



Brunel's Olympic Hopefuls

We take a look at three of
Brunel's Olympic and Paralympic
hopefuls competing for gold at
the London 2012 Games.

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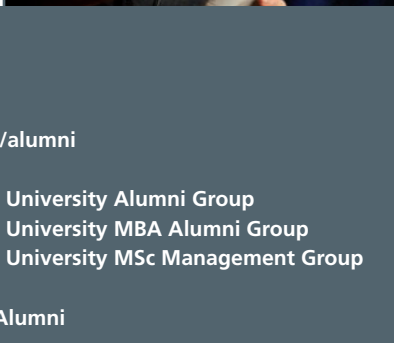
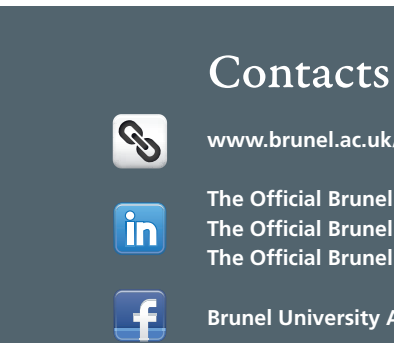
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I am delighted to take up the position of Alumni Officer in the Development and Alumni Office. I look forward to a wonderfully busy year ahead at Brunel and the opportunity to meet many of our alumni at graduation and networking events.

Carolyn Garner Alumni Officer



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www.brunel.ac.uk/alumni



The Official Brunel University Alumni Group
The Official Brunel University MBA Alumni Group
The Official Brunel University MSc Management Group



Brunel University Alumni



Welcome to the 2012 issue of Link magazine

When last I wrote to you, the UK Higher Education sector was on the cusp of dramatic changes, many of which have now begun to impact upon us. The autumn of 2012 will see the first students enter university under the new fees regime and we will see how this change will affect not only universities, but more importantly the students whose futures we seek to transform through Higher Education.

Brunel has established a wide-ranging financial support package for its students and prospective students and it is my great pleasure to thank you for the part which you play in this through support of the Scholarships Campaign. Brunel cannot change the new financial structure but it will do all it can to ensure financial pressures are not a barrier for talented students who wish to attend Brunel.

The University has undoubtedly benefitted from some significant improvements in its position in both the National Student Survey and in the national league tables. Brunel rose in The Sunday Times Higher Education World Rankings, The Times Higher Education World Ranking and QS World Ranking. League tables do not reflect all aspects of a University of course; however, the trend tells us unmistakably that Brunel is a University perceived to be improving rapidly.

The satisfaction with these results were however unfortunately tempered by the sudden and tragic loss during the year of one of its key architects, Professor Ken Darby-Dowman, Brunel's Pro Vice-Chancellor for the Student Experience. Ken was passionate about improving the experience

our students have in Higher Education and in his memory the University has established a new prize which recognises the greatest contribution by staff each year in this area.

I am proud to announce that Brunel has been the recipient of a number of awards in the past year. Not only was the University nominated for three awards from the Times Higher Education magazine – for Research Management Support, for Outstanding Library Services Team and for Engineering Research Team – it also secured awards in the Best Business Awards and for the third year running as the Best University Placement and Careers Service at the National Placement and Internship Awards.

On top of these, Brunel has received a coveted Queen's Anniversary Prize for Higher and Further Education, an award within the UK Honours system recognising work of outstanding quality. This is a huge honour for the University and I am proud to pay tribute to the work of Professor John Sumpter, Professor Susan Jobling, Dr Mark Scrimshaw and the whole team in the Institute whose work has made this possible.

I am also extremely proud to offer my congratulations to Brunel's newest Alumnus of the Year: Ross Ramgobin. As you will see from Ross's biography (back cover), he is an exceptional musical talent and I am sure that he will be a true inspiration to Brunel's graduating students.

It is our hope that the summer of 2012 will see Brunel students and Alumni competing in the British team at the Olympic and Paralympic Games in London. This is set to be a big year for London



Professor Chris Jenks
Vice-Chancellor and Principal

and Brunel as we play host to the South Korean Olympic team, the Canadian Paralympic team and world-class athletes from Jamaica and the UK (including of course the world's fastest man Usain Bolt) in the run-up to the Games.

In the last magazine I paid tribute to the work of the retiring Head of Alumni Relations, Sue Curley, and it is my pleasant duty in this one to welcome Brunel's new Alumni Officer, Carolyn Garner. Joining us from the Royal British Legion, Carolyn brings wide-ranging experience in communications to Brunel and has already made herself an invaluable part of the team. I am sure you will join me in welcoming her to the Brunel family.

My best wishes to all Brunelians for a happy and safe 2012. You continue to amaze and inspire me with your endeavours and I hope that we will have the pleasure of welcoming you back to the University in the near future.

NSS 2011: Brunel is the UK's most improved University for student satisfaction:

Brunel is the UK's most improved university for student satisfaction, according to the National Student Survey for 2011.

The University's overall satisfaction rate of 85% helped us to climb 78 places to 45th out of 141 higher education institutions. Out of the 22 London universities, Brunel is now joint fifth with Imperial College and SOAS.

Results in all six of the themes investigated by the survey showed significant improvement for Brunel since 2010. The University is now in the UK's upper quartile based on satisfaction rate for Learning Resources (up 30 places to 11th), Assessment and Feedback (up 100 places to 19th), and Academic Support (up 78 places to 34th).

At subject level, Brunel was ranked in the upper quarter for overall satisfaction in five subject areas. Four of these- History, Design, Physiotherapy and Mathematics and Statistics- made the sector top ten. 20 of the 25 subject areas in which Brunel's courses were included showed improvement in satisfaction rate from 2010, including a 53-place rise for the University in Business Studies.

The NSS, a national survey involving all UK higher education institutions, allows students to report on their experiences of university. All final year students (home/EU and international) are eligible to participate.



Will Self joins Brunel University as Professor of Contemporary Thought

The novelist and journalist Will Self has been appointed Professor of Contemporary Thought at Brunel.

The new role, created especially for him, spans both the School of Arts and the School of Social Sciences, where he will be teaching undergraduates and taught postgraduate programmes. Courses may include areas of urban planning and human geography, Reading for Writing, and Psychoanalysis and Contemporary Society. It is the first time the University has appointed a cross-School position; the post reflects Will's wide talent as an author and a prolific reader.

"I view Brunel as more of a challenge than anything I've undertaken before," said Will Self. "This is a parlous time for British universities, and I'm absolutely intent on using the post as a way of extending, refining, deepening and intensifying the sort of social and political critique present in other areas of my work."

He added: "Obviously my first priority is to the students and to their intellectual and general development – but I cannot deny that I feel great excitement at the idea of daily contact with burgeoning minds. It often strikes me that satire – which I'm often engaged with – is a young person's prerogative, and I hope my own work – my engagement with literature, and what it can do and mean – will be influenced by my work at Brunel."

Will Self is the author of eight novels, five collections of shorter fiction, three novellas and five collections of non-fiction writing. He is a regular contributor to a plethora of publications from *Playboy* (US), *Harpers*, and the *New York Times* to the *London Review of Books*. He currently writes two fortnightly columns for the *New Statesman* magazine, and over the years he has been a columnist for the *Observer*, the *Independent*, the *Times* and the *Evening Standard*.



Benjamin Zephaniah takes up Chair of Creative Writing at Brunel University

Benjamin Zephaniah, best known as a leading British performance poet, has taken up his first ever academic position as a chair of Creative Writing at Brunel University.

A Rastafarian, vegan and martial arts expert, Zephaniah, 53, grew up in the working class district of Handsworth, Birmingham. He published his first book of poetry at the age of 22, was voted the nation's third favourite poet of all time (after T S Eliot and John Donne) in a BBC poll in 2009, and is now about to develop a new method of teaching creative writing to students, with an emphasis on the sound of the spoken word.

Benjamin comments that he feels "very nervous about the word 'teach.' It's about sharing my knowledge and inspiring people." Zephaniah insists that he does not want to "duplicate other people. I want to do something original. The area in which I am most well known is performance poetry. I'd like to make this place known for Performance Poetry."

Head of the School of Arts Dr William Leahy said, "Benjamin Zephaniah is an inspirational poet, and person. He is sure to enthuse, energise and educate our creative writing."

OBE rewards Professor Celia Brackenridge's work to protect child athletes

Professor Celia Brackenridge, a pioneering campaigner and researcher into gender equality and child abuse in sport, has received an OBE in the Queen's New Year's Honour's list.

Professor Brackenridge worked from 2005 until she retired in 2010 as Director of Brunel's Centre for Youth Sport and Athlete Welfare. She is now research professor and a member of the Brunel Centre for Sport, Health and Wellbeing.

Celia was delighted with the honour, which was awarded for services to Equality and Child Protection in Sport. "This came as a complete bolt from the blue," she said. "This award is also for all the people who have helped me, who include the NSPCC and my research colleagues."

She is proud that her work has raised the issue of the abuse and sexual abuse of child athletes into "the mainstream" and that there is now an official policy to protect them.

Her honour has been welcomed by the University and her colleagues, who have been vocal in congratulating her.

Ian Rivers, Professor of Human Development at Brunel University, said, "It is a testament to Celia's ground-breaking and tireless efforts in promoting the protection of young people in sport. This is a very proud moment for us in Sport Sciences to have a colleague recognised by the Crown for her contribution nationally and internationally."



Professor Julia Buckingham to be next Vice-Chancellor

Brunel announced its next Vice-Chancellor and principal in January- Professor Julia Buckingham, the current Pro-Rector for Education and Academic Affairs at Imperial College London.

Professor Buckingham, who will assume the duties from Professor Chris Jenks on October 1 this year, is our seventh Vice-Chancellor and the first woman to hold this role at Brunel. Julia said she was delighted to be joining the University, adding: "I am looking forward to building on the strengths in research and education that Professor Jenks has developed, to take Brunel to new heights."

Jane Kelly, Chair of Brunel University Council, added: "We are very pleased to have appointed Julia. She was an outstanding candidate in a strong field of applicants and she demonstrated the skills, commitment and enthusiasm to build on Brunel's strength and aspirations."

