

The logo for Bournemouth University, consisting of the letters 'BU' in a stylized, white, sans-serif font. The 'U' is composed of three parallel lines.

Bournemouth
University

The word 'Achieve' in a bold, white, sans-serif font, set against a dark teal rectangular background.



For BU to thrive in this very competitive world, it needed to restate its commitment to academic excellence in an academically rich environment and to plan afresh for the future. I am delighted to say that these plans are coming to fruition.

Vice-Chancellor's introduction



Staff recognised for outstanding contribution to student learning

Lecturer Practitioner Mandy Layzell with Professor Paul Curran at Poole Hospital

Professor Paul Curran with Professor Gillian Slater and Dr Bernard MacManus, former Vice-Chancellors

Over the past year, BU has grown in confidence as an innovative, international institution offering high quality academic programmes geared to the professions. Its student-centred learning environment emphasises intellectual achievement and employability and it has become a University that is clearly proud of its strength in research, enterprise and professional practice and the standing of its centres of academic excellence.

BU is totally committed to preparing each and every one of its students to fulfil their potential and become effective lifelong learners, able to take their place as significant contributors to the global economy.

For further information about Bournemouth University visit: www.bournemouth.ac.uk



As I reflect on BU's many successes of 2008, two clear themes emerge – strategic leadership and sustainability.

It was just over a year ago that the University Board voted unanimously to adopt and support a Strategic Plan designed to carry BU forward to 2012 and beyond.

Chairman's message

The Plan is far-reaching in terms of what it sets out to achieve on local, national and international stages and provides a clear route map that will put the University on a sound footing for years – and decades – to come.

Most of the stretching targets, agreed in September 2007 for the first year of the Plan, have now been achieved. In particular, the targeted investment in the University's infrastructure, people and the student experience is bringing dividends.

It is through the unswerving leadership of the Vice-Chancellor Professor Paul Curran and his senior management team that this success has been made possible.

As outlined in the Strategic Plan, BU will have built on its achievements in global perspectives and will be one of the greener UK universities by 2012. It is particularly important for us not to lose sight of that goal as future government funding is likely to be influenced by our environmental sustainability. The fact that BU is now part of the UK's EcoCampus initiative and continues to enjoy its status as a Fairtrade University brings clear benefits.

From a Board perspective, 2008 proved pivotal in terms of governance. The restructuring of Board committees in 2007 was followed by a review of Senate by Board member Professor Tom Husband. The subsequent 'Husband Report' called for more harmony between Board and Senate activities and led to the restructuring of the Research & Enterprise and other joint committees to encourage greater engagement and representation.

Sadly during the year, we said goodbye to some of our Board members. Two of the longest serving retired during the summer. Between them, Kelvyn Derrick and John Knowles chalked up 18 years of dedicated service to BU for which we are truly grateful. We also bade farewell to Zoya Zuvcenko, Simon Smith and Students' Union President Adam Hyland but not before congratulating him on his election to the national NUS executive as Disabled Students' Officer. Incoming President Fred Ruffle arrived during the autumn alongside new member, the Reverend Dr David Hart. The pair were followed closely by Roy Spragg and Joanna Dawson, to whom we extend a warm welcome. We are also grateful to Lady Joan Appleyard who accepted our invitation to become a Pro-Chancellor of the University.

BU enjoyed much success in 2008 and we look forward to greater achievements for the University and its Board in 2009.



Alan J Frost, Chairman of the University Board

A Fellow of the Institute of Actuaries and the Chartered Institute of Management, Alan J Frost has long experience in the financial services sector. He is an experienced former CEO with a reputation for strategic thinking and successful change management.



The Strategic Plan is a route map for achieving BU's vision for 2012. Based on the successes of the last two years it is evident that the planned transformation of BU is already taking place.

The University Strategic Plan



The new facade at Studland House



A new social area at Studland House



The Base, **askBU's Enquiry Service** at the Talbot Campus

Working towards BU's vision for 2012

BU can trace its roots back 100 years to 1908 but it was the award of the title of University in 1992 that enabled BU to flourish as a popular and regionally relevant provider of higher education. Since then the University's national and international profile and performance have developed enormously.

Its Strategic Plan (2007/08 to 2011/12) was approved by the University Board in September 2007 and set out a bold framework for its success with a firm focus on:

- Improving the student experience
- Raising BU's academic profile
- Strengthening BU's performance in research and enterprise
- Ensuring institutional sustainability.

At the core of this Plan is the 2012 vision of BU:

Bournemouth University is a youthful and innovative international institution offering a range of high quality academic programmes geared to the professions. Our student-centred learning environment emphasises both intellectual achievement and employability. We are proud of our strength in research and enterprise and the world class standing of our centres of academic excellence.

The Strategic Plan quantifies BU's aspiration to realise this vision and achieve, by 2012, the performance of a top 40 UK university (as defined by *The Times Good University Guide*).

It also aims to position and prepare BU for the challenges ahead. By 2010 the UK will face a demographic downturn as the number of 18-year-olds in the country declines. Within the period of the Plan the government will announce its policies for tuition fees with the anticipation that the current cap will either be raised or lifted altogether making the UK higher education sector even more market driven. On the international stage, there are ever more providers of higher education competing for globally mobile students.

BU's response is to compete on the basis of quality, not price, and to ensure that high standards are maintained in support of the student and staff experience.

The Strategic Plan goes on to say:

Our first task is to use targeted investment to change, through development and restructuring, the majority of our teaching staff to better-qualified and externally facing academics.

We will create, through investment of up to £50M, an academic environment that, in terms of its estate, Information and Communications Technology, Library, facilities and University processes, is capable of supporting our aspirations.

By 2012 we will play to our strengths in our reputation, our location, our employer engagement, our use of placements and our partnerships. We will have built on our achievements in global perspectives and be seen as one of the most environmentally sustainable UK universities.

Within the next five years we will create a lively intellectual environment evidenced by a vibrant academic culture, influential publication record and rising levels of doctoral completions.

Progress abounds

During the first year BU met most of the Plan's stretching targets. These will directly facilitate future performance. Some excellent results have already been achieved and BU has:

- Increased its ranking in all four major UK league tables, secured a top half position in *The Times Good University Guide* and was ranked the UK's number one new University in *The Guardian University Guide*
- Been assessed in the Research Assessment Exercise 2008 (RAE) as the fourth most improved UK university in research quality (of the ten areas assessed, eight featured research that was rated as being of world leading quality in terms of its originality, significance and rigour)



