of a computer programming session for children in Leicestershire and from further afield.

Dr Samad Ahmadi, who heads up the university's ViRAL research group in the Faculty of Technology, said: "It is a very exciting way of learning programming, incredibly dynamic and interactive."

"We want to help stimulate interest in, and encourage students to want to learn, computer science and programming, a field which is becoming increasingly sought after by employers."

Aidan Mackay, aged 12 from the Isle of Coll, in Oban, Scotland, travelled more than two days to see the robot. He said: "Being here is really good fun. The most impressive thing about the robot is

how interactive it is and that it takes in everything you say."

The robot can respond intelligently to questions and commands. When children asked it if it could do t'ai chi, it began to demonstrate a sequence mimicking the martial art.

Gautam Devaraju is a first year Computer Security student from India and a volunteer with DMU Square Mile, the university's community initiative which helped to organise the children's session.

He said: "The robot is really brilliant. Each person who interacts with the robot will learn how to approach problems through a step-by-step and logical process."

While the robot is helping to inspire the next generation of coders, research is under way at DMU, looking into using the robot as a virtual parent for autistic children.

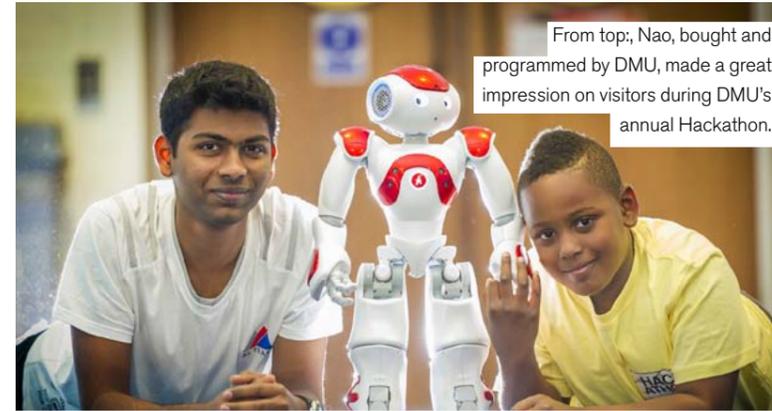
The robot can be programmed with different prompts and it is hoped that this will encourage tasks, identified by parents, to be carried out by children at specific times of the day.

Mark Charlton, Square Mile manager, said: "It's brilliant to see young people engaging with technology, and great that DMU staff and students are so passionate about sharing their skills and knowledge to benefit others."

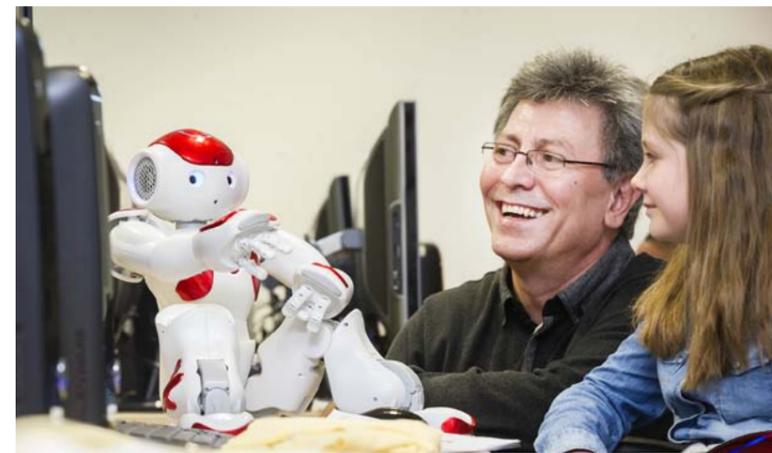
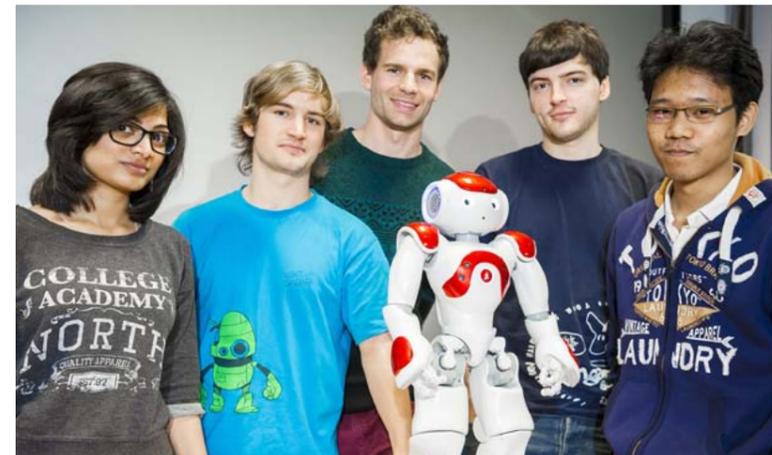
The event held for children was part of the HALE 2014 Hackathon, a joint initiative run by DMU's ViRAL research group, DMU Square Mile, Leicestershire County Council and the University of Leicester. Each year volunteer computer scientists help solve challenges faced by different community groups, such as those with autism.

“We want to help stimulate interest in, and encourage students to want to learn computer science and programming, a field which is becoming increasingly sought after by employers

Dr Samad Ahmadi



From top; Nao, bought and programmed by DMU, made a great impression on visitors during DMU's annual Hackathon.



Ben Cook

There's no stopping our commitment to innovation

DMU is already well known for its excellent disability provision – and now it has a world-first

DMU has become the first university in the world to offer disabled students the chance to use an all-terrain wheelchair.