Professor Buckingham's career to date has been committed to research and education in the field of pharmacology. At Imperial she held the posts of Professor of Pharmacology, Head of the Division of Neuroscience and Mental Health, and College Dean for Non-Clinical Medicine. She was also employed at Charing Cross and Westminster Medical School, University of London, as Head of the Department of Pharmacology and Assistant Dean (Pre-clinical). She is currently President of the Society for Endocrinology and a Trustee of the Royal Institute and Society of Biology.



Obituary: Ken Darby-Dowman

It was with great sadness that staff and students at Brunel University learnt of the sudden death of Pro Vice-Chancellor Professor Kenneth Darby-Dowman in July 2011. Ken was 63. An active member of the Operational Research community for over 30 years and referred to by many as 'the perfect gentleman', Ken was a respected and much-loved colleague and friend to many at Brunel.

Ken was appointed as a Lecturer at Brunel in 1991, but his association with the University began much earlier, in 1976 – he completed both his MSc and his PhD here, under the supervision of Professor Gautam Mitra. Upon his return to Brunel as a lecturer, Ken rose quickly through the ranks, reaching the position of Head of the Department of Mathematics in the space of a decade. By 2006, he had been appointed Head of the School of Information Systems, Computing and Mathematics.

Ken will be sorely missed by everyone who knew and worked with him. Vice-Chancellor Professor Chris Jenks described him as a "kind, generous and extremely good humoured" colleague, adding: "His authority as a leader within the University stemmed from the fact that he was wholly sincere, even-handed and open with colleagues and students alike. He worked extremely hard and never delivered less than he had promised. Indeed, he truly espoused the core values that he had contributed so much towards placing at the heart of the University's plan. It's an overused and trivialised term but Ken was a really 'nice' person and he always brightened my day."

Ken passed away on 5 July 2011 while on holiday with family and friends in Turkey. He is survived by his wife Anne, and their three children, Rachel, Paul and Richard.

A Clockwork Orange revisits Brunel for 40th anniversary

John Bates recalls being on the Clockwork Orange film set:

Most will agree that the Lecture Centre doesn't seem like the most idyllic building, but film director Stanley Kubrick thought it made the perfect film set. As most will know, the Lecture Centre featured prominently in his most controversial film, A Clockwork Orange.

To celebrate the 40th year of its release, A Clockwork Orange returned to Brunel for a one-off screening in Lecture Theatre E as part of Volkswagen's See Film Differently series. The event gave fans a behind-the-scenes insight into an iconic film, with a special Q&A and a memorabilia exhibition.

Media Services technician John Bates (pictured) not only worked at Brunel during the original filming, but helped to record one of the film's most memorable scenes. John recounts his experience of working with Kubrick all those years ago.

"I started work at the University in the AV department in 1970. A month after I joined, Hawk Films arrived on campus to build four sets, where Kubrick would shoot various scenes.

Theatre E was used for the 'experimental aversion therapy' scene. As the junior technician, I drew the short straw: I spent hours in the projection booth, waiting for signals from the director to operate the cine projector. This involved a lot of sitting around and, as a 16 year old, I found the whole thing rather boring. It was only later in life that I realised I had witnessed a master craftsman at work.

Kubrick was a perfectionist and made McDowell spend hours strapped in the chair, screaming his lines take after take. His shouts of 'Stop it, stop it, please I beg you!' could be heard echoing all around the building.

Kubrick was also a hard taskmaster: I started work at 7:30am and it wasn't unusual to still be filming at 8pm. It was an experience I never forgot and in later years was glad to have helped play a part in the making of this iconic film; but I for one, never expected it to be screened in the same theatre used all those years ago!"



Brunel climbs national and international league tables

Significant improvements in both the 2012 world university rankings and in the latest UK league tables have confirmed an impressive trend of improvements for Brunel across the higher education ranking lists.

In the Times Higher Education (THE) world ranking, Brunel rose 47 positions to 261st in the world. This was the best performance in the University's history, and placed Brunel 36th among just 52 classified Universities.

In the Sunday Times University Guide, Brunel rose 10 places to 39th, placing it in the top third of UK institutions. The substantial improvement was due in large part to the University's performance in the latest National Student Survey, alongside improvements in student employability and continued low dropout rate. The results push Brunel to 7th in London, and mark the University's first return to the UK top 40 since 2007.

**Times Higher Education
World Ranking**

UP 47 places to 261st

**QS World
Ranking**

**UP 10 places
to 351st**

**Sunday Times
University Guide**

**UP 10 places
to 39th**

Brunel's Olympic Hopefuls

We take a look at three of Brunel's Olympic and Paralympic hopefuls competing for gold at the London 2012 Games.



Tom Aggar

Date of Birth:
24 May 1984

Home town:
Winchmore Hill, London

Study at Brunel:
MSc Sport Sciences

Sport:
Rowing, Arms only single scull

At 21, Tom Aggar was just about to complete his degree at The University of Warwick, was playing a high level of rugby union and had an upcoming interview for his dream job, an officer in the Royal Marines. Tom embodied all of the traits for a successful life in sport, however it wasn't until a 12 foot fall onto concrete left him with a broken back and ultimately changed his sporting direction. Tom's love of sport was strong despite his disability, and he took up rowing to maintain his fitness after the accident. Within two years he was Paralympic and World champion in the ASM single scull boat class, and is the hot favourite to win gold in 2012. He will be the defending champion in the arms-only single sculls as well as being world champion, world record holder and World Rower of the Year in 2010.



Perri Shakes-Drayton

Date of Birth:
21 December 1988

Hometown:
Stratford, London

Study at Brunel:
Sport Sciences, 2011

Sport:
Athletics, 400m hurdles

Since graduating from Brunel last year, Perri has been able to focus on training full-time in the lead up to the Olympics. Although Perri won the 400m hurdles at the 2008 Olympic trials, she did not make the A grade selection standard, and was not chosen to represent Great Britain at Beijing. However, in 2009 she finished second at the British Championships in Birmingham and at the 2009 European Athletics U23 Championships won gold with a PB in the 400m hurdles. At the 2010 European Championships in Athletics Perri came away with the bronze medal with a PB performance. Perri was also the anchor runner in the 4x400m women's relay team that won gold at the World Indoor Championships in Istanbul in March, beating the USA by 0.03 seconds.



Kate Walsh

Date of Birth:
9 May 1980

Home town:
Withington, Manchester

Study at Brunel:
Sport Sciences, 2003

Sport:
Field Hockey

Kate is the most experienced member of the Great Britain women's hockey squad, having played internationally for more than a decade. In September 2010, during the World Cup in Argentina, Walsh won her 250th international cap and now has her eyes set on a remarkable 300 as the build up to London 2012 intensifies.

Walsh is a previous winner of the Hockey Writers' Club's Player of the Year award and has led England to the podium at the World Cup, European Championships, Champions Trophy and Commonwealth Games.

The women's field hockey team is currently 4th in the world, and we'll be watching eagerly to see if she can take her team to the podium.



Canadian racer Josh Cassidy, who won the men's wheelchair event at the 2010 London Marathon.

Brunel to host Athletics Canada for London 2012 Paralympic Games training camp

Brunel is proud to host the Canadian Paralympic team this summer as their London 2012 Games preparation camp of choice. The agreement means that London 2012 fever will continue on campus beyond the departure of the Korean Olympic team on 12 August.

The Canadian Team will arrive at Brunel in May 2012 for their Simulation Camp and Paralympic Test Event and will return to the campus from 20-26 August 2012 for their final pre-Games preparation.

Ozzie Sawicki, Athletics Canada Para-Athletics Head Coach, looks forward to working with Brunel University on London 2012 preparations:

"I am very excited to have a working relationship with Brunel and to utilise the University as the Canadian Para-Athletics training base leading up to the London 2012 Paralympic Games. I believe that Brunel offers the key preparation, training and logistical aspects that fit the needs of our elite performers."

Brunel offers some of the best university sports and athletics facilities in the UK, including an indoor centre for track and field, an outdoor six-lane 400-metres track, and exercise facilities for fitness and weight training. Altogether, these facilities have helped make the University a year-round base for top athletes, with members of the Great Britain and Jamaican athletics teams training on campus, including triple world record holder Usain Bolt.

Brunel Olympic Research

ICSEMIS 2012

Brunel University will play a leading role in hosting the forthcoming International Convention of Science, Education and Medicine in Sport, which will be held in the week prior to the London Games later this year (19-24 July).

The Convention, which is backed by the International Olympic Committee (IOC) and runs in conjunction with the summer Olympiads every 4 years, will take place in the Scottish Exhibition and Conference Centre in Glasgow. Leading sport scientists and practitioners from all over the world will attend the convention, which is expected to generate more than £5m for the local economy. The event aims to advocate the work done in science, education and medicine in sport to a wider public audience; using sport to inspire a learning legacy.

Brunel University Pro-Vice Chancellor Ian Campbell said, "Brunel is extremely proud to be leading this initiative on behalf of the UK higher education and research communities. ICSEMIS 2012 offers an opportunity for everyone involved in sport science and medicine to showcase the best of British sport science and to explain to the world how science underpins our recent Olympic and Paralympic successes."

Led by Professor Celia Brackenridge from the School of Sport and Education at Brunel, the organising consortium includes representatives from the University of Ulster, UWIC, University of Strathclyde and Liverpool John Moores University. The five universities were recognised by the IOC as centres of excellence for physical education teacher training and sports science.



Street Smart: Dr Laura Hills and Dr Simon Bradford

StreetGames:

Brunel researchers have won an award to help fund research into Olympic-based social project, StreetGames, a national charity designed to increase sports participation in young people from disadvantaged backgrounds.

Brunel's Dr Laura Hills, senior lecturer in the School of Sport and Education and Dr Simon Bradford, a reader in the School of Health Sciences and Social Care, have been awarded 50,000 from StreetGames' sponsor, Coca-Cola Foundation to lead the StreetGames project.

