

The University of Northampton's staff magazine

PARK AVENUE

£5m awarded for research excellence

The University has been awarded £5 million in recognition of its excellence in research across a wide range of academic and private-sector disciplines.

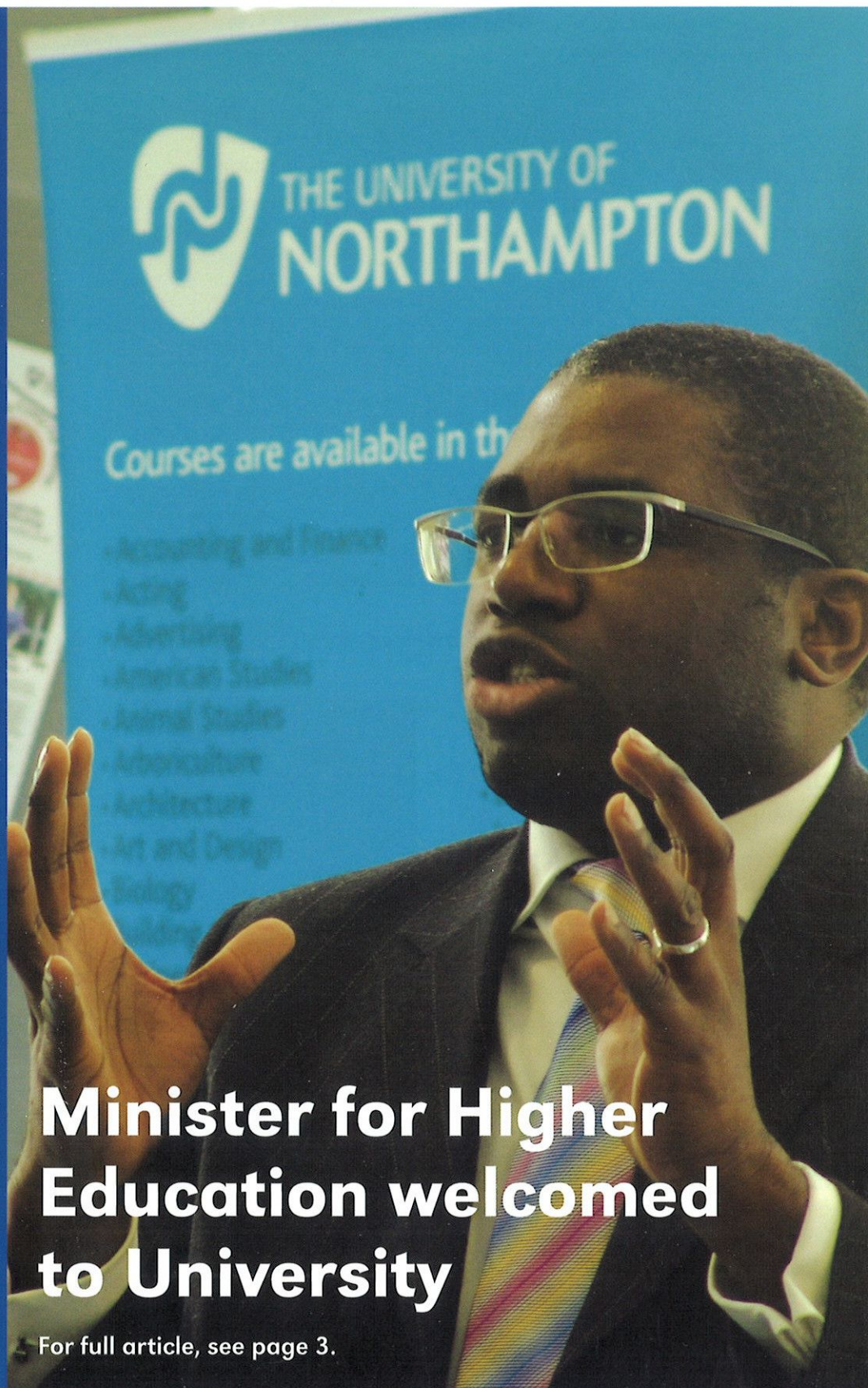
The funding, to be split over the next five years, comes by way of the latest UK-wide Research Assessment Exercise (RAE) 2008, conducted between the Higher Education Funding Council for England (HEFCE), and other education funding and employment bodies.