The award-winning Mountain Trike – described by The Guardian as "The Bear Grylls of the wheelchair world" – has already taken its users up Snowdon, around the Peak District and across Africa.

Its inventor Tim Morgan famously turned down an offer from Dragons' Den to invest in the product after the millionaire investors wanted too large a share in the business.

Since then the company has gone from strength to strength and has won an army of fans who are able to go off-road by controlling the wheels with levers. A single wheel at the back ensures stability and the engineered suspension ensures users do not tip over. Disabled students at DMU are able to use the wheelchair for free by hiring it out via The Student Gateway.

DMU student Ben Cook, a second year ICT student, has tried out the trike and loves it.

He said: "Last year I lost three days of studying because of the snow. If it snows this year I could use the trike. As well as getting out in snow, it's really good at getting up and down kerbs and can be used on multi-terrain surfaces, including grass, stones and so on. I was very surprised at how easy it was to use. It felt a lot lighter than my wheelchair."

Ben was 12 when he caught a common cold virus, which was the catalyst for his Transverse Myelitis – where his white blood cells, which normally protect your body, turned against themselves and started attacking his spinal cord. It took him two years to learn to walk again but he then suffered eight more attacks which left him completely paralysed.

It took him until 2011 to regain proper use of his arms and he now uses a wheelchair.

Ben said: "It looks like a tank but when I sat in it, it was easy to manoeuvre. After my first use of it, I was quickly able to use the trike and it was really comfortable, especially the back area which you might need if, for example, you use it to go up a mountain."

"Thanks to this trike, it's nice to have the option to take part in more university projects. It will open up doors for various projects that go on around the university and means they are not limited."



Student Thomas Dell and Nao; the robot was the focus of a computer programming session for children



Inspirational effort honoured

An artist in residence at DMU has won a national competition to find the best artists inspiring students today.

Leila Houston, a DMU MA graduate who works with photography, sound and installation, won the public vote to find Artist of the Year with the AA2AArtists Access to Art Colleges programme.

Leila is a self-employed artist who is passionate about creating art and promoting the arts to students. She has worked on two pieces while at DMU as artist in residence and been a visiting lecturer at DMU.

German internees remembered

The lives of German internees in the Isle of Man during the First World War were revisited with the

help of a DMU academic.

At the outbreak of the First World War, all German men living in Britain aged 17 to 55 were considered potential spies and the Government decided to place them in camps, the largest of which was on the island.

DMU Professor of European History, Panikos Panayi, worked with Manx National Heritage on a major conference telling the stories of those who lived there, the effects on their families and how it affected Isle of Man residents.

Vice-Chancellor's honorary LGBT role

DMU Vice-Chancellor Professor Dominic Shellard has become the first honorary president of Leicester's Lesbian Gay Bisexual Transgender centre (LGBT).

The organisation in Wellington Street, Leicester, provides vital advice and support for people from LGBT communities facing social isolation, exclusion and discrimination.

Last year, the LGBT centre dealt with 5,026 walk-in visits and 5,100

calls from people wanting help.

Professor Shellard said: "I am deeply honoured to become the first honorary president of Leicester Lesbian Gay Bisexual and Transgender centre.

"The dedicated volunteers, staff and board members not only provide a voice to these communities in every aspect of city life, but also give essential support to thousands of people who can often be at their most vulnerable, purely on the grounds of their sexuality."

Learning from the best

Aspiring fashion designers at DMU learned from the best when they won a place at a prestigious course led by fashion designer Katharine Hamnett.

Three DMU fashion students, Samantha Dixon, Amy Jordan and Francesca Phipps, were among just 12 selected from the UK for the workshop, which was held at the Hay Festival in Hay-on-Wye.

The workshop, called Just Fashion, was on sustainability and each of the students was challenged to create new pieces from sustainably-sourced textiles and end-of-line fabrics.

Fine response to appeal

Fine Art students helped transform the bedroom of a poorly toddler, home from hospital for the first time.

Taran Gokani, born prematurely, developed pseudomonas, an infection which can be deadly. He had an operation to help his breathing and after major treatment at Leicester Royal Infirmary was finally allowed home months later.

Taran loves Disney's Finding Nemo, so a team of Fine Art students decorated his bedroom with characters from the film.

Louisa's royal theme rules

A DMU student has won a prestigious fashion competition in her first year of study.

Louisa Haywood, who is studying on DMU's internationally-renowned Contour Fashion course, won the important design contest run by the Lascivious lingerie company, itself founded by former DMU Contour Fashion student Chloe Hamblin.

Entrants had to design a four to six piece collection, all in black, for autumn and winter next year. Louisa based her designs around the English Monarchy and the English rose.

Leading on reading in the workplace

DMU has been named the number one workplace in the UK for the national Reading Agency's Six Book Challenge which has helped transform hundreds of people's lives by encouraging them to get stuck into a book.

Andrew Jennison, who works as a Post and Portage Officer at DMU, has been responsible for running the Reading Agency's Six Book Challenge on campus since 2011.

During that time he has encouraged more than 500 members of staff to pledge to pick six reads, record their observations in a diary and earn a certificate.

He was recently awarded a British Empire Medal for his commitment.

Research with a real-world impact



PhD studies providing clean water and solar power

DMU research students are helping to provide clean water and off-grid solar power to rural villages in Nigeria and Ghana.

The work is part of their international PhD studies with DMU's Institute of Energy and Sustainable Development.