askBU Enquiry Service, Lansdowne Campus

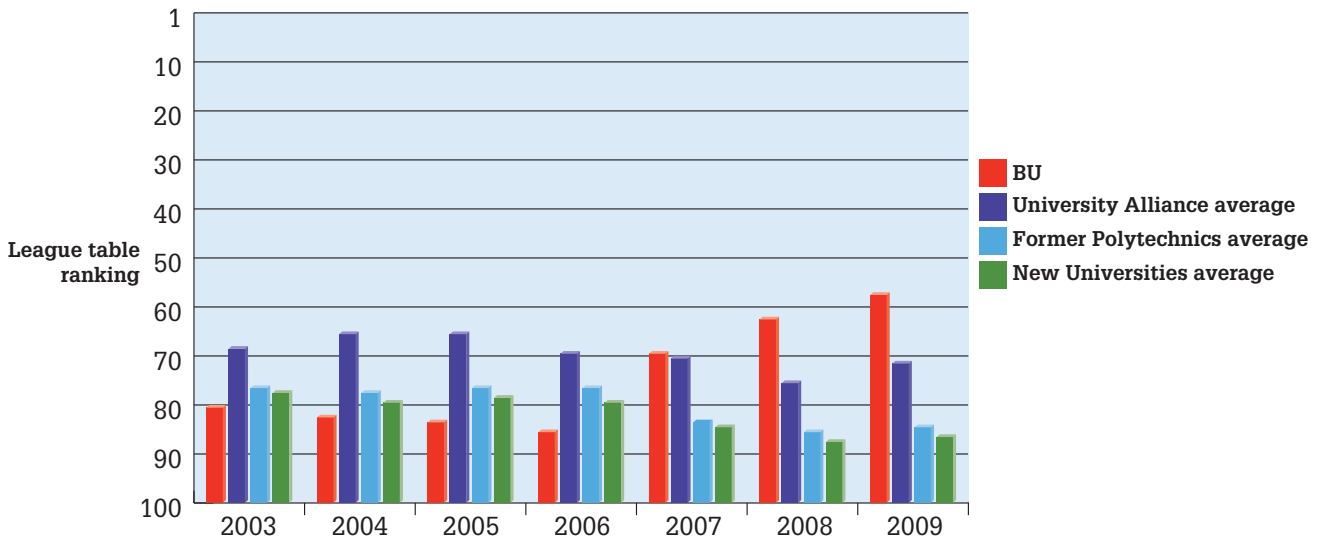
BU signage at Poole train station

New 'techno booths' in the Sir Michael Cobham Library

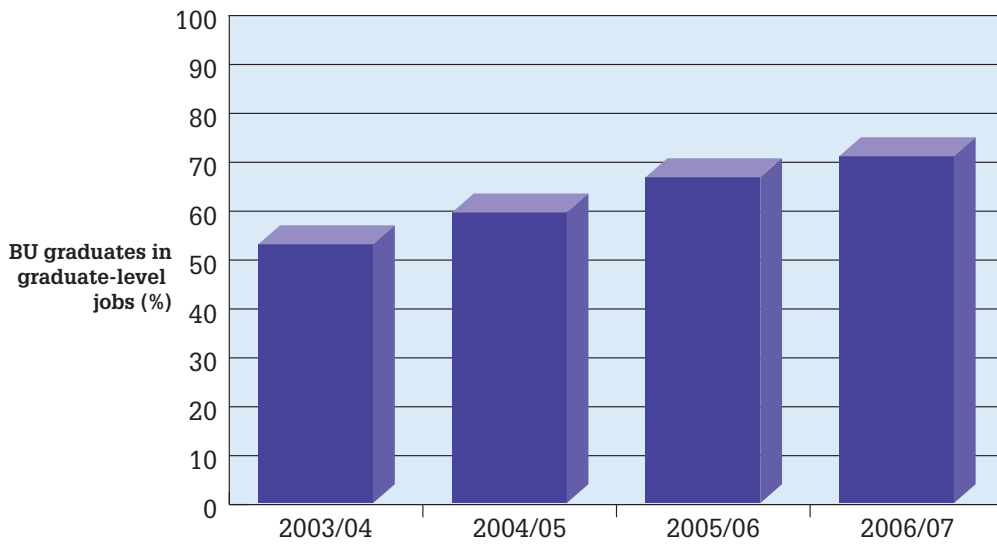
- Been awarded the highest category of confidence in the maintenance of its academic standards and the enhancement of its quality by the Quality Assurance Agency (QAA)
- Appointed approximately 150 academics over the last three years to facilitate the transition of its staff profile from 'teachers' to 'academics' and foster the development of an academically led culture
- Doubled its Higher Education Innovation Fund (HEIF) funding to c £800,000 per year (in 2008/09)
- Improved the success rate of its Research Council funding bids to 31% (greater than the national average of 28%) and was placed second nationally among institutions in the University Alliance
- Consolidated its corporate image through new campus signage, bus livery and its continually improving website
- Increased attendance at its undergraduate Open Days from 2,500 to over 6,000 in three years
- Introduced a new quality assurance framework and undertaken a review of its Senate and other joint committees to encourage greater engagement and representation for key University staff
- Invested £1.5 million in Information and Communications Technology (ICT) to develop several major student-facing systems including online enrolments and payments.

For further information on BU's Strategic Plan visit: www.bournemouth.ac.uk/about

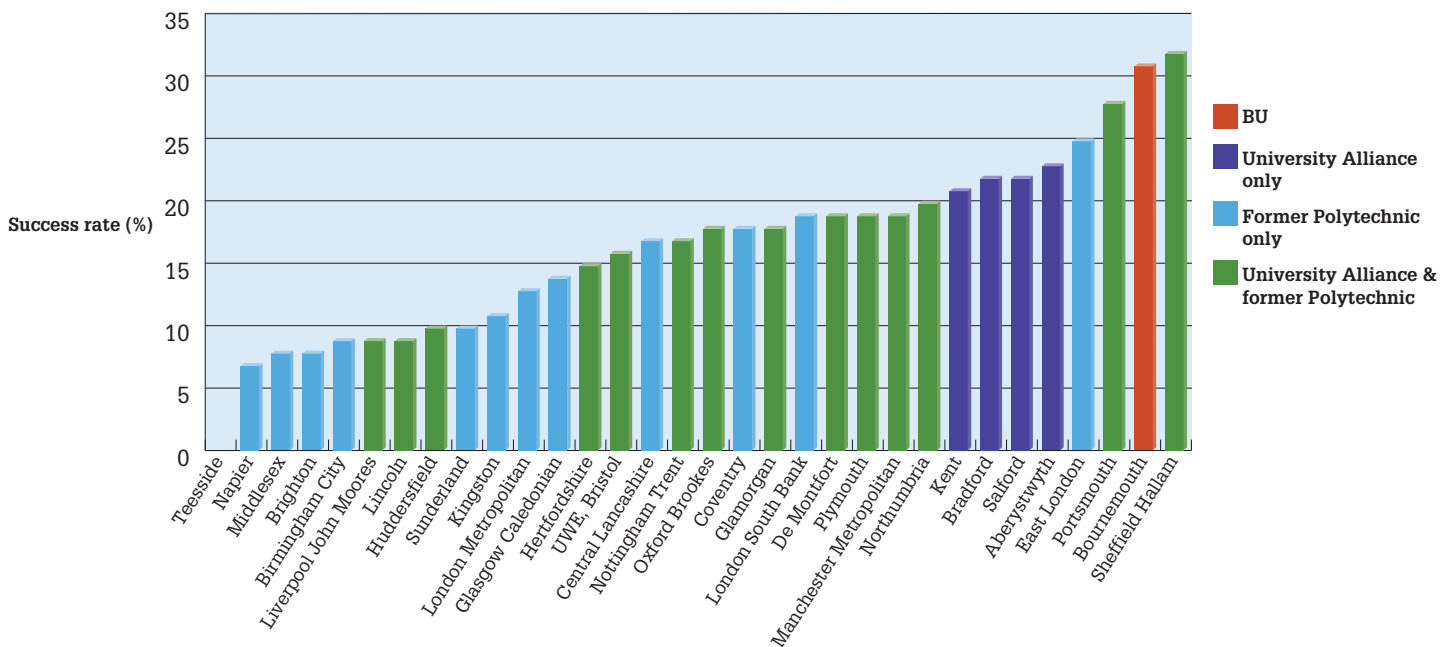
**Improvement in BU's position in
The Times league table rankings**