The RAE produces detailed profiles of university research standards and capabilities. The higher education funding bodies then use this information to determine research grants, which they will fund from 2009 to 2014.

Thanks to the hard work of University staff who made the successful RAE submissions, this result represents a 100% increase in funding for the University since the previous RAE in 2001 – against a 7% average increase across the higher education sector.

Of our nine submissions, four included research rewarded with the highest possible rating of four stars, demonstrating 'quality that is world leading in terms of originality, significance and rigour'. These covered work and expertise in Business and Management, Health, Education and History.

Five other research submissions were further recognised as including work of international excellence in the fields of Leather and Materials; English; Art and Design; Asian Studies; and Drama, Dance and Performing Arts.



Minister for Higher Education welcomed to University

For full article, see page 3.

Welcome...

Public events showcase best of UN

The University's most recent Applicant Visit Day (AVD) on Wednesday 18 March seemed to be a great success, with around 400 attendees visiting Schools which had collectively coordinated to welcome applicants and showcase the best of our courses and capabilities.

Part of the aim of this new approach was to improve customer focus. Prospective applicants came from as far afield as Somerset, Kent and Essex, and I was impressed to meet one girl with her father who had travelled from Cyprus (with a brief stop-off in Peterborough) to investigate courses in Education.

Having spent time on registration at both Campuses, it was clear the healthy buzz of activity added to a series of displays, subject and general talks, student involvement, and of course opportunities to meet with academic course leaders and tutors. All of this bodes well for the next planned AVD in April – watch TUNIS for further details.

On Friday 22 May we have Expert Access, the University's annual festival of research and knowledge transfer. This event is designed to offer an excellent opportunity for research and teaching staff to meet with a wide variety of potential collaborative partners from private businesses, the public sector and other organisations. Contact Knowledge Exchange for more information.

Other significant public facing events to look forward to include our next Open Day (14 June) and Fashion Show (17 June). If you want to find out more about what's coming up and how you can be involved – go to www.northampton.ac.uk/events

Mark Ferguson, Publications and Publicity Manager



Park Avenue

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Park Avenue is produced by The University of Northampton's Marketing and External Relations Office. The views and comments expressed in the magazine are those of the contributors and do not necessarily represent those of The University of Northampton.

We welcome comments, suggestions, photos and articles for Park Avenue magazine whilst reserving the right to edit contributions for style and length.

£100,000 donation for students from local charity

Following close discussions with the University's Alumni and Development team, the University has received £100,000 from the Wilson Foundation which will go towards scholarships for local students.

The Wilson Foundation is a UK registered charity which was established to 'give a helping hand' to young people in Northamptonshire. Students who start their studies with the University in 2009/10, and who were born in Northamptonshire or who have lived or worked in the county for the past year at the time of making an application, can apply for a 'Wilson Endowment Scholarship'.

These scholarships will be awarded in 2009/10. More details, including how to make an application, will be available soon at www.northampton.ac.uk/fees along with details of other University scholarships.

A presentation ceremony will be held in October to recognise all of those students who have received scholarships.



Did you know you can also donate to the University's Scholarship Endowment Fund through our 'Give As You Earn Scheme', for as little as £1 per month? The University has been successful in attracting three-year Matched Funding from the Government which means a £100 donation with Gift Aid becomes £187.50! There's never been a better time to support our students and there is no doubt that a scholarship can

make a huge difference, acting as a very real encouragement to attract students to enrol in higher education.

For information on payroll giving visit www.northampton.ac.uk/charitable-giving-form

Information about tax reclaiming and Gift Aid can be found at www.northampton.ac.uk/supporters

David Lammy MP meets Student Ambassadors



Minister for Higher Education welcomed to University... (continued from front cover)

Staff and students from across the University and representatives of partner colleges were delighted to meet David Lammy MP, Minister for Higher Education and Intellectual Property, when he visited Park Campus to review students' experiences of university and access to higher education.