DMU's growing reputation for applied research with real-world benefits has been confirmed with the publication of the REF 2014 results. Almost 60% of DMU's research activities were judged to be world-leading or internationally excellent. (Find out more at dmu.ac.uk/research)

Around 600 million people live without electricity in sub-Saharan Africa, while about 330 million have no access to clean water supplies. This has large negative effects on health, education, labour productivity and general quality of life. In rural areas, villagers, mainly women and children, often spend hours a day collecting water from rivers and boreholes.

Manual pumps are hard work to operate, and often broken. Only affluent families can afford diesel generators for electricity, which are

expensive to run and cause noise and serious air pollution.

Mobolaji Onasanya, based in Lagos, Nigeria, is investigating what makes for a successful solar energy scheme, which can provide power for lighting, schools and clinics, and also to pump water from a safe borehole source.

His investigations in three villages have found that many of the problems are not technical, but to do with maintenance skills, finance and local politics. He said: "Research of this nature has been quite challenging but equally revealing. DMU has put an articulate system in place to make the study a rewarding experience."

In Ghana, Seth T.K. Dzokoto – who is also the local priest – is researching water needs in Ziopie, Kpetoe and surrounding communities in the Agotime-Ziope district.

He has helped fund a 0.5 kW solar system which pumps water into a large storage tank in the centre of Kporta village from a borehole 170m away when the sun is shining. The villagers helped to build the system, and held a big celebration when it was completed. The District Chief Executive M.K. Adzaho commissioned the system.

Seth said: "The International PhD programme being run by DMU

the people in that community. The community dwellers can now access clean water right in their village, as opposed to the 170m they used to walk to collect water in the bush from the borehole."

The Institute of Energy and Sustainable Development has many research students from overseas, some studying at DMU and others in their own country on the international PhD programme.

Dr Andy Wright, who supervises Seth, Mobolaji and others, said: "It can be very challenging for them. In some countries, internet connections are poor, there are frequent power cuts and they don't have local access to university libraries and other support. English is usually not their first language.

"But the university provides a lot of support online, and coming over to the UK each year is very beneficial. Most PhDs are very theoretical, so it's great to be involved with these in Africa, which can help to make a real difference to lives in developing countries, helping to provide water and power which we take completely for granted."



DMU leads world austerity probe

Academics from around the world led by Professor Jonathan Davies, of DMU's Politics and Public Policy department, are scrutinising the way in which different countries have introduced austerity policies – and how the voices of citizens are heard in shaping public spending.

The major study is the first of its kind and will include analysing austerity in Leicester, Montreal, Baltimore, Dublin, Melbourne, Barcelona, and Athens.

Protest groups, collaborators, volunteers, public sector leaders and officials and businesses will all

be invited to participate.

Prof Davies said: "Our study will tell politicians and activists much about how collaboration works as a way of governing and contesting austerity. We are not trying to 'sell' collaboration, or suggest those suffering from cuts and wanting to resist them should collaborate. Our primary objective is to understand whether, and if so how, collaboration contributes to public governance in austere times.

"In gathering and comparing a large body of data we will learn about the changing role of government under austerity and whether governing is becoming more elite-focused."

Clicking with young voters

Inspired sixth formers thought up ways to use digital technology to engage their peers in democracy thanks to a think tank session at DMU.

The students, from Leicester schools and colleges, took part in a 90-minute workshop involving discussions, group work and presentations.

The results were presented to the Government at Westminster during Parliament Week.

Led by Dr Clodagh Harrington, senior lecturer in politics at DMU, the sixth formers split into four

groups, came up with digital democracy suggestions and voted on which was the best proposal.

The winning group of Nuran Balande and Safiyya Bhamji, of Regent College, Tom Bolton, of Ashby School and Liam Slater-McGill, of Wyggeston & QEI College, concluded a phone app would engage young people in next year's General Election.

Liam, 17, said: "We were talking about having an app that can relate to young people so that they can get involved in politics. At election time you could type in your postcode and see who the candidates are for your area, find out information about them and relevant statistics.

"You could see a breakdown of political issues and whether they match up with your views."

DMU expertise informs TV debate

Politics students from DMU took part in a TV debate on English devolution while one of their lecturers provide expert comment for the show.

Third year politics student Natalie Smith, second year Rhys Pennington-Jones and first years Hannah Rowe and David Smalley were invited to be a part of the audience for the show, *More Power to the East Midlands?*, hosted by BBC East Midlands political editor John Hess and BBC East Midlands Today anchorwoman Anne Davies.

Guests included Graham Allen, MP for Nottingham North and chair



of the Political and Constitutional Reform Select Committee, which has DMU politics lecturer Professor Colin Copus as an advisor, Heather Wheeler, MP for South Derbyshire and David Parsons of UKIP.

Natalie, who is researching voting among young people, said: "If the East Midlands had more powers then people might become a bit more engaged with politics. If they feel they have more influence on local issues they will perhaps make sure they go out and vote and have their say."

100 Ideas continue to impress

One of the leading politicians in Leicester has taken a policy document created by DMU students to a meeting in which Labour's top brass thrashed out policy ideas for the next General Election.

Deputy Mayor of Leicester, Councillor Rory Palmer, referred to

the document and ideas from the DMU Policy Commission during the three-day meeting of Labour's 198-member National Policy Forum.

He also presented it to Gloria De Piero MP, Labour's Shadow Minister for Women and Equalities. DMU students, aided by academics from the university's Department of Politics and Public Policy, spent six months coming up with 100 policy ideas they would like political parties to adopt.

In a first for any UK university, students took their policy document to a reception at the House of Lords and handed it to highly influential members of the three main parties.



DMU political passion impresses Washington pundit

A respected political journalist with one of the best contact books in Washington gave a special guest lecture for third year DMU politics students.