The mission of the Project is to research legacy-building strategies that will drive participation in both sport and physical activity across socio-economically disadvantaged areas after the Olympic circus has moved on in the summer of 2012. To achieve this, four pilot interventions are being developed to increase involvement in "doorstep sport". Professor Tess Kay, Director of the Brunel Centre for Sport, Health and Wellbeing, will be an advisor on the project. This is the first of what she hopes will be many grants won by members of her recently-launched University research centre.

Paving the way for our future leaders

In the midst of an incredibly challenging and competitive job market, universities are looking for new ways to support students to develop that competitive edge as they embark upon the workforce. Students are more readily seeing their university experience in broader terms than the pursuit of academia, but more about their desire to improve their job prospects. Brunel has taken this opportunity to look at what it can offer students in addition to a stellar academic programme.



Brunel's Placement and Career's Centre (PCC), which is responsible for coordinating sandwich placements and offering careers advice and job opportunities, has recently been named the best University Placement/Careers Service in the UK for the third year running. The award celebrates the contributions made by the Careers Services in helping students make the most of their work experience opportunities. Oliver Sidewell, co-founder of Rate My Placement, the organisation which created the awards, praised the PCC's dedication to students'

needs: "Alongside a university-wide commitment to improving employability, this one-stop-shop goes beyond the call of duty to develop innovative and forward-thinking ways to engage students and recruiters alike. The judges were amazed by the quantity of initiatives developed by this department."

Pauline Seston, Entrepreneurship and Employability Consultant in the PCC, has been involved in developing various co-curricular initiatives intended to hone students' employability skills. Pauline says "We are now seeing a sea change, students used to go to university to learn a craft and then go to work to learn workplace skills. Now there is a shift in what universities are expected to do." While Brunel has a fundamental duty to educate its students academically, Brunel's Senior Management Group is committed to complementing academia with 'softer' work-based skills. Brunel aims to equip students with the

top skills and competencies that are required in the workforce, and put those into practice by heavily advocating work experience and placements. "Businesses want 'oven-ready' graduates, and because employers have a much greater number of graduates to choose from they can now raise the bar" Pauline adds.

In a recent national study, 66 per cent of students said they wanted more support in developing their employability skills, with the increased fees this year likely to further sharpen students' focus on employability. As work experience is being viewed as the most comprehensive way to gain work place skills, it has become a popular option among students. "More and more students are looking for this type of experience because they realise the importance of developing relevant experience and skills in such a competitive job market." Says Kate Croucher, Acting Director of the PCC.

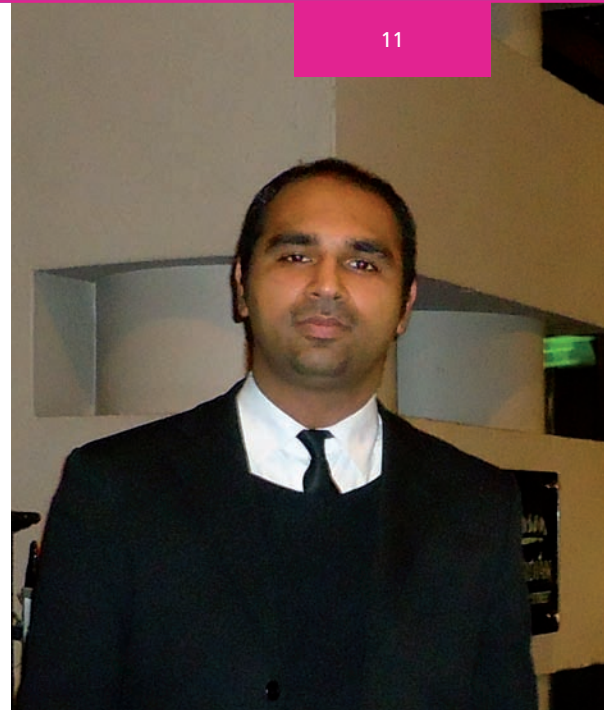
There are many ways our alumni can support current students and recent graduates, including: sharing your career story for inspiration, contributing to careers talks and skills workshops or offering work experience opportunities. If you would like to be involved in any of these activities, or have another idea for how you would like to inspire students please contact us.

Email:
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Despite the challenges raised by the economic downturn and a decrease in placements in the financial services sector, Brunel continues to create further opportunities to help prepare students for working life including;

- **Women into Business:** WiB is a series of workshops running from November to March which aim to inspire and motivate Brunel's students, staff and alumni to reach their career goals. It is designed to identify key strengths and develop specific skills to boost their confidence and enable them to overcome the barriers they may face to take positive steps towards building a successful career.
- **Entrepreneurs Society:** The skills developed in Society events are not limited to entrepreneurship but are also adaptable to almost all workplaces. The skills and workshops are designed to equip students with competencies that employers look for, including problem-solving, networking and negotiation skills. Many of these events are hosted by members of our alumni.
- **Dragons' Den Competition:** Based on the television show of the same name, students can opt to be involved in this competition, which requires them to create and pitch an idea to potential investors/mentors. The competition not only allows students to demonstrate their creativity and ingenuity through the business ideas they present, but is also designed to develop the key business skills they will use in the workplace. A series of workshops and mentoring seminars are scheduled around the event to support the development of their ideas and their commercial awareness.
- **Employability Skills Award:** This award, currently being piloted by a body of 60-80 students, aims to acknowledge and formally record relevant extracurricular work that students undertake in addition to their regular course work. To receive this award they need to participate in 40 hours of work experience which can include a part-time job, a project, volunteering, internships or anything which develops their work-type skills. Students also need to attend 16 hours of skills workshops and evidence their work experience by completing a personal on-line competency audit and attending a mock-interview.
- **Employability Group:** Brunel has founded this group, chaired by the Vice-Chancellor, to identify new ways to increase employability in 2012. Projects focus on increasing the number of students taking part in sandwich placements as well as identifying opportunities for alternative methods of work experience. A key strand of Brunel's Learning and Teaching Strategy for 2012 is to enhance the attributes of Brunel Graduates, and each academic school within Brunel is writing plans to show how they will deliver this objective.
- **AGENT Project:** Dr Jane-Lisa Coughlan has instigated a project which uses social networking technologies to support the development of Brunel students' employability and career development through e-mentoring. This project relies heavily on the philanthropic support of our alumni to be successful. The social networking aspect makes capitalising on learning opportunities more feasible for those who do not necessarily have the time or opportunity to participate in face-to-face mentoring.



Amar Kumar, Economics and Finance, 2005

"I wanted to work for the Radisson Edwardian Hotels Group since the age of 16, but I only got the opportunity in 2003 thanks to Brunel University. As part of my degree I was put on a one year placement at Radisson, where I was recognised by a number of members of the Organisation's senior management for my hard work, ethics and attitude. During my final year, I kept in touch with key members of the Organisation and continued to work on a mini-project for a few months over the Christmas period. I was then offered a job by an Executive Officer before I had even graduated.

The foundation from Brunel and Radisson allowed me to go into any industry, and with the right attitude I managed to work my way up to my current role, assistant accountant. Today I see myself back at the place I began my career but in a more operational role. I have now become a London Ambassador for the Olympics as one of the 8,000 people selected from the 33,000 applicants. My heart has always been in hospitality and becoming a London Ambassador and undertaking my work placement at university helped me realise this."

Brunel International

Shanghai Alumni Event

Brunel Business School held an Alumni lunch at the Westin Bund Hotel in Shanghai on Saturday 3rd December 2011 for MSc and MBA graduates that are either living or working in or around Shanghai, establishing the first overseas Chapter in China. The main aim of the Chinese Alumni Chapter is to help our Chinese Alumni network with each other as well as keep in touch more closely with BBS through dinner events and networking gatherings. We are hugely excited about what this Chapter will bring and look forward to hearing from more of our Alumni who would like to join!



Mumbai MBA Business Tour

As part of Brunel Business School's "Business Life" programme, seven lucky MBA students were given the opportunity to take part in the first MBA Business Tour to Mumbai, India in February. Over the course of 10 days, the students experienced the vibrant and dynamic culture of one of the world's fastest developing BRIC (Brazil, Russia, India, China) economies. They learnt about the growth of the Indian economy and visited and met with senior executives from a range of national and multinational companies and organisations, which included McDonald's and Cadbury. The Business Tour group was also privileged enough to have an Alumni dinner with two Brunel MBA graduates. These graduates are members of the Business School's Indian Alumni Chapter which was established last year. The Chapter aims to reconnect Brunel MBA and MSc graduates who are situated in and around the Mumbai area. They provided insight into 'life after Brunel' and enjoyed a delicious dinner at the Grand Hyatt Hotel. The Business Tour was highly successful despite the extremely early starts to beat the Mumbai traffic jams, and was supported by AICAR (Asian Institute of Communication and Research) Business School who were exceptionally hospitable throughout.



Queen's Anniversary Prize Awarded to Brunel

Research by Brunel's Institute for the Environment revealing the link between chemicals in rivers and reproductive health has won the Queen's Anniversary Prize for Higher and Further Education.

The biennial award is part of the UK's national honours system and is the most prestigious form of national recognition open to a UK academic institution.

Brunel Researchers have now uncovered a link between exposure to water pollution and sex change in male fish in UK rivers. This research, undertaken by Professor John Sumpter, now provides the impetus for human health research linking chemical exposure with declining sperm counts, increased incident of male genital abnormalities, and testicular, breast and prostate cancer in human populations.

The ground-breaking new area of research, continuing under the Institute's new Head, Professor

Susan Jobling, now shows that a plethora of chemicals in everyday use are insufficiently removed by sewage treatment, passing into rivers and eventually into drinking water. Many of these chemicals, including those found in contraceptive pills and dishwasher tablet ingredients, can interfere with or mimic hormones in the body, leading to problems with reproductive health.

The Institute's work was selected for the Queen's Anniversary Prize as a leading example of excellence in not just research, but also in its global impact. Through their engagement with policy makers, regulators and industries, the Institute's researchers have been instrumental in helping to find cost-effective ways of managing the risk posed by these chemicals, including new wastewater treatment processes to remove them or restrictions and bans on their production.