The Minister took part in a Q&A session at the Students' Union, hosted by Sally Keeble, Labour MP for Northampton North. He then visited the Student Centre to witness the signing of the 'Northamptonshire Higher Level Skills Strategy' – an agreement between the University and three of its regional partners on joint skills, training and educational initiatives.

The Minister commented: "Northamptonshire is a region deeply in need of this Strategy and I applaud the University and its partners for making this happen... higher education is not just about under-21s, it is absolutely an agenda for adults as well... in an economic downturn, you need to invest in higher education and learning..."

He then moved on to see examples of University resources used to support

regional students in accessing higher education, including a demonstration of the 'Be. website' and the 'play your cash right' budget training game. This was followed by a further Q&A with student ambassadors.

On his visit, and on the University's recent £5 million award for its research excellence, the Minister added: "This is a very good university in terms of its RAE results and has a good track record in widening participation... it has done incredibly well for its research in certain areas and has been rewarded for it."

Ann Tate, Vice-Chancellor of The University of Northampton, added:

"We are pleased we were able to host the visit and show the Minister all the good work the University is engaged in on behalf of the people of the county of Northamptonshire."

Mind over daily matters

Learning to relax, refresh the mind and see the world differently is all part of a new lunchtime Buddhist meditation class.

Set up as part of the continuing work of the Multi-Faith Chaplaincy to care for the spiritual side of life alongside the more physical and routine, the free classes for staff and students are an opportunity to seek inner peace through meditation in the Buddhist tradition.

Classes run Tuesday lunchtimes at the Multi-Faith Chaplaincy centre, Park Campus 12.30-1pm and 1.15-1.45pm, and at Avenue Campus on Wednesday 1.15-1.45pm in MX07.

Please contact the Multi-Faith Chaplaincy for further details.

Buddhist Chaplain, Pet Finden, will also be offering a meditation workshop as part of this year's Learning at Work Day on Thursday 14 May.

A full programme of Learning at Work Day events will be available soon, but please contact glyn.peach@northampton.ac.uk for further information about how you can be involved in the event.



Learning at Work Day in 2008

Charity Pantomime

The Charity Players, an offshoot of Fundraising for Charity ('F4C': www.fundraising4charity.co.uk) performed 'Cinderella' at the Spinney Hill Theatre recently, in aid of Chelsea Knighton.

Chelsea Knighton is a three year old girl who was diagnosed in late 2007 with neuroblastoma which is a cancer of specialised nerve cells, called neural crest cells. These cells are involved in the development of the nervous system and other tissues. Fewer than 100 children are diagnosed with neuroblastoma in the UK each year.

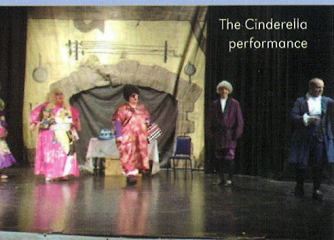
Her parents found that treatments available in America offer a 60% survival rate, significantly better than here in the UK where it's only 20%. So F4C's mission is to help raise the cost of that treatment, which is in the region of £200,000.

University staff members Mandy Smith, Nick Allen, Sarah A Lee, Matthew Watson, Sue Smith and Anji Farrow-Tempest are part of the Charity Players. Other University staff helped out serving refreshments and seating guests.

The pantomime was written by Mandy and Sue, with their friend and alumnus of the University, Stephen Clowes, and raised £4000.

A Charity Quiz in aid of Chelsea will be held on Saturday 18 April, at St Peter and St Paul Church rooms, Ashburnham Road, Northampton.