**BU graduates in graduate-level jobs
2003/04-2006/07**



Conversion of UK Research Councils research bids to successful awards 2007-08



2008 in numbers

- 1** BU is ranked the UK's number one new University in *The Guardian University Guide* 2009.
- 4** BU is the 4th most improved University for research quality according to the Research Assessment Exercise (RAE) 2008.
- 10** BU has the 10th largest number of Higher Education students being educated by partner institutions of any university in the UK.
- 78** The results of the 2008 National Student Survey (NSS) show that 78% of BU students are satisfied with their course.
- 92** BU funded 92 PhD students as part of the largest scheme of its kind in the sector.
- 295** BU received 295 consultancy and research contracts.
- 1,100** Academics worked with over 1,100 businesses on collaborative research and enterprise projects.
- 1,500** BU has nearly 1,500 international students from around 130 countries.
- 2,400** Over 2,400 students graduated in BU's November Award Ceremonies.
- 5,000** BU educated over 5,000 health and social care staff in the South West.
- 17,000** Over 17,000 students chose to study with BU.
- 5 million** BU invested over £5 million in a new Executive Business Centre which will be opened in September 2009.
- 6 million** BU received a £6.35 million Research Council grant, its largest ever.
- 98 million** BU's turnover was over £98 million.
- 240 million** BU contributes approximately £240 million annually to the local economy.

Details of further achievements made during 2008 can be found at:
www.bournemouth.ac.uk/about



BU is immensely proud of the many achievements made over the past year and looks forward to continued success in the year ahead.

A year in review



BU agreed partnership with Rossmore College

New BU bus livery

Broadcaster Mark Austin with actor Martin Clunes at BU's HD TV studio

BU climbs higher in UK league tables

In *The Times Good University Guide* BU achieved the largest rise in ranking of any university, while in *The Guardian University Guide* BU was named the UK's number one new University.

For the second consecutive year BU was also number one for Tourism and Travel education according to *The Guardian University Guide*.

TV Studio is declared HD-ready

BU's multi-million pound HD TV Studio was opened formally by ITV newscaster Mark Austin and actor, Martin Clunes. The two BU honorary doctors praised the new studio which gives BU's world-renowned Media School the first High Definition facility in a UK university.

Largest grant to support digital media

In December, BU celebrated its largest ever grant from a major UK research council. The £6.35 million award by the Engineering and Physical Sciences Research Council (EPSRC) will be shared with the University of Bath and will establish a new Industrial Doctorate Centre in Digital Media, Special Effects and Animation.

The Centre will draw upon the resources and expertise of the BU-based National Centre for Computer Animation (NCCA) to provide PhD students in these specialist fields with technical and management expertise as well as research-level skills.

Research paper attracts international recognition

'Opportunistic Software Systems Development (OSSD): Making Systems from What's Available' co-authored by Dr Cornelius Ncube in the School of Design, Engineering & Computing won the Most Influential Paper Award at an Institute of Electrical and Electronics Engineers International Conference. The paper proposes a radical approach to software systems development.

BU academics and students undertook the first excavation of Stonehenge in 44 years





The Executive Business Centre



Guitarist Andy Summers with newscaster Mark Austin at the Award Ceremony



Shadow Secretary for the DIUS Stephen Williams MP

BU supports Academy at Rossmore

BU, the Diocese of Salisbury and Poole Borough Council received government approval to serve as sponsors in support of the transformation and development of Rossmore Community College in Poole.

Secretary of State for the Department of Children, Schools and Families Ed Balls MP made the announcement as he confirmed that Rossmore will become an academy for 11-19 year olds under the government's 'National Challenge' programme.

The new Academy at Rossmore will bring together the core values of the Church of England with the innovation and commitment to learning excellence of BU and the breadth of services provided by Poole Borough Council.

Marking a decade of art on campus

In June BU unveiled an iconic sculpture created by renowned Japanese artist Koichi Ishino. The stainless steel and black granite sculpture is designed to capture the University vision and was commissioned specifically for BU thanks to a generous gift from the Fine Family Foundation. The University's Art Loan Collection celebrated its 10th anniversary.

Appointment to academy

Associate Dean Professor Jonathan Parker in the School of Health & Social Care was appointed as a member of the Academy of Social Sciences, a group of learned societies and individual researchers representing UK social science.

Professor Parker achieved the distinguished academician title as a result of both his high-profile research and his contribution to social work.

Honoured at Award Ceremony

ITV lead newscaster Mark Austin and Police guitarist Andy Summers received Honorary Doctorates at BU's annual Award Ceremonies in November. Doctorates were also bestowed upon Chairman of the Training and Development Agency for Schools Professor Sir Brian Follett, Chief Executive of the Royal National Lifeboats Institution Andrew Freemantle, contemporary artist Brian Graham, Deputy Chairman of Poole Foundation Trust Hospital John Knowles, Bighead founder Ken Stanley and National Clinical Director for Maternal Health and Maternity Services Dr Gwyneth Lewis.

BU invests in a new Executive Business Centre

Strengthening the Business School's reputation as one of the South West's leading providers of business education, BU announced a new Executive Business Centre for its postgraduate and professional courses. The new building will be a fine venue for delivering BU's flagship course, the Bournemouth MBA and nurturing and sharing expertise of relevance to the business community.

MP visit

Liberal Democrat MP for Bristol West and Shadow Secretary for the Department for Innovation, Universities and Skills (DIUS) Stephen Williams and Mid-Dorset MP Annette Brooke met BU Vice-Chancellor Professor Paul Curran and visited the Media School's High Definition TV Studio.

Chinese connection

BU strengthened its work with China when it welcomed a high ranking official based at the country's London embassy. Xiaogang Tian, Minister Counsellor in the Chinese Embassy's education section, has responsibility for liaising with British schools, universities and colleges.

A new framework to enhance education

The Education Enhancement Strategy which describes BU's vision for education between 2008 and 2012 was launched in July. It outlines significant change as provision is brought within a streamlined set of frameworks and a standard system of 20 credit units is introduced.

The Strategy will enhance students' learning experience while ensuring that academic staff have the time to engage in the research and enterprise activity which will further enrich student learning. Contact will be redistributed to ensure students receive a high level of support and resources in their first year and move to becoming self-directed learners over the duration of their programme. This resonates with feedback from employers who are looking for graduates with the ability to contribute immediately.

Funding for UK's largest study of older people

The School of Health & Social Care's Centre for Qualitative Research secured funding from the five major Research Councils to take part in the UK's largest study of the quality of life of older people. Academics will investigate how older people living in rural South West England interact with their local community and what social and economic issues are important to them.

BU experts lead historic excavation

Funded by the BBC's Timewatch programme, academics undertook the first excavation at Stonehenge since 1964 to determine when the first double bluestone circle, which formed the original Stonehenge, was created.

Olympic expertise

Adam Blake joined BU as Professor of Economics in the School of Services Management.

Professor Blake has addressed issues such as the economic effects of foot-and-mouth disease and the impact of 9/11. One of his most recent projects included a detailed study on the economic impact of London 2012, as part of the UK government's Olympic Games Impact Study.



BU received £440,000 for Streets of Bournemouth, an online museum



BU's Releasing Research and Enterprise Potential programme honoured at awards



Xiaogang Tian with Professor Nigel Hemmington, Dean

Stephen Heppell appointed

Professor Stephen Heppell, the internationally acclaimed academic, practitioner and innovator on e-learning, joined BU as Professor of New Media Environments in January. Professor Heppell is recognised by the Department for Innovation, Universities and Skills (DIUS) as “the most influential academic of recent years in the field of technology and education”.