Professor Sumpter said:

"The long-term aim of our research and teaching is to ensure that society thinks more carefully about the use of chemicals and the impact they have on the environment. Our health and the health of our rivers are of great importance, so we're honoured to receive this recognition of our work."

Vice Chancellor Professor

Chris Jenks added: "Brunel University is delighted to receive this recognition of our globally influential research carried out by the Institute for the Environment. We pride ourselves on being at the cutting edge of research and the work of Professor Sumpter and his team is a fine example of our research excellence."



Professor Chris Jenks receiving the prestigious award from HRH The Queen at Buckingham Palace



MADE IN BRUNEL™

2011

Award Winning Innovation

Made in Brunel award-winner Buster Palermo who graduated with first class honours in Product Design Engineering last July, won the New Designers InterContinental Hotels Group Award for his innovative ceiling fan design.

The Wing Fan, an efficient and affordable ceiling fan designed to increase airflow and reduce noise, best satisfied the award's criteria to design an innovative and environmentally responsible product that makes life better for the user.

Buster Palermo



Student Projects

Name: Rosanna Wells

Product: Chameleon Shoes

Why it's so innovative: High heel shoes designed to be stylish, comfortable and convertible using interchangeable uppers.

Women everywhere will sympathise with the motivation for Rosanna's project: "I love high heels and I have a lot of them," she said. "It annoys me that some are comfortable but that others with hurt after a while."

Aiming for comfort without compromising on style, Rosanna has created a high-heeled base that can be used with different slot-in uppers in a variety of shapes and colours. She took courses on shoe design and researched orthotics to help people with foot problems, so the base has a custom-made foam insole moulded to fit the wearer's foot and a thick platform front so the heel isn't elevated as much.

The base only needs to be replaced when the grip on the sole wears out. "It's the look of high fashion but with the comfort and without the ridiculous price tag," said Rosanna. "There would be a high initial cost but after that, the cost would be very reasonable for many desirable pairs of shoes."



Each year, Made In Brunel showcases the brightest innovations created by graduating students from the School of Engineering and Design. Now six years old, it has become a global brand with links to international institutions and multinational companies in the design and engineering industry, but the annual show is still planned, organised and delivered by a group of student volunteers who juggle a four-day show with their final exams.

The Bargehouse, in Waterloo, London became 2011's new location, featuring an exhibition of student creations presented alongside workshops, design forums and talks from forerunners in the design and engineering industry. The 2011 book: 'The Colour of Innovation', showcased all the exhibitors and featured input from professionals in the industry.

Keep up-to-date with plans for Made in Brunel 2012 at www.madeinbrunel.com



Name: Tim Dunkley

Product: Zonk

Why it's so innovative: Aims to calm babies using a vibrating sling with the comfort of both mother and baby in mind.

Tim admits that he was never very sympathetic to parents with crying babies: "I was one of those bystanders who got irritated by hearing the sound of infants crying, but then I realised that mothers are stressed enough without the added worry of us getting annoyed with them."

The result is Zonk, a portable baby calmer. Zonk is a sling with an adjustable calming vibration device, which also supports the baby's spine and legs in a natural position. For the parent's comfort, a hip-band takes the baby's weight.

Tim explained: "A lot of baby carriers aren't very easy to wear because the waist only takes the load. This hip-band can be adjusted for pregnant women, large women or small women."

Instead of arm straps, there is a single, contoured strap on the breastbone that is curved so as not to compress the mother's breasts.

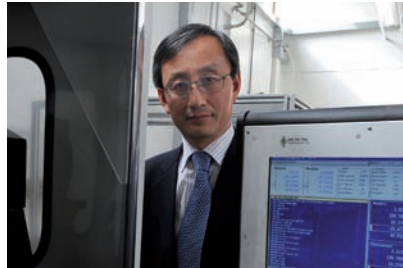
"I started the project as an annoyed member of the public who didn't like to hear babies crying," said Tim, "but I turned that around to help babies and mothers."

Brunel University in the driving seat to cut energy consumption in automotive industry manufacturing

Manufacturing systems researchers at Brunel University are to team up with car industry giant SEAT to develop a new artificial intelligence-driven energy management system for the automotive industry.

The 'EuroEnergest' project, which involves four other European partners, aims to reduce energy consumption in specific areas of the automotive industry such as HVAC (heating, ventilation and air conditioning) by a minimum of 10% following testing at SEAT's facilities in Barcelona.

Professor Kai Cheng, Head of Brunel University's Advanced Manufacturing and Enterprise Engineering group and Director of the University's Innovative Manufacturing Collaborative Research Network, explained the scope of the project: "The automotive industry is one of the main industrial consumers of energy. With a significant 1.2% of the total European industrial



Professor Kai Cheng, Head of Brunel's Advanced Manufacturing and Enterprise Engineering group

energy consumption. An increase in energy efficiency by the automotive industry during the manufacturing process would result in an important advance in energy saving and CO₂ emissions limitation. At the same time, the automotive industry is characterised by large factories with large amounts of energy data to be considered during regular operation. Such complexity is beyond human abilities and can only be analysed by automatic ICT systems."

Over the next three years, funded by the European Framework 7 programme, the project's partners will work towards the development of an intelligent energy management system that will help to attain high energy efficiency in the automobile manufacturing process. It is expected that the systems will interact with industrial loads and available power sources to optimise the demanded power costs, as well as maximising local and low-carbon energy sources. The project will include a deep analysis of CO₂ emissions and the process needed for measuring and modelling the manufacturing carbon footprint.

Validation at SEAT's manufacturing site will guarantee that the final system is effective and can be applied across the Audi-Volkswagen group and, in the longer term, potentially to other car manufacturers in Europe and worldwide.

Brunel researchers turn crop and food waste into fuel

Brunel University researchers are proving that food really is fuel, as part of a revolutionary pilot project that will turn the by-products of agriculture and food processing into biofuel for transport.

A team from Brunel's Wolfson Centre for Materials Processing are working alongside industrial and academic partners to trial a new Biorefinery Centre at the UK's Institute for Food Research (IFR). The Centre will produce second generation biofuels – fuels that are made from agricultural waste such as straws and from the inedible by-products of food processes

such as cereal milling. Using waste rather than specially grown materials removes concerns about the possible competition between growing crops to feed an ever-increasing global population, and crops for biofuel production.

The biofuels produced will be tested by Lotus Engineering, and will have a much lower carbon footprint than traditional fuels as well as a potential performance advantage.

At the heart of the Centre is a steam explosion biorefinery plant. The plant blows apart the cell structure of leftover plant materials, allowing the extraction of sugars which are then fermented with yeast to produce bio-alcohol. The Brunel team are focusing on

the pre-treatment of these leftover materials to maximise the efficiency of the biorefinery process.

Far from ending there, Brunel's DEFRA-funded project also extends to the re-use and recycling of the plant's own by-products. Sugars are locked into the cell structures of the strong, woody parts of plants by a substance called lignin, which cannot be used to produce bio-alcohol. Instead of discarding lignin as waste, the Brunel team are investigating its use as a raw material for fine chemicals such as anti-oxidants, antibacterials, and dispersion surfactants. Making bio-based anti-oxidants from lignin is of particular interest, as there is strong demand for non-synthetic anti-oxidants in the food and cosmetic industries.



Developing the clean cars of the future

The production of significantly greener, more energy efficient vehicles in the UK is one step closer to realisation thanks to a major £4.3M research programme led by experts at Brunel University.

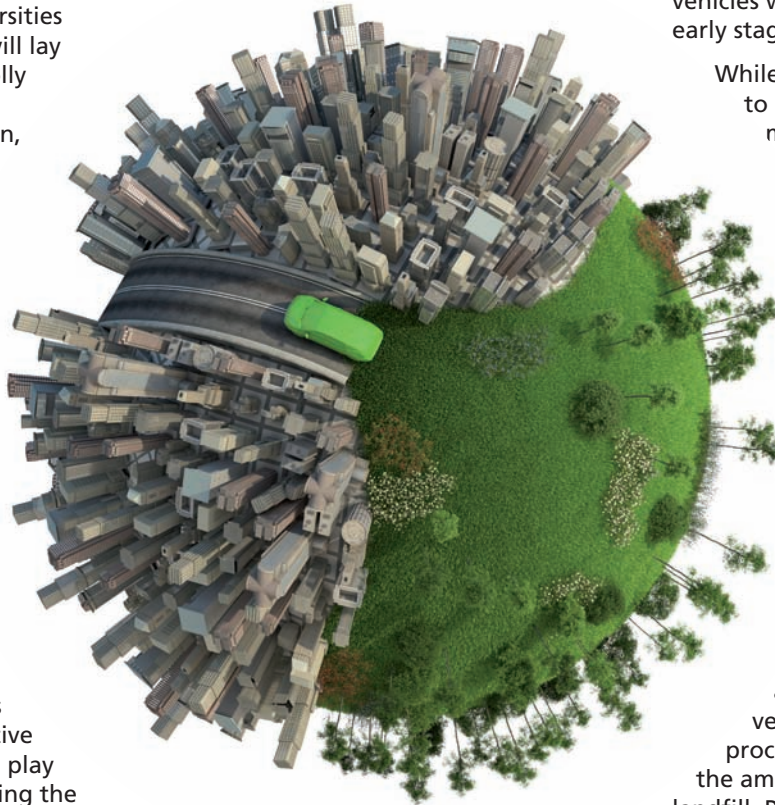
The EPSRC – funded programme, headed by Brunel's Professor Zhongyun Fan in conjunction with a consortium of UK universities and industrial partners, will lay the foundation for a wholly new and sustainable approach to vehicle design, manufacture and end of life recycling.

Professor Fan will lead an internationally renowned team in the development of recyclable alloys and polymer composites, using advanced manufacturing and disassembly technologies, that will help to deliver new, lightweight vehicle structures for future Low Carbon Vehicles (LCVs). As well as boosting the UK automotive industry, the research will play an important role in helping the UK meet its 2030 and 2050 carbon emission reduction targets.