If you want to go to the quiz, buy a DVD of the pantomime or simply make a donation, email sue.smith@northampton.ac.uk

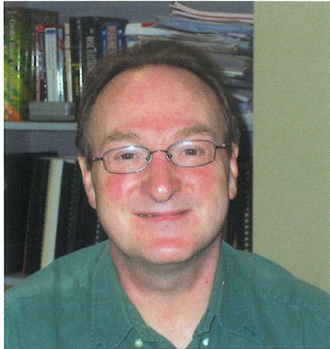


The Cinderella performance

The hot topic

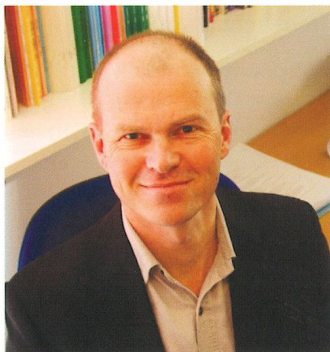
When Nick Clegg MP, Leader of the Liberal Democrats, visited the University recently, he commented: "Engineering and science careers are increasingly respected and in demand. The key is to start early and build up a sense of excitement about science."

National Science and Engineering Week has just come to an end and the University has seen a successful Be. Switched On event bring Year 12 and equivalent school pupils onto campus to experience science. But what can we be doing to encourage youngsters to want to become the scientists of tomorrow? Members of staff give their views.



"The image of science and working in science needs to be improved. There are millions of people working world-wide in science and technology, but the media only tend to show people in white lab coats or by wheeling a 'boffin' in. New images and new role models need to be found to attract more people into science and technology. Traditional school subjects such as Biology, Physics and Chemistry don't necessarily reflect the diversity of careers in the industries either."

Professor Phil Picton, Divisional Leader in Engineering



"The recent learning and teaching fellowships awarded for the creative approaches of climate change role-play, and using Lego robots to teach science and enhance the learner experience, show science can be taught in exciting ways with problem-solving approaches and genuine interdisciplinary skills. 'Women in science' is a key area to discuss: my daughter is Head of Physics at a school with an arts specialism... one of the few young women in the country in such a role."

John Butcher, Senior Academic Development Adviser



"We need to engage young people through exciting and innovative activities that will enthuse scientific exploration. Using the STEM (science, technology, engineering and maths) project in the county we work, in conjunction with schools, to bring science to students through interactive events such as Cool Chemistry and Robot Wars."

Philip Burch, County Manager, Aimhigher Northamptonshire

Be. For University

Students from schools and colleges across Northamptonshire and surrounding counties have been experiencing a taste of university life through University 'Be.' events.

Nearly 300 Year 12 (and equivalent) students attended subject-targeted experience days in February and March hosted by the Recruitment and Liaison team in partnership with University Schools. The days were held as part of the 'Be.' programme of information and guidance for students considering university as their next step.

'Be. Creative', an Arts experience event, gave pupils the chance to take part in workshops covering areas such as performance, design, music and media. Students interested in working in education or with children and young people attended special sessions at the 'Be. An Inspiration' event. Engineering and

computing workshops were held during the 'Be. Switched On' day.

The next event for sixth form and college students, 'Be. Biological', will take place on 22 June, focusing on Forensic Science, Microbiology and Microscopy.

'Be.' events have become a key fixture on the calendars of regional schools and colleges, complementing the online toolkit www.be4university.com which provides in-depth information, advice and downloadable resources for students accessing university.

For more information, please email melanie.fowler@northampton.ac.uk or call extension 3299.



Students at the recent 'Be. An Inspiration' event

Expert Access 09 to help local businesses

With the recession continuing to hit hard, the University will be giving invaluable advice to local businesses and organisations about how to work more effectively and survive these tough times.

Expert Access 09 takes place on Friday 22 May at the Sunley Management Centre from 9am-2pm, and offers delegates the chance to arrange one-to-one meetings with University experts on critical business issues such as effective marketing and how to cut overhead expenses.

The event is designed to enable local organisations to engage with the University and tap into the academic resources of the institution. It is hoped that relationships will be built up with potential business partners, giving our own experts a further rich insight into different organisations, the experience of which can be used in their teaching.

John Jones, Head of Business and Commercial Services, Research and Knowledge Transfer, commented:

"We expect a large number of external delegates attending from the public, private and voluntary sectors, all wanting to discuss ways of working with academic staff in areas of applied research, knowledge transfer, consultancy and funded projects.

"Staff taking part will be supported throughout the event by Development Officers from the Knowledge Exchange."