BU Students' Union President elected to National Executive

Former BU Students' Union President Adam Hyland took on his new role as Disabled Students' Officer for the National Union of Students (NUS) in July. Adam was also selected as a judge for this year's Times Higher Education award for Outstanding Support for Students with Disabilities.

Streets of Bournemouth

Staff from BU's Sir Michael Cobham Library won £440,000 to develop the first online virtual museum of Bournemouth. Working with Bournemouth Borough Council, BU will create the 'Streets of Bournemouth' over the next two years in time for the Bournemouth bicentenary in 2010.

Releasing Potential scoops National Training Award

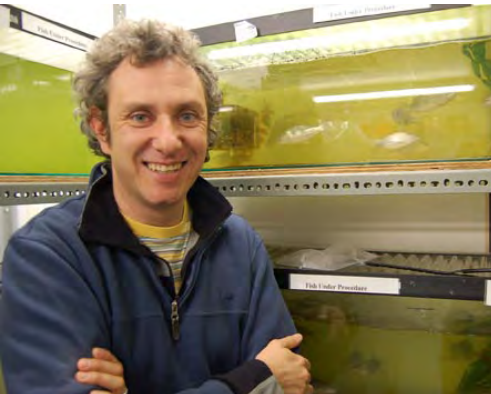
BU's unique Releasing Research and Enterprise Potential (RREP) programme was honoured in this year's National Training Awards, recognising its outstanding success in providing development opportunities for academic staff.

During its inaugural year, some 70 participants joined the programme – representing approximately 15% of the University's academic workforce. A further 70 participated in workshops and other staff, led by members of the University's Professoriate, were involved in facilitating action learning sets and mentoring. This increased the participation in RREP to around 38% of all BU academics.



Through continuous investment in its staff and facilities BU aims to offer a high quality, transformational education experience that produces self-motivated, self-directed, lifelong learners who are employable in an ever-changing world.

Enhancing education



Associate Professor Rudy Gozlan from the School of Conservation Sciences



Staff with Library Design Award



A degree in Telecommunications Systems Engineering is available to Army staff at the Royal Corps of Signals

Unleashing the educational imagination

BU's recently published Education Enhancement Strategy makes a strong statement about the experience that students can expect from their time at BU. Over the next four years students can expect significant improvements to the curriculum; a wider choice of courses and advances in the way they are run; improved assessment and feedback; further support to assist them in finding employment; new and improved ways of learning through technology; initiatives to develop their global outlook and further support in their first year.

In December, BU was audited by the Quality Assurance Agency (QAA) and was delighted to have been awarded the highest category of confidence in the maintenance of its academic standards and the enhancement of quality. This achievement involved a significant effort from staff and was a tribute to Pro-Vice-Chancellor Professor Rosemary Pope for her hard work in laying the foundations for this successful audit. Professor Pope died suddenly in March 2008.



Transforming education traditions

The University's Virtual Learning Environment, **myBU**, is being used in many imaginative ways to enhance learning. This customised implementation of the Blackboard Academic Suite™ enables users to manage learning materials, evaluate performance and enhance communication and will be extended as BU investigates the potential for using the latest Web 2.0 technologies. In addition, part-time e-learning courses have been introduced offering flexible learning. The innovative Foundation Degree (FdA) in Business in Management, developed with the Ministry of Defence, is delivered totally online and is being used by Army staff to gain a Higher Education qualification.

First class staff

By summer 2008, BU had appointed around 150 new academics to accelerate the development of its existing and potential centres of academic excellence. This has significantly increased the proportion of its academic staff with doctorates.

BU has changed the academic career structure and is now the youngest University to appoint Associate Professors, having promoted 10 members of staff in December 2008. It also continues to offer one of the largest staff development programmes in Higher Education: the Releasing Research and Enterprise Potential (RREP) programme.

The Doctoral Track provides existing staff greater opportunity to pursue a doctoral qualification. Senior academics develop those with doctoral aspirations through mentoring and advising the most appropriate pathway, whether a traditional PhD, Professional Doctorate or PhD by Publication.

Investment in research support and facilities

The Academic Services team has made substantial investment in research information and facilities over the last year in support of BU's commitment to develop its research strengths.

Additional access to online and print collections has enhanced research capacity and over 6,000 records of research undertaken by BU academics are now held on BURO (Bournemouth University Research Online), which is ranked 281st in the Top 300 World Repositories.

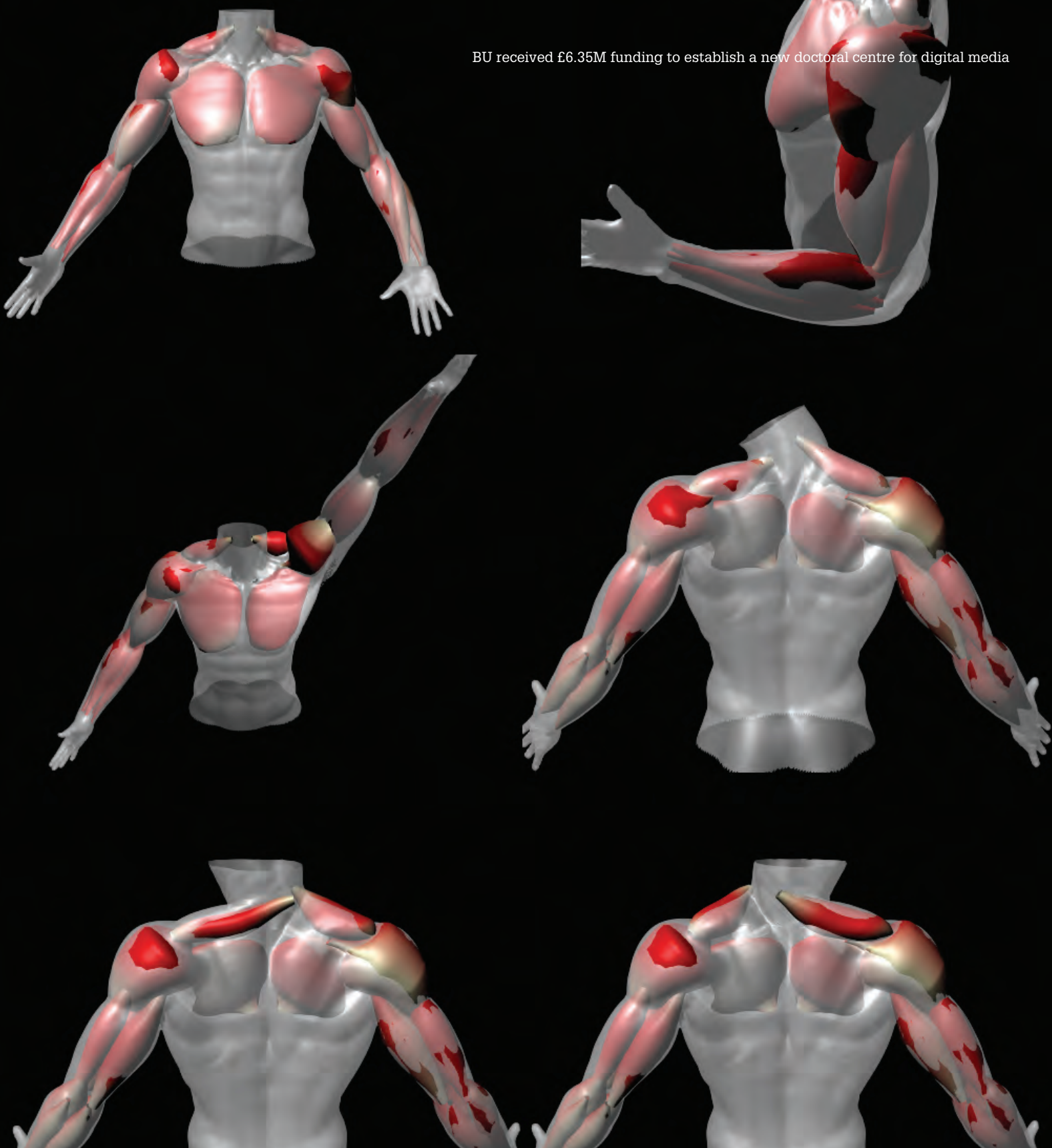
To support its PhD community, BU also offers a new bespoke web tool, **myBUILD**, to assist the research degree completion process. The interactive log documentation scheme is one of the first of its kind in UK universities.