The long-term goal is to allow a vehicle's structure to be fully recycled at the end of its life- a process known as 'closed loop recycling'- and the materials reused to build the next generation of low carbon vehicles. Central to the consortium's ambitions is to create both closed loop recyclable aluminium and magnesium alloys and recyclable carbon and glass fibres for polymer matrix composites. These lower cost recyclable materials will provide the basis for the mass production of energy-efficient vehicles.

Professor Fan, Director of the Brunel Centre for Advances Solidification Technology (BCAST) and a world-leading expert in light metal casting, explains how using the right materials can

reap rewards when it comes to recycling: "Current manufacturing techniques and recycling methods do not fully realise the potential of the materials used. Materials are usually downgraded with each round of recycling, and are not used for the same initial



purpose, and we want to develop techniques that allow materials to go back to their original applications without being downgraded.

"Aluminium drinks cans are a great example of closed loop recycling. Made of high-grade aluminium alloy, recycled empty cans are collected, consolidated, melted down, and turned back into new cans without any downgrading of the aluminium alloy, and the new cans are quickly back on top shelves. We want to achieve the same type of recycling with metallic LCV structures. This will help reduce carbon emissions, use far fewer raw materials and significantly reduce waste going to landfill."

Vehicle design will also need to be modified to make use of the

novel recyclable materials and to integrate lighter structures. The research team will consider the design process for a range of vehicles, including small, efficient petrol and diesel engines and engines that use full electric propulsion, to ensure that the process for dismantling end of life vehicles will be engineered into early stages of vehicle design.

While the project is likely to give the UK's car manufacturing industry (currently worth £10 billion a year to the economy) a significant advantage over its international competitors, the biggest beneficiary of the research will undoubtedly be the environment. By making vehicles lighter weight and easier to recycle, the programme will play an instrumental part in reducing the CO₂ emissions of UK road transport and in the material and vehicle manufacturing process, as well as in reducing the amount of waste sent to landfill. Professor Fan explains: "There is a very simple relation between vehicle weight and carbon emissions. A 1,000kg vehicle will have a carbon emission of 100g/km whereas a 500kg vehicle will only emit 50g CO₂/km driven. Halving vehicle weight effectively halves carbon emission for properly designed vehicles with conventional engines. For electric vehicles the weight reduction dramatically extends vehicle range and reduces battery cost, as a smaller battery can be used."

However, such fundamental-level research cannot deliver results immediately. As the automotive industry begins to adopt the outcomes of the project, the benefits will be felt over the next 20 years. The project will help the UK meet its target of a 6% reduction in transport CO₂ emissions by 2030.

Why is the Shakespearean legacy so untouchable?

Suppose William Shakespeare was not the true author of the plays and poems commonly attributed to him. For most, the idea is unfathomable. However, Brunel Academic, Bill Leahy delves into reasons why this could be true, and seeks to understand the theological resistance ensued when challenging Shakespeare's authorship.



Head of Brunel University's School of Arts and Shakespearean Authorship Studies researcher, Bill Leahy is no shrinking violet when admitting his views on Shakespeare's legitimacy. Bill formed part of the debate held in London last year, alongside film director, Roland Emmerich, arguing against the motion that Shakespeare wrote the plays and poems commonly attributed to him. Bill's argument has not only rendered intense scrutiny from the opposing camp, but has prompted an interesting academic debate

about the parallels that can be drawn between the belief in Shakespeare and that of religion.

Shakespeare's identity has been one of considerable ambiguity dating all the way back to the Elizabethan era, yet the Shakespeare authorship question remains adamantly defended by traditionalists who advocate Shakespearean legitimacy. Bill likens this die-hard Shakespearean fandom to that of a crusade of music or football fans, and even extends it to a following of religious magnitude. "This is a

phenomenon and academics study phenomena, yet there is something about Shakespeare that makes doing what academics usually do problematic." Bill is unable to understand why his scholarly peers are unable to look at Shakespeare in the same objective view as one would in any other discipline. He goes on to comment, "Like Jesus, there's something about Shakespeare that makes people form a personal relationship with him." People do not like to believe that something so engrained in our cultural beliefs could be a fallacy.

Bill's argument stems from a series of evidential discoveries that, in his opinion, are not consistent or synonymous with our culture's popular beliefs. He elaborates on this by offering reasoning to his claim, stating that twelve of Shakespeare's 36 plays are based in Italy. The person who wrote these plays would need to possess intricate knowledge of Italian geography; however there are no records to assume that Shakespeare ever ventured to Italy or had resources to learn the geography.

Moreover, historians believe that Shakespeare had a vocabulary of about 15,000 words when the average person in today's society has about 3,000-4,000. We know that the person or persons who wrote the plays was of great learning and education, yet there is no traceable evidence that Shakespeare showed the slightest persuasion to the pursuit of knowledge. Historians have never been able to discover records of him ever attending school or higher education. Shakespeare would also need to possess knowledge of aristocratic past-times, aristocratic circles and a strong knowledge of the law and legal vocabulary, none which seem to fit his uneducated middle-class profile. Additionally, Shakespeare's Will did not mention any books, which at that time were very valuable and if we believe that the person who wrote the plays was of very high learning, this presents arguable inconsistency.

Furthermore, the person or persons who wrote the plays was familiar with five languages. Bill's scepticism around this is spawned by the lack of evidence indicating Shakespeare had access to the education, training or exposure to learn five languages. The pro-Shakespeare camp aggressively defends this conclusion by simply saying he was a literary genius. Our society often refers to Mozart as a genius; yet this claim is supported by clear evidence that his father was a composer and taught Mozart about music. Evidence of Shakespeare's

background is too inexplicably absent to draw us to this same conclusion, thus prompting pro-Shakespearean scholars to compose their own manufactured version of events. Bill explains that there are no records between the time of Shakespeare's baptism until his marriage and says that 60 to 70 per cent of Shakespeare biographies are false because they devote chapters to his childhood, despite there being no way to actually know what happened in that time.

Whether or not Shakespeare - the man or the pseudonym - was the true author there still remains something untouchable about Shakespeare's legacy in certain circles. In spite of the demonstrable lack of information historians know about Shakespeare, his legacy has been consistently maintained by centuries of pro-Shakespearean activists advocating his immortal genius. The inconsistencies in his traceable history have been replaced by a legend whose literary brilliance unequivocally revolutionised the English language. Some may reason this divine gift to the literary world is a valid enough motive to preserve the myth. Bill attempts to understand this by suggesting that "Destabilising people's belief in Shakespeare can be disconcerting... (Shakespeare) gives meaning to people's lives and questioning it upsets them".

Regardless of which side of the fence you are on, there remains a theological resistance when challenging assumptions about Shakespeare. Bill's research is not intended predispose you to his personal theories, it is designed to make people look at Shakespeare in a whole new context, absent of presuppositions but rather enriched with an objective analysis of evidence for people with a healthy academic curiosity. Bill's theory is both empowering and enlightening and assures anyone who is interested that if they dig a little deeper they are bound to find things they didn't know, that they should know.

Reasons for Bill's theory:

- There is evidence of Shakespeare as a theatre broker who bought and sold plays. He wrote some and paid playwrights.
- In 1592 there was a record of a fellow playwright saying: "Shakespeare is stealing our work and passing it off as his own."
- No manuscripts exist.
- We know Shakespeare moved to London for a part of his life, yet no letters exist. There is no correspondence to his family when he lived there.
- 18 of Shakespeare's plays were published for the first time seven years after Shakespeare died.
- Records exist of Shakespeare as a money lender, tax evader and business man, yet none to suggest he was a writer.
- Records exist of Shakespeare hoarding grain during the famine and selling it at a higher price, suggesting he was a businessman.
- His name was on some plays, but not on others.
- First five editions of Romeo and Juliet the author was anonymous.



World's Next Superpower?

The ascent of China has brought a lively debate about whether it will rise to be the next world superpower. Three of Brunel's Economics Professors offer their expert opinion on the revolutionary rise of China, threatening America's long-standing dominance of the Western world.



John Bennett

China will likely become the world's next superpower. What is perhaps less obvious is why a country that has such heavy government interference in its economy should be emerging as world leader. After all, the fall of the Soviet Empire in 1991 was widely perceived as the victory of the market system over planning and in the UK we are frequently told that suggested policies that might seem sensible and fair are actually unacceptable because they violate market forces.

First, it's important to emphasize that in any economy, regardless of the nominal economic system, both government regulation and the market will play important roles. In the old Soviet Union the government set the plan, but illegal markets for materials flourished between firms, enabling firms to meet planned targets. In the US and most other developed 'free-market' economies, large corporations dominate. Yet, although free to do so, a corporation such as Exxon Mobil or Wal-Mart does not choose to rely fully on the market system for its internal allocation of resources. In other words, the market system fails the market test.

China's particular mix of plan and market supports fast economic growth because it is in tune with its social and cultural legacy. Unlike in the West, the government is generally respected and firms cooperate with it willingly. For most Chinese, saving is a strongly-

ingrained habit and as such, credit is only available to those that can afford it, spending is not skewed heavily to consumption. Thus, one of the sources of financial fragility in Western economies is avoided and resources are freed for productive investment.

After the disruptive campaigns of the Mao years, China settled into a plan-market mix that worked reasonably well. And as a technologically-backward country with abundant human and other resources, it was able to grow fast by using and adapting Western technology. In exploiting this opportunity, China was little different from Japan and other East Asian economies that achieved fast growth rates for some decades in the late twentieth century. Because catching up is only possible when you are behind, there is a natural limit for this form of boom. But, increasingly, China has been able to be at the forefront of innovation and has sustained high growth through its heavy commitment to technical education for a large number of its citizens. In 2010 15-year-olds in Shanghai were ranked first in a world-wide survey in maths, science and reading; and China now registers as many patents annually as the US. If China can extend its massive investment in education from the rich coastal cities into the poor areas of the interior it will keep its boom going for longer and remain an economic superpower for many decades to come.

“If China can extend its massive investment in education from the rich coastal cities into the poor areas of the interior it will keep its boom going for longer and remain an economic superpower for many decades to come.”



Ray Barrell

“Having only one superpower is unusual. Two has been common, and three of four not unusual since political power became global in the eighteenth century.”