For further information on how you can be involved with Expert Access 09, please contact John Jones on ext 2598, email john.jones@northampton.ac.uk Event information is also online at www.expertaccess09.com

BBC becomes a regular at University

The University of Northampton welcomed BBC National News to Park Campus twice in under one month.

The rediscovery by the University of a 1947 film about classroom behaviour management caused a stir in the national media. Philip Garner, Professor of Education and Project Manager of the TDA-funded Behaviour4Learning project, spoke to the BBC about the significance of the film which details training methods still regarded as best practice in today's teacher training.

The British School of Leather Technology (BSLT) also played host to the BBC when Professor Tony Covington, an expert in Leather Science, gave his opinions on allergies arising from dimethyl fumarate sachets in sofas.

In another TV coup, the School of Health welcomed Gail Porter and Jason Bradbury of 'The Gadget Show' to its sports laboratories, where they filmed with Tony Kay, Senior Lecturer in Sports Science, and Chris Talbot, Technician (Sports Science), on how video games affect heart rates. Gail and Jason had ECG electrodes attached to them to compare their reactions.



Best foot forward

The Podiatry Division will once again be treating the tired and aching feet and limbs of participants at the Flora London Marathon on Sunday 26 April.

Senior Lecturer and Sports Podiatrist, Steve Avil, will be hot-footing it to Horse Guards Parade with 24 Year 3 students and five School of Health staff to work with a multi-disciplinary medical team, coordinated by St John Ambulance. They will be attending to a mixture of people including club runners and celebrities, all running the 26.2 mile course.

"Our nearly-qualified students can expect to be faced with hundreds of blisters, ankle sprains, muscle pulls, torn off nails and twisted knees," says Steve.

"Injuries may be defined by the shape of the water bottle handed out – if runners stand on a square one it causes thigh and groin injuries, while round ones tend to cause sprained ankles."

The School of Health is unique in the service they provide for the event and has been sending a cohort of students to London annually since 1989.

Steve adds: "It's a great event as ex-student podiatrists, now qualified practitioners, are also in attendance to pass their wisdom to the students."

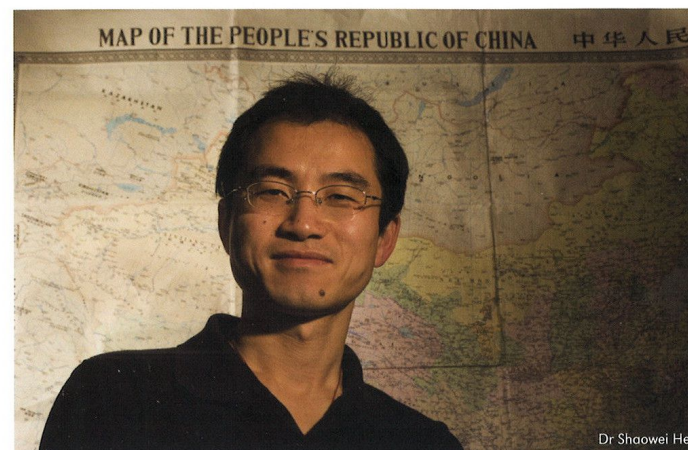
Podiatry lecturer Richard Thompson and PhD student Jo Tweed could be using the services of their colleagues, as they are among University staff running the London Marathon this year.

Sustainability Officer, Paul R Taylor, will be running to raise funds for this year's University staff charity, Marie Curie Cancer Care.

Email paul.r.taylor@northampton.ac.uk for further information about how you can sponsor him.

Research Matters

A round-up on research at The University of Northampton...



Dr Shaowei He

Enterprise in a global market

Northampton Business School is working on a joint venture to improve students' entrepreneurial skill and employability in the global environment.

British Council funding of £35,000 was awarded to the School's China Centre in February for a collaborative project with Shaoguan University in the Guangdong Province. Research will be carried out in response to the needs of businesses for graduates with the ability to work successfully cross-culturally.