Amy Walter is editor of the *Cook Political Report*, which analyses elections and campaigns and is the must-read for US politicians. Named by *Washingtonian Magazine* as one of the top 50 journalists in the capital, she was part of the Emmy-award-winning CNN election night team.

Amy's visit was a part of the university's commitment to providing an outstanding experience for students.

She outlined the current political climate, Obama's popularity rating

and the leading candidates for the next Presidential campaign before taking questions from eager students.

She said: "This generation has never seen another kind of candidate. They have always had a Clinton and a Bush in their lives. Where they were impressed with Obama was not just that he was younger but that he harnessed technology in a way they could understand.

"They grew up in a world where technology is ever-changing and they want to know why Government is so slow to change." She said Jeb Bush, younger brother of former president George W. Bush, would be a strong Republican candidate.



Influential US pair part of Congress to Campus

DMU students quiz honoured guests over world issues

A former congressman and congresswoman crossed the Atlantic to discuss the state of American politics with students in

DMU's annual *From Congress to Campus* event.

The students were full of praise for the session, which gave them the chance to put questions to former Republican Congresswoman Mary Bono and ex-Democratic Congressman Brian Norton Baird, calling it "an incredible experience".

Brian and Mary, as they preferred to be called, quickly laid out their stall saying they were both centrist politicians, unafraid to question their own party lines, who shared similar views on US domestic and foreign policies, so "if you have come for a World Wrestling Federation scrap you will be disappointed".

They took questions from a packed floor, covering everything from the continued impact of 9/11,

whether President Obama was a lame duck after his huge defeat in the US Primaries, whether the amount of money required to make it as a politician was a hindrance to the "ordinary" American wanting to enter congress and Russia's impact on world politics.

They also opened up about the proudest moments in their political careers. Brian said his was taking "principled" votes "that required a lot of courage". The first was his stance against America invading Iraq which he warned would destabilise the country.

The second was voting against an early withdrawal of troops from Iraq "because we had a moral responsibility to the people of Iraq" to ensure they were safe following the invasion. He was called a traitor and unpatriotic as a result of both votes.

Mary's proudest moment was "the fact that I had legislation sent into law by Clinton, Bush and Obama as there's not many people who have achieved that".

She was also the first woman in history to chair the powerful sub-committee on energy and commerce and hoped many more

women would enter politics for the long haul, as she did for 15 years, to gain high-ranking positions in American politics.

The most popular suggestion of the night came from Mary, when asked if there was room for a third, centrist party to take on the Democrats and Republicans.

She said: "I love the notion of a third party and a centre party. I like the suggestion of a "let's just do it, makes sense" party. Hopefully one day. Maybe you could start a branch of Let's Just Do It Makes Sense here."

Third year Accounting and Finance student Kishan Somani said afterwards: "It was so interesting and amazing to have two American politicians here at DMU."

Third year Accounting and Business student Zena Mshana added: "It was a great experience. DMU has gone a step further than other universities by getting influential politicians from the US here to discuss international relations. I can't imagine there are many universities that offer students the chance to talk to real congressmen and women."

Powerful new plan by professor

A DMU politics professor has drafted a new bill which proposes giving more powers to local government.

Professor Colin Copus wrote the *Local Independence Bill* for MP Graham Allen, chair of the influential Political and Constitutional Reform Select Committee.

It was launched at an event attended by the Mayor of London Boris Johnson, the Core Cities Cabinet and London councils.

Prof Copus said: "The idea is to give local government freedom and independence from central government control. We could go from a country with one of the most centralised government controls in the world to free, powerful and independent local government."

Significant new financial autonomy has been granted to Scotland and Wales which will allow them to reinvest locally-raised taxes. The bill argues that England's cities and regions should also be allowed to retain more tax.



The Secretary of State for Education Nicky Morgan spent time talking to students

Education Secretary learns the DMU way

The Secretary of State for Education paid a special visit to DMU to learn about its links to Britain's schools and colleges. Nicky Morgan MP took time out from her busy schedule to meet up with DMU Vice-Chancellor Professor Dominic Shellard before being taken on a tour of the campus, meeting students and academics from the world-renowned courses in fashion, textiles, contour fashion, and footwear and game art.

Mrs Morgan spent time talking to students in Heritage House and Leicester Media School to learn

more about their courses and was fascinated by the processes behind producing work to such a high standard. Mrs Morgan's visit included talking to Third Year Footwear Design students Alex Blackman and Patrick Rogers who are working on creating shoes for their final assessments.

The MP for Loughborough, who is also Minister for Women and Equalities, said: "As Education Secretary I am always interested to learn how the students came to find themselves on the courses and where they got their advice and inspiration from."

Next generation's 100 ideas for better city life

Better, wider cycle lanes, an Oyster card for the city and creating more opportunities for young people to socialise in Leicester were among the first suggestions put forward to improve the city.

They were ideas from Year 10 students being quizzed by DMU students and staff who have launched a new campaign called 100 Ideas to Change Leicester.

They will be asking residents, businesses, shoppers and fellow students what improvements they would like to see in the city.

The ideas will be collated into policies and presented to councillors at Leicester City Council in March. The Mayor and Deputy Mayor of Leicester have pledged support for the project and are keen to see the students' proposals.

"This initiative should generate some really good ideas," said Mayor Sir Peter Soulsby. "The students will bring fresh thinking to some very difficult issues and I'm looking forward to seeing what they come up with."

His deputy, Councillor Rory Palmer, tweeted: "Great to hear about 100 ideas for Leicester commission. Look forward to working with them."