Power comes from population, productivity, participation and political will. The US is the only (current) world superpower, in part because it had the productivity and the political will to face its main competitor, the USSR, and strain it until it broke. However, having only one superpower is unusual. Two has been common, and three of four not unusual since political power became global in the eighteenth century when the UK and France competed for dominance. Neither can now compete with the US, with its population six times the size of either, with twenty percent higher productivity than the UK along with higher participation in the workforce and in the armed forces.

It seems obvious to many that China will be the next great superpower, matching the US in terms of output by 2019, which combined with political will may be enough. However economic and political power comes from alliances and networks as well as capabilities, and the US stands at the centre of a network in the Americas and Europe, whilst China is attempting to build one in Africa and South Asia. It may also be difficult for China to forge ahead as its growth has been very dependent on high levels of investment, and the US remains the technological frontier. Being ahead in terms of innovation depends on institutions, and those associated with US and UK style market systems have for the last 200 years kept these countries ahead of others, with the US economy strengthening in the last two decades relative to continental Europe. By the time China is genuinely able to take the lead as the largest world economic

power, India may catch it up. Its growth has been based much more on human capital and is probably sustainable for longer as a result.

It would be possible for Europe to have as much presence as the US, and in many ways it does in the global economy. This was indeed the objective of the founding fathers of the European Union, but they also wanted political presence. The population of the European Union is larger than that of the US, but they are not politically united. If debate is to be about the next economic superpower, it remains possible that Europe could match the US at the same time China does, creating a three power world. This would require significantly increased economic integration and decision making at the centre, and this may be the outcome of the crisis in the Euro. Integration has to properly take a move forward, and if it does not, we may see disintegration. European integration is a political process, and the will appears to be present to ensure that the continent remains strong. Its debts are lower than those of the US, and it has many spare resources, which reforms could shake free to use.

Over the next decade we may see the emergence of a tri-polar world economy, based on the US, Europe and China, each equally large by 2020. The two new superpowers, in economic terms, China and Europe may look different, with Europe more often siding with the US. In the next 20 years China may draw ahead, but India will by then be catching up. A four pole world would be possible by 2035. It will be fascinating to watch.



Guy Liu



“When China becomes the largest economy, it will not become the world’s most powerful country. The world’s habit of looking to the US as the “sole superpower” makes it likely that America’s political dominance will outlast its economic supremacy.”

Over the course of the century which has seen the rise of America, we have grown accustomed to the idea that the world’s superpower is perceived as being the largest economy housing the richest people in the world. A superpower also possesses dominant military power able to influence the world militarily, economically and politically.

Economically, China is becoming the largest economy in the world. IMF (International Monetary Fund) issued a report last year predicting that China is on course to be the largest economy in 2016. The Economist (December 2011) also made a similar projection that China’s economy will be largest in 2019. China holds the largest amount of foreign reserves, totalling more than USD 3 trillion throughout the world, and it is still growing. However, the largest does not necessarily mean the richest since China is home to both the richest and poorest people in the world. On average, China’s annual GDP (Gross Domestic Product) is still below USD10,000 per capita, less than many countries in the world, including Brazil. This explains why there are still millions of people that live below the poverty line in China, where the poorest receives less than USD 3 per day. Most people in rural areas are still left without social insurance, health care and state pensions. However, given the high growth rate that has continued at 9 per cent per year over the last 3 decades, it is almost certain that China will overtake America in a couple years. Once this happens it will influence world economy, however, its influence will be made based on the size at macro aggregation not on the basis of the richness of each Chinese individual at a micro level. In short, this means that China as a whole

state will be economically powerful but its people at an individual level are less powerful in shaping world business.

When China becomes the largest economy, it will not become the world’s most powerful country. The world’s habit of looking to the US as the “sole superpower” makes it likely that America’s political dominance will outlast its economic supremacy. America has an entrenched position in global institutions politically, culturally and historically; most countries have a democratic constitution and more than half of the world’s population lives in belief of Christian-culture-based regions.

America represents a common culture and belief of Western people. Yet China has an inward-looking culture with no history of exporting its Eastern values to change a political region in other countries either through military force or through economic trade. The political values of the West is protected by the super military power of America that spends USD 700 billion a year to maintain, almost 7 times more than the USD 114 billion spent by China. China has not even been equipped with a single aircraft carrier to protect its sea territory, making it powerless to force its small neighbouring countries to settle land disputes with them.

In the foreseeable future, the above indicates that China’s economy will be largest in the world, but its military and political power will still be far behind the US or the US-led West. The rise of China brings us different perceptions of superpower: the Chinese soft superpower and the American hard superpower. These two superpowers are likely to coexist for the coming future.

Alumni Benefits:

Don't miss out on the action...

...in the Library:

Brunel Alumni can use the library as visitors.

View: www.brunel.ac.uk/life/study/library

Call: 01895 266141

...in the bar:

Brunel Alumni are still able to gain access to Locos Bar and to purchase tickets for events in the Academy. Photo ID is required in addition to your alumni card

... at events and reunions:

There is a year-round programme of public lectures, concerts, exhibitions and many more. Check out our website for more information on specific events and dates

View: www.brunelalumni.co.uk

...at the Arts Centre:

You can try one of our weekly, weekend and summer courses in painting, drawing, pottery, jewellery making, photography and music all at a reduced cost for the first two years following your graduation. You are also welcome at regular concerts, exhibitions events and productions.

View: www.brunel.ac.uk/artscentre

...at the International Pathways and Language Centre:

For any alumni who would like to learn a new language or improve existing skills the IPLC offers classes in Arabic, Mandarin Chinese, French, German, Italian, Japanese, Polish, Portuguese, Spanish and Russian.

Email: iplc@brunel.ac.uk

... with the Placement and Careers Centre:

The PCC is happy to offer advice and information to Brunel graduates within two years of graduation. Services include workshops, careers fairs and job hunting resources.

View: www.brunel.ac.uk/pcc

... at the Sports Facilities:

Our world-class training facilities provide everyone, from Olympians to students, alumni and the local community, with an opportunity to get involved in more sport. You can also sign up to the campus gym at a reduced fee.

...for accommodation:

The Lancaster Suite, Lodge and Spa houses 50 well-appointed en suite rooms as well as a health suite comprising a spa, plunge pool, sauna and steam room.

Email: Lancaster-staff@brunel.ac.uk

Phone: 01895 28001

... as a postgraduate:

Graduates of the University who register for a taught postgraduate programme or for a research degree on a fully self-funding basis will receive a discount of 10% on the final amount due (ie after any other discount).

... for functions and hospitality:

The University has an excellent suite of hospitality rooms for all social functions including business meetings, weddings and parties.

View: www.brunel.ac.uk/about/pubfac/cater/social

Our new-look website was launched in January and features many more interactive features to help you get reconnected to the Alumni office and your fellow alumni. Check our events calendar and the latest Brunel news at www.brunel.ac.uk/alumni

Brunel Fundraising and Scholarships:



Sport Scholarships 2011/2012

Fifty talented Brunel students from across 14 different sports were presented with Scholarships, partially supported by donations from alumni, at an event last October.

The evening gave new and returning Sport Scholars the chance to meet fellow athletes, find out about the Award's benefits and learn how to fulfil their role as a Sports Scholarship student.

Brunel has developed and improved the scholarship programme for 2011/2012 and can now offer a more comprehensive award package focusing on a wider range of talented athletes at Brunel. The programme is designed to benefit an array of students from world-class performers competing at an international level through to English school champions.

Scholarship benefits include a cash award of between £250 and £1000 per academic year, athlete-friendly accommodation on campus, free use of Brunel's world class sports facilities and access to the University's Coaching Development Programme.

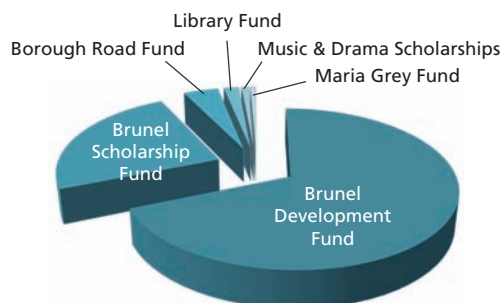
The Programme is more than just financial assistance; it is designed to support particular needs of each athlete. Sport Sciences graduate and London 2012 400m hurdles hopeful Perri Shakes-Drayton said:

"I would like to thank everyone who has supported scholarships at Brunel. The financial support allowed me to get through my time at university along with training. I had to travel between East London and Brunel on a regular basis and the money from the scholarship helped with my travel expenses. Whilst holding a sports scholarship I was European U23 400m hurdles champion, a semi-finalist at the World Championships in Berlin and a double bronze medallist in the 400m hurdles and 4 x 400m relay at the 2010 European Championships."



Scholarship recipient:
Perri Shakes-Drayton

The difference you have made:



Since last year over 700 alumni and supporters donated to Brunel University. This generosity has been instrumental to a number of priority projects across the university. For instance, it has played a vital part in allowing a cohort of gifted and talented students to complete our internationally recognised Urban Scholars programme as well as some underpinning vital research in cells and chromosome biology within our Biosciences Department.

Alongside this, the Scholarships Campaign has continued to play a very important role and with increased fees on the horizon, and this is only set to grow. The Brunel Scholarships Campaign supports over 60 Brunel students each year in their academic, musical and sporting endeavours and for many provides vital financial security. Within this initiative, the Development Fund supports a range of scholarships, hardship funding and other priority areas around the University. The Library is extremely grateful for the support that enables it to maintain and extend a level of service and facilities which recently saw it nominated for a prestigious Times Higher Education Award for Excellence.

The chart above shows how you have supported the Campaign and emphasises how vital your support of the Scholarship Fund and the Development Fund has been. Thank you for enabling us to offer these opportunities and we remain committed to doing so whatever the financial climate.

Urban Scholars Programme

The Urban Scholars Programme is designed enhance academic prospects for gifted and talented students aged 12-16 from relatively disadvantaged areas of London.