The award-winning Sir Michael Cobham Library has been enhanced to provide both staff and students a greater variety of social learning spaces. Six 'techno booths' equipped with interactive whiteboards and PCs have been installed along with a 'hi-tech' study room for group study.

Supporting students

By investing in the quality of its student learning and the support it provides, BU has seen a rise to 78% in its students' overall satisfaction in the National Student Survey (NSS) and an increase in the level of student completions.

BU runs one of the largest student-to-student support schemes with over 150 trained Peer Assisted Learning (PAL) student leaders supporting over 1,650 first year students. In the recent Quality Assurance Agency institutional audit the PAL scheme was commended as an example of good practice.



The critical importance of research and enterprise is highlighted in the Strategic Plan. Improved research and enterprise are vital to BU achieving its vision.

Building on research



Associate Professor Jacqui Taylor from BU's Psychology Research Group



Memorandum of Understanding with the Royal Society for Public Health



IBA records became part of the Centre for Broadcasting History Research archive

World class research on the rise

In December BU celebrated its best ever results in the national Research Assessment Exercise (RAE) which reported that in terms of its research quality, BU is the 4th most improved university in the UK. Moreover, 80% of BU's research submissions contained 'world leading' research of the very highest level of international standing.

Nationally BU leapt up the rankings from approximately 100th (where it had been placed in the last few years) to 65th according to the *Research Research* league table devised using the government's quality rating system.

BU is among the top 10 new universities for research in the country (in 9th place). Within the South West region, BU is rated 4th overall (behind only the research-intensive universities of Bristol, Bath and Exeter).

Looking at the quality of BU's research in more detail, over 50% was rated as having international significance – the first time Bournemouth University has achieved such a high global profile for its research activities. Of the 10 areas in which BU was assessed, a remarkable 80% feature research that is rated as being of world leading quality in terms of its originality, significance and rigour.

The results of the RAE are testament to the efforts made by academics over the last seven years. In 2008 BU doubled the number of entries in its submission to the RAE thanks to the hard work of established and new staff.

An increase in research grants

According to a study in the *Times Higher Education*, BU is ranked 31st out of all UK universities and 13th out of all new universities for conversion of bids into major Research Council grants.

Research Centres

One of the most effective ways for BU to build on its areas of strength and potential is to develop cross-University Centres of Excellence and associated research capacity.

In October, BU launched its unique Centre for Wellbeing and Quality of Life, based in the School of Health & Social Care. The Centre will examine and develop methods to promote healthy living, such as nutrition and exercise and will concentrate on vulnerable groups to develop ways to self-manage conditions and improve quality of life.

The Centre is already conducting research into psoriasis, eczema and the management of back pain. It will also collaborate with the Royal Society for Public Health to promote education and development in wellbeing and quality of life.

Research groups

The newly formed Psychology Research Group brings together researchers in education, cognition, communication, psychophysiology, information & communications technology and environmental psychology. As well as pursuing individual research interests, a common research focus is quality of life across the adult lifespan.

Members of the group have provided consultancy in occupational psychology (work stress, selection and recruitment, safety management), IT, human factors, psychophysiology, internet design and communication. All are actively involved in teaching psychology at undergraduate level.

The Group's popular seminar series has attracted high profile academic experts to BU to lead discussions on research in areas ranging from detecting deception, psychological wellbeing and the natural environment to cyber bullying, the factors involved in paranormal belief and experience and psychological factors in pain management and politics.

Research resources

BU's institutional research repository – one of the largest in the UK – was established in early 2006 and now provides global access to its academic outputs via the internet.



Toxicology expert Professor David Osselton from the School of Conservation Sciences



Professor of Tourism Dimitrios Buhalis from the School of Services Management



Marine archaeology students discover 17th century merman

BURO (Bournemouth University Research Online) hosts over 6,000 entries, including 500 full text works, and features material spanning the last five years. The repository is 12th among 85 international Institutional Repositories in terms of size as recorded by The Directory of Open Access Repositories (OpenDOAR). This makes it more comprehensive than the repositories of many research-intensive universities.

BU in the pilot's seat

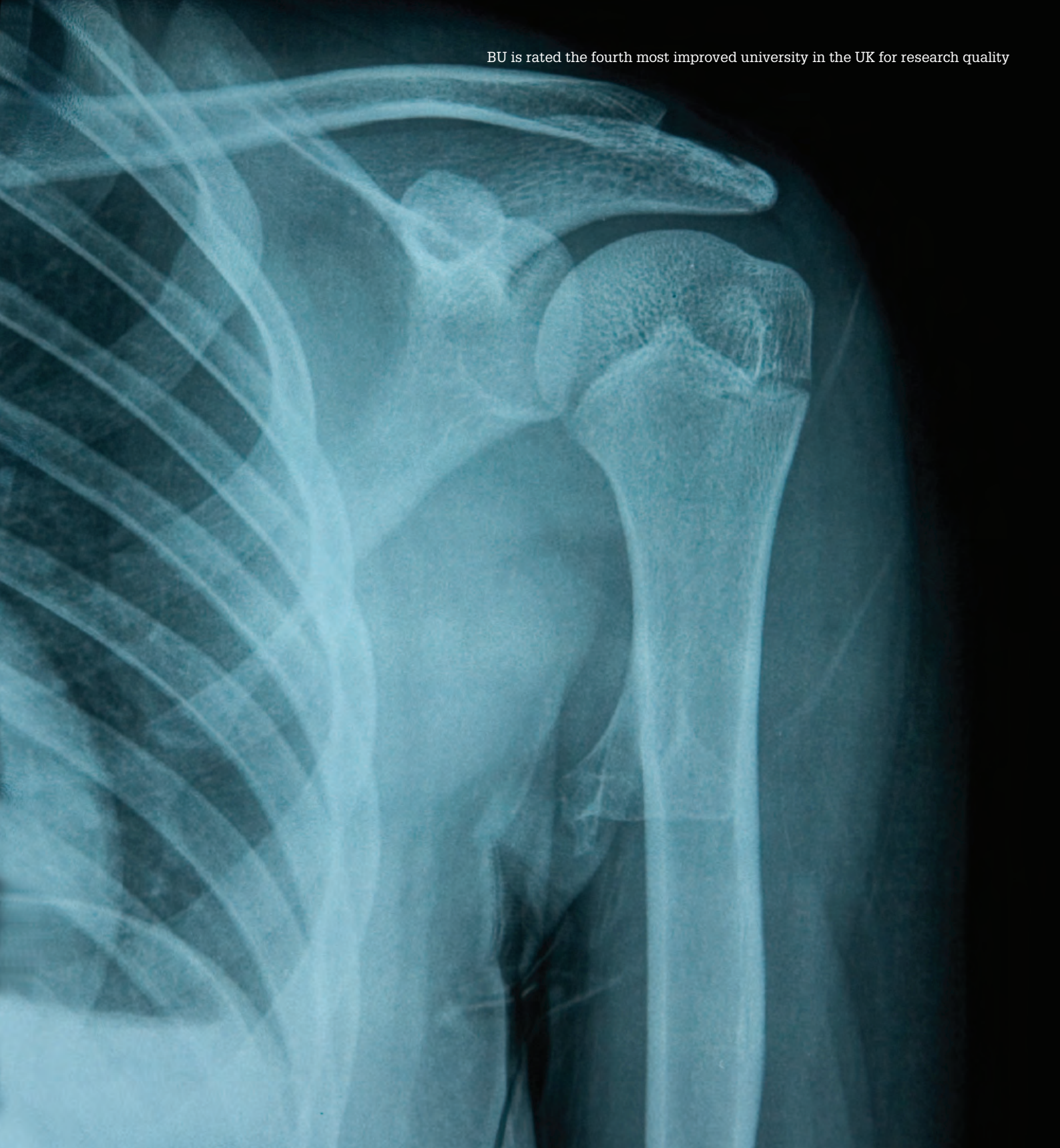
The development of BURO will give BU a distinct advantage as it participates in the new Research Excellence Framework (REF) pilot.