DMU students asked Year 10 pupils from Regent College, St Paul's, Evington, Charnwood College and Lakehurst Academy for their ideas.

As well as transport and jobs, students also called for life skills such as applying for jobs, voting and how to pay taxes to be taught in schools.

Blessing Norma, of Regent College, said: "I don't believe enough young people are interested in politics. I think if this gets them interested there is so much we can change."

The campaign is being run by DMU's Department for Politics and Public Policy – which has a reputation for making politics relevant and involving students in real-world studies.

Politics lecturer Alistair Jones said: "Leicester is wonderful but it can be better still and we want to find out how it can be made better."

Adieu Cosay, who studies International Relations, said: "I think it's a brilliant idea because it can help in terms of getting people into politics, especially at a time when engaging young people in the General Election is crucial."

DMU's ground-breaking 100 Ideas to Change Britain saw hundreds of students develop policy ideas which were then handed over to politicians at the Houses of Parliament. They will be considered for the party's manifestos in the General Election.



DMU students asked Year 10 pupils for their ideas

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Emma Twigg

Title-taker Maddison hits heights

A talented DMU student has kicked and punched her way to the top of her sport after being crowned World, European and British Karate champion.

Performing Arts student Maddison Moore (pictured below), from Kidderminster, has earned an unbelievable number of titles to become an undisputed fighting great. She was named World Union Karate-do Federation World Champion in the 15-17 age category in 2012, is the reigning British Champion in the 18-21s age group and International and National Champion.

Maddison claimed the title of European Champion at a hard-fought contest in front of a delighted home crowd in London's Docklands. She has also been named Most Entertaining Female Athlete two years running and Best Female Athlete 2014 by Karate England. They are outstanding achievements but Maddison takes it all in her stride. "It's a nice collection to have," she said.

She has travelled the world to compete in Hungary, Romania, Serbia, Ukraine, Belgium, Ireland, Italy and Brazil. Her outstanding talent didn't really come up in many conversations with the rest of her class, until she returned from London with her European title. Maddison laughs: "People came up to me asking where I had been. I said "just competing in karate". When I told them about the title they were quite shocked. I assume people look at me and don't consider me a fighter!"



World-class team

Champion rower praises DMU's awesome facilities

A DMU student and world rowing champion named Female Rower of the Year by the sport's governing body has been handing out her own plaudits – for DMU's awesome facilities.

The World Rowing Federation, FISA, singled out Emma Twigg due to her achievements in 2014, when she became the fastest woman single sculler on the planet.

The Kiwi was at DMU studying the International MA in Management, Law and Humanities of Sport - the 'FIFA Master' - and spent time based in DMU's International Centre for Sports History and Culture, completing the first of three sections of the prestigious course. Last year the MA was ranked the No.1 postgraduate sports management course in the world.

At the same time as her studies, Emma maintained a training regime to stay in tip-top shape as she

sets a target to qualify for the Rio Olympics in 2016.

Emma won her gold medal in the women's single scull at the 2014 World Rowing Championships in Amsterdam. She has previously represented New Zealand at both the Beijing 2008 and London 2012 Olympic Games.

She said she was delighted by the facilities at DMU's QEII Leisure Centre. Emma said: "The gym is awesome. It is such a good facility. I did a lot of training on the rowing machine, spinning two or even three times a day.

"Everything we have talked about as a group in the FIFA Master has been interesting. There is such a broad group of people so we are going to learn a lot academically but also learn a lot from our peers. It is fascinating."

The athlete had a key to the Leicester Rowing Club boat house where DMU's Rowing Society is based and was seen zipping up and down the River Soar when time allowed.

She was also delighted with the facilities at DMU's QEII Leisure

Centre, which ensured her fitness was maintained to world championship standard.

When she is not studying, at weekends Emma is also travelling around Europe to enter competitions. The citation on the FISA website "World Rowing" states: "Emma Twigg started the 2014 season just as she intended to finish it.

"She beat Kim Crow to the line at the first World Rowing Cup in Sydney, Australia and then took two more World Rowing Cup golds before underlining that she was indeed the fastest woman single sculler in the world by becoming the World Champion.

"This was Twigg's first senior World Championship title following an international career that has stretched over a decade and included junior and under-23 gold medals in the single."

James Panter, who is the course co-ordinator at De Montfort University, said: "Everybody connected with the course is thrilled that Emma has received such a prestigious award."



Offering help with distressing issue

Coping with a baby who cannot stop crying is an issue almost every parent has had to cope with. A two-year study, based at DMU, will begin developing routine NHS services to provide distressed parents with the support they need.

Persistently crying babies can trigger maternal depression, poor parent-child relations, a premature end to breast-feeding, problems with long-term child development and, in a small number of cases, infant abuse, yet there are no tried-and-tested NHS practices for supporting parents.

Sharing nursing skills with Japanese guests

DMU welcomed Japanese students to a special nursing school, sharing UK practice and English language relevant to their profession.

The students, from Juntendo University in Tokyo, took part in a two-week programme, Passport to Nursing English, developed by DMU's Centre for English Language Learning and Faculty of Health and Life Sciences, and supported by existing DMU students.

The summer school gave the visiting students the opportunity to improve their English language skills and expand their vocabulary, and to learn about nursing and healthcare provision within the UK.

Theresa Jackson, a Senior Lecturer in Adult Nursing at DMU, said: "Students took part in hospital visits, skills workshops for

Some 16 parents are working with DMU's Faculty of Health and Life Sciences, including Leicestershire Partnership NHS Trust, The National Childbirth Trust and the helpline charity Cry-sis, on the project.