The first intake of Urban Scholarships arrived in September 2010 where the top five participants in the Programme were awarded a scholarship worth up to £3000.

Many disadvantaged students that show talent often 'slip through the cracks' as they do not have the resources to develop their potential.

Josh Maguire took part in the Programme and is currently studying Psychology and Sociology. He particularly enjoys Cognitive Psychology and hopes to pursue a career within the area. Joshua said:

"The Programme has allowed me to develop myself in terms of confidence and character and consequently I now have much better presenting and communication skills. I feel very honoured and grateful to have received the Scholarship and would like to thank the staff on the Urban Scholarship Programme, The Moody's Foundation and the donors for their generous support."

Telephone Campaign

For four weeks over the summer a team of 40 enthusiastic Brunel students contacted alumni to update them on news and events and asked if they would be willing to make a donation to benefit current and future students. The total raised, including Gift Aid and Matched Funding was an impressive £120,000 – A new record for Brunel fundraising. Over a third of alumni contacted made a donation, with many also choosing to support Brunel in other ways such as providing internships and careers advice.

Thank you to all those who took the time to speak to one of our students and for your understanding of the difference you can make. Whether alumni chose to donate or not, most enjoyed hearing about our plans for the University and having the opportunity to chat about their time at Brunel and what they had been up to since graduating.

The telephone campaign is an enjoyable experience for our student callers, providing them with extra income and equipping them with the transferable skills they can use after graduation.

Emma Osejindu said:

"Working as part of a large team whose sole motivation was to raise money for Brunel students was exciting and rewarding. The bonus was speaking to so many interesting (and entertaining) people who were generous with their money and career advice."

The money donated by alumni supports student scholarship, bursaries, awards, the Library and other priority projects around the University.

This year's telephone campaign will take place from 28 May – 26 June 2012.

Brunel Honorary Graduates 2011

Archie Panjabi, 1996, BSc Management Studies

Emmy Award-winner Archie (Archana) Panjabi currently stars as Kalinda Sharma on CBS's critically acclaimed hit drama, *The Good Wife*. Archie's portrayal of the mysterious investigator captivated both viewers and critics alike, earning her the Emmy for Outstanding Supporting Actress in a Drama Series (2010).

Her big screen credits include *Bend It Like Beckham*, *East is East*, *Yasmin*, *The Constant Gardener*, *A Good Year* and *A Mighty Heart*. Her international film accolades include the Best Actress Award at the Reims Festival (2005), the Shooting Star Award at the Berlin International Film Festival (2005), and the Chopard Trophy at the Cannes Film Festival (2007).

In addition to her work as an actress, Archie has dedicated herself to several philanthropic endeavours around the world. Highlights include: Rotary International in partnership with UNICEF and The Gates Foundation, for the We are this Close international campaign to eradicate the last 1% of polio left in the world, and the National Heart, Lung, and Blood Institute for their national campaign The Heart Truth®; the goal of which is to highlight the danger of heart disease, the number one killer of women. Archie has also partnered with Amnesty International to head their Stop Violence Against Women campaign.



Archie Panjabi

Honorary Graduates Continued

Camila Batmanghelidjh: Founder and Executive Director of The Kids' Company, a London-based organisation supporting 14,000 children a year with severe behavioural, emotional and social difficulties.

David Croisedale-Appleby: A successful businessman in his own right, David has also devoted himself to campaigning for social justice, focusing his efforts in the fields of health and social care, criminal and civil justice, education and training,

and understanding how social policy acts on the lives of the vulnerable and the disadvantaged.

Franco Nero: Italian actor, Franco Nero is an internationally renowned and respected actor, who has appeared in over 150 films including *Die Hard 2*. He is involved in a number of charitable and humanitarian projects, as well as being a working professional who has frequently given generous advice and support to Brunel University researchers

and students undertaking work in the fields of film and performance studies.

Jon Lee Anderson: Jon Lee Anderson is an author and journalist who began his career in the early 1980s, reporting on Central America's civil wars. As a *New Yorker* staff writer since 1998, he has reported from Iraq, Iran, Afghanistan and many others throughout his career.

Kenneth Michael Wallace: Kenneth has contributed greatly to the engineering industry in both teaching and research

Brunel Honorary Fellows 2011

Honorary Fellowships are awarded to those who have established a close working relationship with the University or to retired staff who have given exceptional service to Brunel. Brunel conferred 13 honorary fellowships in 2011.

Brett Garrard graduated from Brunel University with a BSc in Sport Sciences with Business Studies in 1999. He was a full-time international hockey player between 1997 and 2008, captaining England/GB Hockey at senior international level. He holds the England record for the most capped player, with 263 caps. While a student, he helped Brunel to win three consecutive British Universities Championships in 1996, 1997 and 1998. At international level, he played in four European Cups, three Commonwealth Games and three World Cups, and captained the GB men's hockey team at both 2000 (Sydney) and 2004 (Athens) Olympic Games.

Kate Walsh Graduated from Brunel in 2003 with a BSc in Sports Science and is the current women's hockey captain for Great Britain and England with over 250 international caps. As an active sports person she is twice a winner of the Hockey Writers Club UK Player of the Year and then in 2003 she was shortlisted for the World Player of the Year Award and then in 2007 she was named Great Britain Hockey Athlete of the Year.

Raymond John Puddifoot is, by profession, a Chartered Accountant, and has lived in Hillingdon all his life. Ray was elected as a Councillor for the Ickenham Ward in May 1998 and in July 2000 was elected Leader of Hillingdon Council. He is the longest serving Leader since the Borough's inception

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Brett Garrard



Kate Walsh

and has achieved many accolades throughout his career including; The Cambridge Foundation Teaching Prize in 1994, the ASME Ruth and Joel Spira Outstanding Design Educator Award in 2001 (he is the only non-American academic to have received this award) and the Sir Misha Black Award for Innovation in Design Education in 2002.

Mark Gerrard White: Mark is the Chief Technical Specialist for what has become Jaguar Land Rover, a post he has held since 2004. His interest in this

industry has led him to work very closely with Brunel engineering staff for a number of years.

Rowan Mary Hillson: In addition to her current role as National Clinical Director for Diabetes, Dr Hillson maintains her role as a Consultant Physician in diabetes and endocrinology at Hillingdon Hospital to ensure that her work remains rooted in current clinical practice. Her work is responsible for helping to improve the care of the 2.4 million people with diabetes in England.

Vanessa Redgrave: Vanessa Redgrave has won Oliviers and Tonys, and has been named Best Actress at Cannes twice. She has been Oscar-nominated six times, Emmy-nominated five times, Golden Globe-nominated no fewer than 13 times. Beyond this she is president of International Artists against Racism and UNICEF's Special Ambassador for the Performing Arts, and has been awarded a CBE.



Levi Addai

Alumni News

Levi David Addai, Modern Drama Studies, 2005

After a stellar career, Levi's talent was honoured at the Creative Diversity Network Awards in December last year. Levi was awarded with the Best Breakthrough talent for his screenplay 'Micah', broadcasted on Channel 4 in July 2011. Levi's breakthrough moment was getting the play he wrote for his dissertation staged, and Levi admits: *"The work just snowballed from there."* Levi is currently working on a project with BBC3 and hopes to get into films in the future.

Credit: Everywoman UK



Harriet Kelsall

Harriet Kelsall, Industrial Design and Technology, 1993

Harriet is the founder and CEO of her own bespoke jewellery company, HK Jewellery which has endured many successes throughout 2011. Harriet's Hertfordshire flagship store was complemented by the creation of a new-look Cambridge store last year. As a direct result of this, HK Jewellery was awarded the 2011 UK Jewellery Awards for the concept of bringing bespoke jewellery to the high street. HK Jewellery was also chosen as one of the first jewellers to be allowed to work in certified Fairtrade gold as the Fairtrade Foundation's choice of 'luxury bespoke jeweller'. Finally, in September her company was the first UK independent to be certificated by the Responsible Jewellery Council. To top of her company's fantastic year, Harriet was awarded the Specsavers Everywoman in Retail 'Woman of the Year' award in September 2011.



Natalie Stephenson, Physiotherapy, 2003

Natalie has been picked as one of 200 physiotherapists to support the Olympic sailing team based in Weymouth this year.

Natalie, 29, has been a physiotherapist for over eight years and runs her own Physiotherapy company in Portsmouth.

Natalie told a local newspaper, "I am really excited to be part of London 2012 Olympics, it is a once in a lifetime opportunity. I am pleased I have been picked for the Sailing as I have treated a lot of sailors due to the location of my clinic and will be able to continue to help sailors with their injuries and get them back to sailing quickly."

Dr Fu Yuning, PhD Mechanical Engineering, 1987

Dr Fu Yuning was appointed as an Independent Non-executive Director of Li and Fung Limited. Dr Fu also serves as a member of the Audit Committee and Nomination Committee of the Company.

He obtained a Doctorate Degree at Brunel where he also worked as a Post-Doctorate research fellow briefly.

Russell Coppack, MSc Sports Sciences, 2006

As a BASES member and certified exercise practitioner, Russell has been honoured as a Member of the Order of the British Empire (MBE) for his role in the rehabilitation of injured military personnel.

Russ Coppack, a Royal Air Force Warrant Officer has worked at the Defence Medical Rehabilitation Centre, Headley Court for 22-years. As a senior specialist in exercise rehabilitation, he has been closely involved in all areas of Service development for over 2-decades, and the award recognises his specific contribution to the professional development of exercise rehabilitation practice and procedures across the Armed Forces.

Chris Hawken, Physical Education and Maths, 1981 PGCE Physical Education and Maths, 1982

Chris has recently been appointed as Dean of Health, Physical Education and Athletics at Lane College in Eugene, Oregon. Lane will be the venue for the training session prior to the USA Olympic trials this summer and Chris is directly responsible for managing the venue.

This follows a career that includes being Vice-President at Cosumnes River Cottage in Sacramento, California, where he previously served as Sports Director and Division Dean of Health and PE.