In 2008 BU was selected as one of only 22 institutions in the UK to take part in a national exercise to pilot the REF. This is a new process by which the quality of all research carried out across the UK will be assessed. It will replace the Research Assessment Exercise (RAE) in 2010 and will inform Higher Education Funding Council for England (HEFCE) funding for research in future years.

REF will use a range of bibliometric measures (such as the number of times academics' research is cited by their peers) as one of the metrics used to judge the quality of research.

BU is one of only three universities in the University Alliance to take part in the REF pilot which will ensure that its views are represented at national level.

Further information on BU's research can be found at: www.bournemouth.ac.uk/research



The critical importance of research and enterprise is highlighted in the Strategic Plan. Improved research and enterprise are vital to BU achieving its vision.

Research success



Professor Colin Pritchard from the School of Health & Social Care



School of Services Management research on foodservice



Business School research in the role of law

Reduction in cancer deaths

A comprehensive analysis by Professor Colin Pritchard from the School of Health & Social Care was published in the online journal www.ecancermedicalscience.com. It detailed how cancer death rates in developed countries have fallen drastically in the last 20 years despite a general increase in the prevalence of cancer.

Professor Pritchard's research found that England and Wales health spend increased by 66%, compared to an average of 39% in the Major Developed Countries (MDC), while average male cancer deaths (in the 15 to 74 age range) decreased by 25% compared to an average of 12% among the MDC.

Dining room drama

Published in the *Journal of Foodservice*, 'Drama in the dining room: theatrical perspectives on the foodservice encounter', written by academics from the School of Services Management, argued that the 'theatrical performance' of a restaurant is an important factor in its success along with menu pricing, location, working with suppliers and marketing and promotion.

The research highlighted how foodservice should be treated as a theatrical performance to enhance the customer experience.

'Legal Foundations of Free Markets' research

Dr Stephen Copp from The Business School has brought together some of the world's leading figures in the field of law and economics to discuss the role of law in making a free market economy work, a pertinent debate given the present global economic turmoil.

'The Legal Foundations of Free Markets' takes a bottom up approach, starting with fundamental questions such as whether markets need government at all, what contribution the beliefs make and how different legal systems can affect countries' economic prosperity.

The School of Design, Engineering & Computing worked with the RNLI on improving the performance and safety of lifeboat launches



Lifeboat photography by Nicholas Leach courtesy of RNLI

BU's enterprise activity sees staff further their research interest and support local businesses with expertise and encourages students to develop ideas and work on their own initiative, enabling them to differentiate themselves early in their careers.

Enterprise excellence



Business School graduate Andrew Evans at J.P. Morgan Chase



Placement student Alex Whiscombe at the Orangutan Tropical Peatland Project



BU signed an exclusive agreement with Microsoft

Reaching out to local businesses

BU has several Knowledge Transfer Partnerships (KTPs) in progress each year within the regional business community. These graduate employment contracts cover various career paths including Marketing, Design, Finance, Tourism and Media Production. The initiative is going from strength to strength with an increase in sales of £3.2M reported by those businesses working with BU in 2008.

The KTP with the Bournemouth Churches Housing Association (BCHA) was recognised as the 'Best Partnership in South West England' at the Knowledge Transfer Partnership Awards 2008. The programme implemented quality management systems in BCHA, resulting in an improvement in organisational performance.

Business School and Media School students undertook placements at the House of Commons during 2008



Due to BU's expertise in this field it also received funding from the Economic & Social Research Council (ESRC) to develop an HEI South West Knowledge Transfer Regional Network. The scheme brings together HEI Knowledge Transfer (KT) and Business Development Managers to promote new KT opportunities, share best practice and discuss common issues.

Building excellent international relationships

BU has developed links with many international corporate organisations including IBM, Sony, Lufthansa, PricewaterhouseCoopers and Vodafone. Additionally, it has strengthened its long-standing relationship with J.P. Morgan Chase, one of the world's most prestigious financial services firms.

BU has signed an exclusive contract with Microsoft to be the only UK university to implement a curriculum development programme for computing graduates to be 'industry-ready' for a range of Microsoft roles.

Providing greater access to employment

BU is committed to creating business leaders of the future. The Graduate Employment Service (GES) works closely with the academic Schools to embed employability in the student learning experience and helps students to learn how to manage their careers and achieve positions that fulfil their potential. A team of Placement Development Advisers supports students on 40-week placements at organisations such as British Airways, the House of Commons, Toyota, BBC Worldwide, Sky and Exxon Mobil. Further details about the Graduate Employment Service can be found at: www.bournemouth.ac.uk/careers

The number of graduates going straight into full-time employment is increasing. Of the 2007 graduates, 91% were in employment or undertaking further study within six months of completing their studies with BU (Destination of Leavers from Higher Education Institutions 2006/7, Higher Education Statistics Agency) and 75% were in graduate-level employment (Graduate Employment Services, Bournemouth University, 2008).

The STRIDE graduate placement programme gives students the opportunity to work in a local organisation for up to six months and gain valuable industry experience. This initiative launched by the GES gives employers the opportunity to appoint a graduate on a temporary basis, bringing fresh ideas and new concepts to their business.

Bringing research to life in the real world

BU's expertise in the field of tribology (the science and technology of interacting surfaces in relative motion) combined with the dedication and academic curiosity of two PhD students has led to the Sustainable Design Research Centre performing pioneering research benefiting the Royal National Lifeboat Institution (RNLI).

Ben Thomas and Angel Torrez Perez have identified ways of improving the performance and safety of the lifeboat launch process following innovative research on friction, lubrication and wear and tear.

Information on BU's services to business can be found at: www.bournemouth.ac.uk/s2b



While BU is responding to the challenge of preparing students and staff for life within a global society, its work is also a vital component of the local economy.