The first year of study will look at developing a support package offering help through materials such as web pages and phone apps as well as special NHS staff training and one-to-one consultations offered to parents.

The second year of study will see how feasible it is to offer that level of support through the NHS.

Dr Rosemary Garratt, DMU Principal Lecturer in Midwifery and Nursing at the Midwifery Research Centre, said: "This study has the potential to have an impact on a lot of people which is so important. It is a prestigious study involving a lot of local partners."

resuscitation and nursing seminars.

"This programme has been a great success for the Japanese nursing students, as well as the DMU pre-registration nursing buddies who supported them.

This provided a unique dimension to the international experience of all the students involved."

One of the students, Mikiko Imazeki, has an ambition to become a nursing teacher and said: "It allowed me to focus on my English pronunciation, which is beneficial for me and my career, as I want to be able to interact confidently and help others."

Andy Thomas, an English lecturer with DMU, who taught the students, said: "Students learnt English related to technical nursing experiences and professional consultation.

Future leaders study at DMU

DMU is working to identify, recruit and develop talented people who can become future leaders of the NHS. Four of the last five Chief Executives of the NHS and NHS England are alumni and DMU's Department of Corporate Development, in the Faculty of Business and Law, is providing the Postgraduate Diploma Management of Human Resources to the NHS Graduate Management Training Scheme (GMTS), run by the NHS Leadership Academy.

Amanda Thompson, Head of the Department of HRM and Head of the Department of Corporate Development, said DMU's leadership-focused approach was instrumental in the university being awarded the contract.

She said: "Our programme amplified their leadership competencies. The NHS Leadership Academy has designed a Graduate Scheme to develop leaders first and foremost as well as HR specialists and that's what our tender delivered. We are pleased that the NHS Leadership Academy recognised the innovative approach to teaching and learning adopted at DMU and the way we approach the development of HR professionals to equip them to take on strategic roles in the future".

The programme incorporates professional exchange events where graduate trainees working for major organisations can meet to share practice and discover innovative ways to solve complex problems.

The trainees following the programme will have opportunities to interact with HR graduates from the Royal Mail, Jaguar Land Rover and Ford whose graduate recruits also undertake the



Amanda Thompson

Postgraduate Diploma with DMU.

The HR trainees on the two-year NHS GMTS will attend DMU for module workshops while undertaking a planned programme of placements within the NHS.

They will also participate in action learning sets and a series of experiential learning events alongside fellow graduate trainees of informatics, finance and general management on the scheme.



Health check



Honour for shoe head

The head of DMU's internationally-acclaimed Footwear Design degree has been given a top honour by

one of the country's oldest livery companies. Kevin Guildford has been granted Admission to the Freedom of the Worshipful Company of Cordwainers – one of the most ancient of the London medieval guilds.

The dead tell their stories - digitally

The tale of a woman who fell to her death watched by 40,000 people when her parachute caught on a plane is one of the sad ends featured in a new cemetery trail iPhone app created by DMU. Gruesome deaths is one of the fascinating search categories in the app, which uses digital technology to retell the stories of some of the 200,000 people buried in the historic Welford Road Cemetery, in Leicester. The app has been created by computer and app design specialists at DMU's Digital Building Heritage Group.

Just the job, Richard

A student is aiming to help hundreds of people back into work with the launch of a new service. Richard Narayan describes The Daydreamer Project as a 'social experiment' which aims to connect the unemployed with employers. He has set himself the goal of getting 200 jobseekers in Leicestershire into a job over the next two years. Richard, of Rushey Mead, Leicester, has set up the scheme as part of his Masters in Marketing Management at DMU's Leicester Business School. Using his skills he aims to help jobseekers improve their CVs and work with JobCentre Plus staff to

get them the jobs he believes are out there. As most recruiters now use computer searches to find potential candidates, Richard will work with jobseekers to ensure their CV includes key words that the search engines will pick up. He said: "Some of these people haven't got the right guidance or skills to apply for vacancies. I'm passionate about helping individuals and I've got the skills and experience to understand what is needed. I want to help as many people as possible. "It's a social experiment which is due to last a minimum of two years."

Cooling fears of power outs

A DMU academic who helped invent a heating control which could save people £200 off their annual bills believes it could also end the fear of a national fuel shortage. Dr Peter Boait, of DMU's Institute for Energy and Sustainable Development, believes the Heista device he invented with colleague Richard Snape could solve the problem by reducing peak electricity demand by 1.7GW – the equivalent of two power stations. Heista takes the pressure off the national grid by intelligently timing electric heating appliances.

Big name behind new-look DMU

World-leading construction company Balfour Beatty has been named as the developer for DMU Leicester's dramatic transformation of its campus. Balfour Beatty will offer amazing opportunities for students to be involved in the project, gaining them incredible work experience to help them prepare to enter the world of work. The company has been awarded the £42 million contract to transform the Fletcher complex and create striking new buildings for the world-renowned schools of Art, Architecture and Design. The work will also lead to the creation of the Jonathan KS Choi Creative and Cultural Centre.

Lucky Dan's scissors have cutting edge

DMU is known for its academic rigour and excellent student experience, but now it has a new boast – it is home to the UK Rock, Paper, Scissors champion. Daniel Tinkler, who is peer mentoring co-ordinator at De Montfort University Students' Union, took the title after beating 128 competitors at the finals, held

at a London pub. Dan – who now has his trophy at his desk in the Campus Centre – took the trophy with a winning hand of scissors against opponent Rene Marston's paper. He said: "It was just a spontaneous decision to enter. I honestly never thought I'd win. I would love to say it's down to skill... but honestly, luck played a big part in it."