Chris's coaching career includes taking a football programme he began at Pima College in Tucson, Arizona to immediate US National prominence, including appearances at the National Championships, and became the fastest coach to accumulate 100 wins at this level. Chris received multiple coaching awards and was inducted into the Pima College Hall of Fame. Chris also coached the Tucson Amigos professional team in the United Soccer Leagues for 2 seasons.

Matt Potter, Hons Physical Education and Religious, Social and Moral Education, 1992

Matt has been named as Soccer Head Coach at the University of Oklahoma. As previous Head Coach of Washington State University for 8 years he took his team to three of the last four NCAA tournaments.

Matt's football career began at Brunel when he helped lead West London to the 1991 National British College title. Matt was also involved with the English national team, representing the country at the U-19 international level and also played professionally for Watford F.C.

Social Work Alumni Association

Last July Dr Jean Clarke hosted the first meeting of former graduates of social work, who attended and formed the Social Work Alumni Association. Professor Susan Buckingham joined Jean in welcoming the participants. Karen Budd, Placement Coordinator, spoke about placement issues, Bertie Ross (Mentoring Coordinator) from Brunel's Widening Participation Programme provided information about Brunel's student mentoring programme and Hilary Fuller, Placement Administrator made an invaluable contribution both to the planning and the hosting of the event. The meeting generated a rich mix of ideas as graduates shared their vision of the role and function of the alumni association.

To take these ideas forward, a management committee was formed on the same day. The committee has since met and have already begun to implement some of the ideas discussed at the first meeting. To date alumni members have been involved in teaching and placement preparation workshops, others have registered to become mentors for our students, as well as being actively involved in providing opportunities to enable first year students to fulfil their course requirement of shadowing qualified social workers before embarking on their first 30 day placement. Through liaison and consultation with Brunel's Widening Participation mentoring scheme, some alumni members have also applied to become involved in the mentoring programme for our students. The Group most recently met to finalise plans for hosting an employment preparation workshop for students who are expected to qualify at the end of this academic year.

If you would like to get involved, please contact Jean Clarke at jean.clarke@brunel.ac.uk

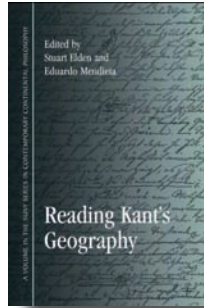
Alumni in Print



The General's Café by Vanessa Mehrabian

Film and Television Studies with American Studies, 2001

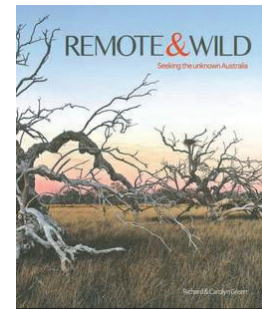
A political fiction novel surrounding the life of a Government worker who is struggling to live under the General's rule. It sees him increasingly questioning his sanity, morals and free mind to the point of no return.



Reading Kant's Geography by Dr Stuart Elden

Politics and Modern History, 1993

This book brings together world-renowned scholars of geography and philosophy to offer a broad discussion of the importance of German enlightenment philosopher Immanuel Kant's work on the topic for contemporary philosophical and geographical work.



Remote & Wild by Richard Green

Applied Physics, 1964 and Computer Science, 1971

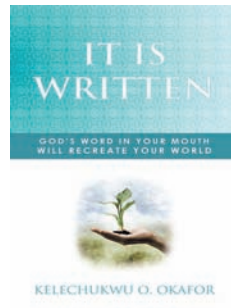
This book records the experiences of Richard and his wife Carolyn over 20 years using their private helicopter to access and photograph some of Australia's most remote and wild environments.



Enterprise Content Management by Stephen Cameron

Electrical Engineering, 1986

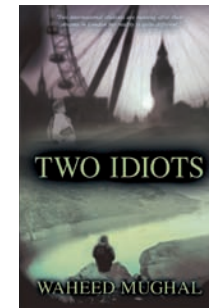
This book is a high level introduction to the challenges of managing content in business, product and vendor agnostic with a philosophical nature.



It Is Written by Kelechukwu O Okafor

Law, 2008

It Is Written identifies several real-life emotions people battle with daily and provides God's word 'readily-paraphrased' to enable you speak forth and release His power into your life.



Two Idiots by Waheed Mughal

International Money, Finance and Investment, 2010

This fictional novel follows two international students in London highlighting the issue of forced marriages within the Pakistani community in the UK.

Third book published for PhD student and award-winning author Sally O'Reilly

In November, Creative Writing PhD student and Isambard Scholar Sally O'Reilly released a new book explaining *How to be a Writer: The Definitive Guide to Getting Published and Making a Living from Writing*.

The book, published by Piatkus, covers the whole spectrum of activities which modern writers undertake to reach their audiences, including digital marketing, public engagements and winning literary awards.

Sally is already the award-winning author of two novels, and her latest work has already attracted enthusiastic praise from leading authors and academics.



MA Writers recognised by leading literary agency

Two of this last year's graduates from the Creative Writing: the Novel MA programme have been offered representation by the literary agency Curtis Brown.

The agency awarded an annual prize for the best Master's dissertation manuscript, but this year's submission so impressed the judges that they were awarded the prize jointly. Chris Lacey and Rohail Ahmad (pictured left to right) each received a £750 cash prize alongside the even more significant offer of agency representation.

Chris: "My novel is set in London during the summer of 1950. It alternates between three characters who were once members of a repertory theatre company and who headlined together at the start of the War. It's a story of obsession and double lives- there's a crumbling marriage, an ambitious

but persistent blackmailer, and an eccentric former leading lady who is now a writer of pulp fiction!"

Curtis Brown said the Novel impressed them with its calm, confident prose and nuance psychology."

Rohail: "My novel is about Western exploitation of the East, but where the exploitation is now by Westerners of Eastern origin.

It was an amazing feeling to have won. I worked very hard but there were some strong contenders and I always had this terrible feeling that it would be a case of 'close but not close enough'.

I began a PhD in Creative Writing before knowing I had won, and my agent (it sounds good to say that!) is eagerly awaiting my PhD novel. Although all of this does not guarantee publication, winning

the prize has brought the dream of publication into the realms of possibility."

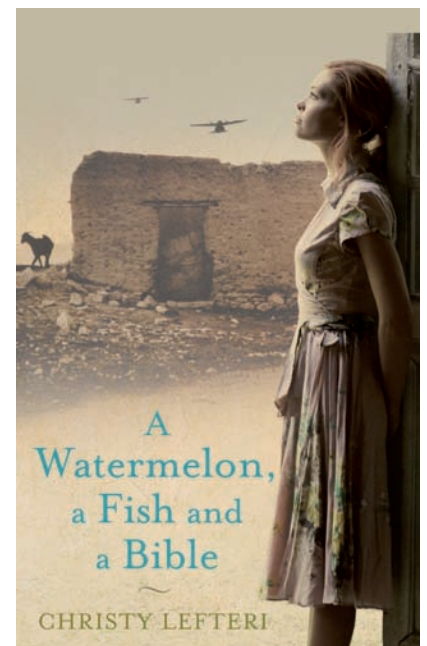


Brunel Alumnus long-listed for prestigious award

Creative Writing BA, MA and PhD graduate Christy Lefteri has been long-listed for the €100,000 International IMPAC Dublin Literary Award, the world's most valuable annual literary prize for a single work of fiction published in English.

Christy was selected for her first novel, *A Watermelon, A Fish and A Bible*, written as part of her Brunel PhD and published by Quercus Books in 2010.

The long-list is compiled from nominations gathered in 122 libraries across the world, and places Christy amongst the most distinguished literary company: other authors on the list include Ian McEwan, Lionel Shriver and Johnathan Franzen, and previous winners include the Nobel laureate Orhan Pamuk and the Prix Goncourt winner Tahar Ben Jelloun. The winner will be announced in June.



2012 Alumnus of the Year: Ross Ramgobin

Ross graduated with a first-class BA in English with Drama in 2007, having been a University Music Award student throughout his time at Brunel. He took leading roles in many of the Arts Centre's musical productions, studying singing with Michael Sanderson and Eileen Pinkarchevski, and continued his vocal studies and involvement in University concerts following graduation.

In 2009, he was accepted on to the Royal Academy of Music's MA in Vocal Studies course, and awarded the RAM's Rhoda Jones Roberts Scholarship. During the two years of his MA, he gave a range of outstanding performances, culminating in a Distinction in his final recital. Ross began performing with the prestigious RAM Song Circle in 2011, including their bicentenary Liszt concert at the Austrian Cultural Forum and in the Oxford Lieder Festival in October 2011.

Ross is now a member of the Royal Academy of Music's internationally prestigious Royal Academy Opera Course, where his singing teachers are Glenville Hargreaves (Head of Opera Studies) and Jonathan Papp. Ross is supported by the Mabel Harper Charitable Trust Scholarship, Sophie's Silver Lining Award, Carr Gregory Trust Award and The Solti Foundation. His recent operatic roles include Claudio in Berlioz's *Béatrice et Bénédict* (conducted by Sir Colin Davis, directed by John Copley), and in March this year he performed Papageno in Mozart's *Die Zauberflöte* for RAO (conducted by Jane Glover, directed by Stephen Barlow).

In addition to Ross's achievements he continues to contribute to Brunel society by performing both in the professional Friday Lunchtime concert series, and as a guest artist in the Arts Centre's student evening concerts.



This award is recognition for Ross's high achievements, his ongoing support to the Brunel community, and for being a fantastic role-model for current Brunel students.

Where are they now?

2011 Alumnus of the Year: Nathaniel Peat

Since last year Nathaniel has been extremely busy establishing new links with businesses and contributing to discussions and recommendations around the London riots with the leader of the opposition, Ed Milliband. Nathaniel won the London Peace Prize, was involved in UK's Global Entrepreneurship Week, elected as Chairman of the Jamaican Diaspora Future Leader and been involved in Virgin Media's campaign to suggest

ways the government can help youths start up small businesses, among many other accolades and achievements this year.

Nathaniel's organisation, The Safety Box, will launch a new project called Surviving our Streets, aiming to break the negative cycle of crime and violence in youths. The pilot scheme aims to be rolled out to various youth prisons in the UK this year.