Local and regional impact



BU co-sponsored the 2008 Dorset Business Awards



Business School students took part in the J.P. Morgan Chase Trading Game



Professor Nick Petford (right) presented an award to the Dorset Entrepreneur of the Year

A key contributor to local and regional economies

In April BU published the first economic impact study to quantify its contribution to local and regional economies.

The study was co-authored by Professor John Fletcher and research associate Dr Yeganeh Morakabati and determined that the University impacts the economy in a variety of ways:

- Direct expenditure on goods and services
- Payment of salaries and wages
- Student expenditure
- Visitor expenditure
- Indirect and induced expenditure as a result of increased levels of demand
- Enhancing the productivity of the local workforce through courses, consultancy and research
- Investment in human capital in the UK.

The study reported that BU's activities supported over 2,700 jobs and accounted for some £430M of output across all sectors of the UK economy in 2007.

On a local level, BU has helped raise regional income by more than £35M while supporting the creation of over 1,000 full-time equivalent jobs, increasing economic output by some £170M.

The effects of student off-campus spending also made a major impact with the total spend contributing approximately £240M to regional economic output.





Placement student Ardel Richardson at IBM

Academics used their expertise to support the opening of the Portland Spa Hotel

BU published an economic impact study

The report also estimated that graduates and postgraduates collectively increased their lifetime earning potential by over £600M as a result of gaining their awards from the University. The impact of the 'BU experience' on the earnings of all graduates since university status was achieved in 1992 is estimated to be more than £6,200M.

The report can be found at: www.bournemouth.ac.uk/economicimpact

Working with local partners

In July BU strengthened its links with local councils as part of the Multi-Area Agreement (MAA) for Dorset. This is a government initiative aimed at driving growth in local economies through partnerships that cross local authority boundaries.

The MAA is one of several approved nationally by Secretary of State for Communities and Local Government Hazel Blears MP. It will see BU work with the unitary authorities of Bournemouth, Dorset County and Poole as well as the district councils of Christchurch, East Dorset, North Dorset, Purbeck, West Dorset and Weymouth & Portland.

The Agreement's main priorities include skills, transport and sustainable growth. BU will lead initiatives around the skills and business development agendas to help increase the proportion of the population with university-level skills. This will ultimately increase the Gross Value Added (GVA) per employee throughout the region.



BU embeds global perspectives within the curriculum, ensuring students and staff think beyond a local and national context.

International outlook



England cricketer Caroline Atkins in New Zealand



BU launched new scholarships for international students



Student golfer Andy Shakespear

International outlook

BU graduates enjoy worldwide career opportunities. To be successful in the global environment they need to possess the skills, knowledge and self-awareness to adapt to the dynamic, international business context. BU established a new and unique Centre for Global Perspectives to address these issues.

Of the 17,800 students enrolled at BU, nearly 1,500 are from outside the UK and over 1,100 of these come to Bournemouth from beyond the European Union. BU's recruitment of 150 academics over the last three years also reflects its international aspirations as many of this group bring with them strong global connections.

Developing students' global outlook

BU opened its Centre for Global Perspectives in November and is already working to familiarise staff and students with global issues and processes enabling them to appreciate the need for sustainable development and work effectively across cultures and in contexts of diversity. For further information visit: www.bournemouth.ac.uk/globalperspectives

The Centre's Director Christine Shiel has led the University's global perspectives agenda since 1999 and in 2005 won a Higher Education Leadership Foundation award for her work in this field.

Collaboration with the Chinese Scholarship Council

The Chinese Scholarship Council (CSC) funded five PhD students to study within the National Centre for Computer Animation (NCCA) during the year.

This marks the first time such scholarships have been awarded to BU. There are over 2,000 universities in China but the CSC programme is open only to the 138 'elite' universities.





BU held a special reception for international students



Dr Tom Watson with Zimbabwean public relations industry leaders



BU held a reunion in Thailand for former students

BU's award indicates a major cultural shift within Chinese academia as the scholarship programme had previously been linked only to the UK's 'top' traditional universities. The fact that it is being granted to new institutions such as BU, who demonstrate excellence in a particular field, confirms that the work of the Media School and the NCCA has been recognised at an international level.

Student-led international development activities

Global perspectives are not just confined to visits and other initiatives abroad. It is equally important for BU to share its international experience with members of the surrounding community.

A group of students started the Bournemouth International Development Society (BIDS) linked to a national student organisation, U8, with the aim of establishing development projects overseas and raising awareness of global issues at home through talks and film screenings.

Sports overseas

Originally established in 2007, the BU Camp Kenya Sports Development Expedition (SDX) returned in 2008 with an expanded programme to include volunteers from the University of Portsmouth.

Student and staff volunteers used their African experience to meet new cultural and communication challenges by contributing their efforts and inspiration in some of Kenya's underprivileged communities – all under the umbrella of sport.

The month-long programme involved coaching in local schools and direct assistance with the development of basic sports facilities before organising a multi-sport festival showcasing football, netball and athletics.

Several BU students were also involved in international sporting events. Golfer Andy Shakespear returned from this year's world university golf championships with two bronze medals. The 21-year-old placed third individually in the event played on the Gary Player course in South Africa. Andy also joined his compatriots in securing bronze for Great Britain in the team competition.

Caroline Atkins from BU's Sport & Recreation team also flew the flag for BU during this year's England ladies cricket tour of Australia and New Zealand, which featured a test match, 10 one-day internationals and one 20-20 international match.



The Strategic Plan sets out the many ways BU will improve and expand its campus to enhance the 'BU experience'. This year BU has gone a long way to develop its estate, increase the quantity of student accommodation and strengthen its environmental activities to help reduce climate change.

Estate and environment



Dean Park Cricket Ground used by students and staff



A bicycle purchase scheme was launched for staff



BU was awarded Fairtrade status for the third consecutive year

Improved facilities on campus

Improvements have been made to buildings occupied by the School of Health & Social Care on the Lansdowne Campus. The ground floor of Royal London House has been updated and now houses the **askBU Enquiry Service**, where prospective students can drop in, call or email one of the Student Advisers.

The new social learning space at Bournemouth House has top-of-the-range audio and video facilities and an area for socialising to encourage both student group and self-directed learning. A new 'meet and greet' area has also opened in the reception of Studland House where students can stop for a coffee and talk with friends.

Following the successful Corfe House development in Poole town centre, BU now offers a further 150 beds at a new development, Okeford House, in Winton. Four hundred beds will also be available to students in 2009 as part of its investment in the Lansdowne Campus.

Realising BU's environmental potential

The University is recognised within the sector as being one of the leading institutions in implementing environmental policies and has recently become a member of the EcoCampus Programme. This is a national environmental management system (EMS) development programme and award scheme for Higher Education Institutions, which gives BU a structured approach to improving its performance.

The current Travel Plan builds on the success of BU's award winning strategy implemented in 2003 and sets further strong environmental targets and policies. It has met BU's objectives in terms of reducing the number of cars arriving at the University and increasing the usage of public transport. This year BU has launched a bicycle purchase scheme for staff and expanded its bus service to serve new University residences.

BU has also maintained its Fairtrade status for the third consecutive year, continuing its commitment to promoting the sale and consumption of ethically traded products.



BU seeks to demonstrate and promote the highest standards of integrity in its research, enterprise and professional practice activities, acknowledging and acting on the ethical, social and environmental issues that arise from these activities.