Leading the way on cyber security

The threat of cyber-attacks on the huge computers controlling our power grids came under the spotlight at an international conference held in Austria and organised by Helge Janicke, head of the Software Technology Research Laboratory at DMU. Last year, DMU hosted the inaugural international Symposium for Industrial Control Systems and Cyber Security Research. Helge said: "Cyber security is paramount for the protection of our national infrastructures. This conference is a great opportunity for the international research community to get together and share the newest ideas and developments in this rapidly growing field of research."

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The war at home, day by day

Two journalism lecturers at DMU have embarked on a research project to examine how the Great War was reported in the local press and how well informed readers were kept on the progress of the conflict.

John Dille, Director of the Leicester Centre for Journalism at DMU, and his colleague, David Penman, are focusing on two small weekly titles which have been published in their Derbyshire communities for over 100 years.

Lucky Kat stays sharp

A swordswoman will further sharpen her mind into postgraduate studies after winning £70,000 on a National Lottery scratch card.

DMU Fine Art student Kat Mountain plans to be a teacher, but first wants to do a Master's in Fine Art. She said the money has been invaluable in helping her relax about bursaries and instead concentrate on finding the perfect course.

First she is planning to celebrate with her friends in the DMU fencing society.

Accolade to hang on the wall

A design graduate from DMU has won the star prize in a prestigious contest to find the UK's finest wallpaper designers.

The CAMAC wallpaper exhibition is held during the London Design Festival and is a showcase for the newest, freshest ideas in this multi-million-pound industry.

Nina Willsher, who graduated with First Class Honours in Textile Design specialising in Mixed Media, won the Zoffany Placement Prize and will now spend time working at their head office.

Entering the artistic fold

Intricate paper sculptures delicately displayed in glass bottles were among the works created by a DMU graduate shown at a London gallery.

Shobhna Patel, who did Graphic Design BA (Hons) and graduated in 2012, displayed her work at Orso Major, a contemporary art gallery in central London. Her work includes poetry and scenes made out of cut paper.

Fresh talent in the room

The Young Furniture Maker of the Year has been named – and he is a graduate of DMU.

Alex Stewart, who graduated with a First Class Honours in Product and Furniture Design, was granted the award by The Furniture Makers' Company, the industry's leading charity and patron, for his contribution to the development of their Young Furniture Makers group and its growth in membership throughout the year.

Meanwhile second-year Product and Furniture Design student Agnete Linikaite was awarded first prize by two different partnerships; one presented by furniture makers Crofts & Assinder and DMU, and another sponsored by fellow furniture makers Willis & Gambier.

Unwrapping a favourite

Fish and chips are the country's original fast food – and DMU's Professor of European History, Panikos Panayi, has unwrapped the history of one of the nation's most popular takeaways.

Fish & Chips: A History looks at the social history and culture surrounding the popular dish.

It uncovers complex issues of class and identity and is a book that tells the story of Britain's working class and industrial heritage.

Prof Panayi said: "We think of it as being British as can be, but it's actually from Jewish families and Greek Cypriot families. The origin of fish and chips is that cold fish used to be a Jewish dish eaten cold.

"It was the birth of the railways which made fish and chips famous."

Partnership brings kidney hope

DMU has signed a partnership which is set to revolutionise the treatment of chronic kidney disease in Abu Dhabi.

The agreement with Seha Dialysis Service and Fatima College of Health Sciences marks a direct approach to improving management of this incurable disease, one of the biggest healthcare problems in the UAE.

As part of DMU's international commitment, the partnership marks the start of a new MSc in Renal Nursing in Abu Dhabi from September 2014. Nurses will now have the opportunity to see their skills recognised at a master's level, graduating with a DMU degree.

Exploring dark side of light

World experts came together at DMU to present their latest research on the dark side of using artificial light at night.

Emerging research shows that artificial light at night can seriously harm human and animal health, hinder safety and security, waste energy which can contribute to global warming and block out the night time stars, losing our identity with the night.

During the three-day conference, experts suggested solutions to protect and enhance the benefits that light at night can offer, while

DMU bond shows others the way

An innovative approach to investment taken by DMU has been recognised as leading the way in higher education.

The Times highlighted more moves by English universities to raise finance for major investment in the way DMU did two years

ago. DMU secured a £90 million investment in order to transform the campus to make it one of the best in the country when complete

in 2016 and improve the student experience.

This investment came via a 30-year bond, a form of loan the paper predicted will create a high-flying elite of universities.

Art of the nation

Eight DMU graduates were among 70 chosen from across the country to take part in the UK Young Artists Festival.

The event, in Leicester, showcased applied arts, literature, moving image, music, performance and visual art.

The DMU students were selected following a national call to take part.

Suleman is the real deal

An entrepreneur based in DMU's Innovation Centre was the star of a reality TV series. Suleman Sacranie, whose business MadaboutDeals is run from the centre, featured in Million Dollar Intern, on Watch.

Suleman and five other successful young business people went undercover into a variety of companies facing a bleak future. Posing as interns, they had five days to assess the business and two days to save it.

Suleman's task was to help established family firm Havens, near Southend-on-Sea, to win back custom.

Shining example of teamwork

Dr Andrew Wright, of DMU's Institute of Energy and Sustainable Development, is part of the team behind the UK's first purpose-built, fully-solar-powered home, on the market with a price tag of £1.2 million.

The five-bedroom Solar House, built in Great Glen by Caplin Homes, has been designed to exceed the requirements of the government's 2016 zero-carbon target, and the house collects enough solar energy to provide heating and hot water, and around twice the electricity needed to run the system.