Corporate social responsibility



Staff and students raised funds for Children in Need



Students at Make a Difference day



'I love Bournemouth' campaign organised by the Students' Union

Curriculum development

BU recognises the need in today's world to embed Corporate Social Responsibility (CSR) into its undergraduate and postgraduate studies. The Business School has recently appointed two Lecturers, Dr Christina Koutra and Dr Sachiko Takeda, who both specialise in this field.

Working with the community

BU aims to meet the challenges and opportunities to be a good neighbour as it continues to develop.

It has devised an action plan to address some of the concerns from local residents about noise and anti-social behaviour by a small minority of its students.

Residents can contact BU with details of their concerns which are fully investigated by the University. BU liaises with students to ensure they are aware of how their behaviour impacts the local community.

Locally, BU has promoted the positive effect students have on the community by bringing economic and cultural benefits and other changes, for example improved transport links, to their neighbourhoods.

Summary of accounts

The full report and financial statements for the year ending 31st July 2008 were approved by the board in October 2008. Copies may be obtained from the Director of Finance.

The University adopted the provisions of FRS17 Retirement Benefits for the first time in 2005/06. FRS17 has resulted in an increase in staff costs of £673k (2007: £1,351k), an increase in finance costs of £467,000 (2007: £325,000) and a decrease in surplus for the year of £1,140,000 (2007: £1,676,000).

The FRS17 adjustments relate only to those members of staff who are members of the Dorset County Superannuation Scheme (DCSS) – essentially the non-academic staff of the University. The DCSS is a defined benefit scheme and the assets and liabilities relating to University staff are identifiable. The majority of academic members of staff belong to the Teachers Pension Scheme. This is also a defined benefit scheme but as the assets and liabilities of the Scheme are not separately identifiable the University is not required to adjust its accounts to reflect its share of them.

The deficit for the year prior to the FRS17 adjustments was £3,374,000 (2007: restated deficit £877,000).

The University has continued to invest substantially in its estate to improve its physical infrastructure. At the Talbot campus there has been further refurbishment of Poole House, including the development of the Atrium and new sports changing facilities and general refurbishment in Christchurch House and Dorset House. At the Lansdowne campus there has been ongoing refurbishment within Royal London House and the ground floor of Bournemouth House.

Summary consolidated income and expenditure account for the year ended 31st July 2008

Income

	2007/08	2006/07
	£000	£000
Funding Council grants	43,279	39,874
Academic fees and support grants	41,755	35,541
Research grants and contracts	1,767	2,121
Other operating income	11,588	11,442
Interest receivable	189	190
Total	98,578	89,168

Expenditure

	2007/08	2006/07
	£000	£000
Staff costs	51,607	46,637
Depreciation	4,265	5,719
Other operating expenses	45,694	37,990
Interest payable	1,526	1,375
Total	103,092	91,721
Surplus/(Deficit) for the year (after excluding FRS17)	(3,374)	(877)

Summary consolidated balance sheet as at 31st July 2008

Net assets

Fixed assets	65,907	62,332
Current assets	8,667	8,898
Creditors: Amounts falling due within one year	(22,321)	(19,806)
Total assets less current liabilities	55,268	55,729
Creditors: Amounts falling due after more than one year	15,219	10,431
Pension liability	19,818	8,861
Total net assets	20,231	36,437

Represented by:

Deferred capital grants	17,093	17,088
Revaluation reserves	7,721	8,121
Revenue	15,235	20,089
Total funds	20,231	36,437

People at BU

University Officials

Chancellor

Lady Dione Digby

Pro-Chancellor

Lady Joan Appleyard

Pro-Chancellor

Sir Leonard Appleyard

Pro-Chancellor

Dame Yvonne Moores

University Officers

Vice-Chancellor

Professor Paul Curran

Deputy Vice-Chancellor

David Willey

Pro-Vice-Chancellor (Education)

Dr Brian Astin

Pro-Vice-Chancellor

(Research and Enterprise)

Professor Nick Petford

Pro-Vice-Chancellor (Resources)

Professor John Vinney

Director of Finance

Karen Everett

Director of Human Resources

Michael Riordan

Secretary and Registrar

Noel Richardson

New Honorary Doctorates

Awarded in 2008

Doctor of Arts

Mark Austin

Doctor of Science

Professor Sir Brian Follett

Doctor of Business Administration

Andrew Freemantle

Doctor of Arts

Brian Graham

Doctor of Business Administration

John Knowles

Doctor of Science

Dr Gwyneth Lewis

Doctor of Technology

Ken Stanley

Doctor of Arts

Andy Summers

University Board

External Members

Alan J Frost (Chairman)

Dr Peter Barnwell

Joanna Dawson (appointed October 2008)

Kelvyn Derrick (retired July 2008)

John Harper

Reverend Dr David Hart (appointed July 2008)

David Hines

Professor Tom Husband

John Knowles (retired July 2008)

Timothy Lee

Fiona McMillan

Glyn Smith

Simon Smith (resigned December 2008)

Roy Spragg (appointed October 2008)

Giles Sturdy

Sue Sutherland

Zoya Zuvcenko (resigned October 2008)

Internal members

Dr Brian Astin

Professor Paul Curran

Charles Elder

Karen Everett

Adam Hyland (Students' Union President
2007/08)

Dr Elizabeth Mytton
 Professor Nick Petford
 Professor Rosemary Pope (deceased March 2008)
 Michael Riordan
 Fred Ruffle (Students' Union President 2008/09)
 Catherine Symonds (until October 2008)
 Professor John Vinney
 David Willey

Clerk to the University Board

Noel Richardson

University Senate

Professor Paul Curran (Chairman)
 Clive Allen
 Anne Allerston
 Dr Brian Astin
 Mandi Barron
 Scott Bellamy
 Professor Matthew Bennett
 Dr Adam Biscoe
 Carol Bond
 Dr Susan Eccles
 Karen Everett
 Dr Janet Hanson
 Professor Nigel Hemmington
 Alan James
 Sheridan Jeary
 Dr Pamela Johnstone

Stephen Jukes
 Paul Kneller
 Dr Elizabeth Mytton
 Professor Nick Petford
 Noel Richardson
 Michael Riordan
 Professor Jim Roach
 Fred Ruffle
 Dr Gail Thomas
 Dr Kenneth Vall
 Professor John Vinney
 David Willey
 Julia Woodcock

Professoriate Observers

Professor Dimitrios Buhalis
 Professor Peter Comminos
 Professor Timothy Darvill
 Professor Stephen Deutsch
 Professor Steven Ersser
 Professor Bogdan Gabrys
 Professor Barry Hough
 Professor Paul Lewis
 Professor David Osselton
 Professor Barry Richards
 Professor Terry Sheppard
 Professor Roger Vaughan
 Professor Allan Webster

Secretary to Senate

Noel Richardson

A full list of academic staff can be found at: www.bournemouth.ac.uk/about

In Memory

Professor Rosemary Pope, Pro-Vice-Chancellor (Education) and a key member of the University's Executive Group died suddenly in March 2008.

Rosemary joined BU in June 2006 with responsibility for the educational aspects of the University's academic performance and enhancing the student experience. She strengthened the relationship between BU and its Partner Colleges and led the University through a very successful quality assurance audit of collaborative activities.

Rosemary was a Professor of Education with a professional background in health and a PhD in Psychology. Her research and educational work in developing quality assurance and enhancement systems and progressing educational innovations informed national policy and supported professional organisations at national and international levels.

Rosemary was on the QAA register of auditors for Institutional Audit and a Trustee of the General Nursing Council Trust for England and Wales. She had held several academic and senior management roles in universities, arriving at BU from the University of Surrey.

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