Joel's design is the key to everything

A DMU student has won a £500 cash prize in the Young Mobile Phone Designer of the Year award. Joel Mann, a Product Design student, was praised by judges in the contest which aims to promote the talent of the UK's young designers.

The competition brief – to design a mobile phone of the future – was explored in a number of ways by applicants, with the five finalists generating a wide range of concepts. Entitled Smart Lock, Joel's design is a device that combines a wallet, keys and phone.

Digging deeper into digital

A pioneering project to give teachers and staff more confidence in using the latest technology is paying dividends.

The Digilit Leicester project – a knowledge exchange between

Leicester City Council and DMU – was launched to measure and improve digital literacy skills for staff across the city.

Now a survey of teachers and support staff has shown a rise in confidence and digital skills across Leicester's 23 secondary and SEN schools, which are attended by more than 20,000 students aged 11-16.

Keeping company with top 200

Academics at DMU's Leicester Business School have compiled the must-see list of Leicestershire's top 200 companies.

Experts from DMU's Department of Accounting and Finance, led by

Dr David Russell, examined returns at Companies House to compile the list for the Leicester Mercury's business team. It is the third annual report produced by DMU's Business School, which has close

links with companies throughout Leicestershire and Rutland through student placements, bespoke courses or Knowledge Transfer Partnerships, where academics are teamed with businesses.



Elliott hacks it at Spotify sound summit

An aspiring hip-hop music producer used the specialist programming skills learned at DMU to win a prestigious Midihack contest at Spotify's Swedish HQ.

Elliott Murray (pictured) fused computer programming with music sampling at the event, hosted by the music-streaming giant at its Stockholm HQ. The Music, Technology and Innovation student was one of 150 delegates

at the 24-hour event. He said: "A hackathon is where you get a lot of enthusiasts together and the idea is to make something original in 24 hours. You then all sit together and show something which you've made. "It's an intense experience. I couldn't believe it when I was one of the winners." DMU's Music, Technology and Innovation Research Centre is renowned for teaching creative coding for music alongside audio production and systems skills.

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The Bank of TMC
 Backing great ideas

Akshay and The Mighty Creatives
 For young entrepreneur and DMU graduate Akshay Sharma, performing comes easy. Akshay, from Birstall, Leicester has always known he wanted to make a living from his creativity – he just wasn't sure how.

That's where The Mighty Creatives (TMC) comes in. The Mighty Creatives is the young people's creative development agency for the East Midlands. Our programmes and partnerships prepare children and young people for a lifetime of leadership, innovation and enterprise.

The Bank of TMC
 Our specialist support programme for young entrepreneurs is called The Bank of TMC. The Bank of TMC enables and inspires young people to use their creative skills to bring about positive change, both in their own lives and in the communities in which they live and work.

We recognise the huge potential in young people and help them to turn their ideas into real, lasting and thriving businesses.

Your trusted business advisors
 "For me, the easy part was coming up with the creative idea, the hard part was figuring out how to earn a living from it," explains Akshay.

"Business terminology was a different language to me. The team at The Mighty Creatives acted as my trusty translators; I was constantly reminded that I was not alone on my journey, with regular business workshops and one-to-one sessions, delivered by professionals in the field."

Akshay's big idea
 The result is The Underground Theatre Company, Akshay's thriving social business, initiated at the age of 19. He now delivers workshops in schools, youth clubs and at corporate events, using rap and beat-box to tackle serious messages.

"If young people are being entertained at the same time as being educated, the message that is being delivered becomes more memorable," says Akshay.

You can visit Akshay's website at www.undergroundtheatreco.com

Supporting the next generation
 The Bank of TMC offers tailored support for young people aged 16-25, who live or work in Leicester city, Oadby or Wigston.

Our creative business consultants share a wealth of expertise, while our workshops cover everything from business plans to marketing.

There's also access to sources of finance and the Bank of TMC's own grants, which range from £1,000-£5,000 to help start or grow creative businesses.

The Bank of TMC is funded by the European Regional Development Fund (ERDF), RBS Inspiring Youth Enterprise and Leicestershire County Council.

The final word from Akshay
 A year on, Akshay keeps a close relationship with The Mighty Creatives. "The funding from the Bank of TMC acted as the bridge between the ideas in my head and reality," Akshay explains.

"Sometimes it's easy to lose sight of the thing that you were so passionate about in the first place when setting up a business, but TMC encouraged me to stay motivated and develop my product!"

Interested?
 To find out more or apply, visit www.themightycreatives.com and click on 'Bank of TMC'. And like Akshay, you too could find your creative dream taking shape.

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1. Applies to Family Roadside & Relay cover in first year only. Other levels of cover are available and varying discounts apply. Offer only available to DMU staff/students by calling the number given, quoting the stated reference and paying annually by direct debit under a recurring transaction arrangement. Enrolment offer available to new Members for their first 12 months of Membership only. Offer not available in conjunction with any other offer/discount or on any other AA product/service. Details correct at time of issue. 2. Renewal offer available to DMU staff/students who are existing AA Members, or who join under the enrolment offer, and will be available at each renewal date until they cease to be DMU staff/students or the withdrawal of this scheme. 3. Mintel – UK Vehicle recovery report, September 2014. 4. Based on AA Case Repair Rate December 2013 – January 2014. Automobile Association Insurance Services Limited is an insurance intermediary authorised and regulated by the Financial Conduct Authority. Registered office: Fanum House, Basing View, Basingstoke RG21 4EA. Registered in England & Wales, number 2414212.