"The aim of this partnership is to address these needs in order to help students of different cultures work together to develop themselves as world-wide entrepreneurs, by enhancing their cross-cultural communication skills and knowledge of the business environment of other countries," explains Dr Shaowei He, Lecturer in Economics and Contemporary Chinese Studies.

"The project will develop the competences of undergraduates in both institutions, regardless of their major, focussing on global aspects of entrepreneurship," adds Dr David Burnapp, National Teaching Fellow. "This will address important challenges facing universities of both countries, such as developing a skilled workforce and producing entrepreneurial and creative learners."

The University has an established relationship with Shaoguan University and the institutions participate in an annual exchange scholar programme.

Mexican connection

Two researchers from Mexico are looking to the University's School of Applied Sciences to further their ecological investigations.

Dr Miguel Munguía-Rosas from the National University of Mexico will be with the University until December as part of a Mexican Science Council-funded year. He is working with Dr Jeff Ollerton, Division of Environmental Science, on a meta-analysis of the role of natural selection in shaping flowering times of plant species, and he will be undertaking field work during the summer.

In May Professor Victor Parra-Tabla, a senior academic funded by the University of Yucatan for a sabbatical period until October, will be joining Jeff and Miguel to write some collaborative papers. They will also be discussing a joint grant proposal which focuses on climate change in tropical forests, funded by the Mexican government.

Dialogues! diary date

The next in a series of thought-provoking research events designed to promote an exchange of ideas across the public and academic sectors of Northamptonshire takes place at the University on 11 May.

Dialogues! welcomes guest speaker Professor Eric Barendt, Goodman Professor of Media Law, University College London, who will be discussing freedom of speech.

Further information on Dialogues! is available from James Ressel, Senior Lecturer in Law, School of Social Sciences, on **ext 2181**, email james.ressel@northampton.ac.uk

New Sabbatical Officers announced for 2009/10

The Students' Union will welcome Eamon Lindsell as its new President in academic year 2009/10. Supporting Eamon will be Vice President (Education and Welfare), Abdi Kater, and Vice President (Student Development), Inderjeet Nagra. Also joining are:

Thomas Checkley – Sport and Societies Officer

Sumeet Singh Chandi – International Students Officer

Daniel Robert Perkin – Ethics and Environment Officer

Steven Thomas Tye – Equality and Diversity Officer

Emily Dean – Rag Officer

The Students' Union can be contacted on **ext 2818**.

University shortlisted for Times Higher awards

The University of Northampton's Recruitment and Liaison team, part of the Department of Marketing and External Relations, and the International Office have been shortlisted in the 'Outstanding Student Recruitment Team' category for the Times Higher Leadership and Management Awards 2009.

The awards ceremony takes place in London on 9 June.

Spotlight on Community Volunteers

Tucked away in a small office in John Clare Hall is The University of Northampton's Centre for Community Volunteering (CfCV) team.

The CfCV team is responsible for recruiting new student and staff volunteers, placing and supporting them in community organisations and facilitating campus-wide fundraising events like Children in Need and Comic Relief.

All dedicated volunteers themselves, they recently won the national 'Volunteering Team of the Year' award from the prestigious Higher Education Academy. Here they talk about what attracts them to volunteering, and why more people should get involved.



Linda Davis – Project Manager

I've been volunteering since I was eight years old and throughout my life whenever I felt the time was right.

I started working in the voluntary sector in 1993 when I was tasked with setting up a branch of the national charity Volunteer Reading Help in Northampton.

I came to the University in 2002 to set up volunteering opportunities for staff and students. It was a steep learning curve for me but I have enjoyed the challenge immensely. I have a really great team and I think we're getting it just about right now!



Nina James – Administrator

I used to volunteer before I started work here, mainly helping through activities my children have done. I've been involved with Brackley Carnival and also volunteering within schools.

I currently help by reading with pupils at my children's schools and I am on the PTA.

I love working with the children, they can be great fun!

Volunteering is very satisfying. It's good to know that you're helping people and fun to try things you might not normally get involved in, and to develop new skills.



Julia Jolley – Marketing and Design Officer

Before being appointed to this role I was a Fine Art degree student here at the University and in my second year I volunteered to work organising a charity art exhibition for the Meningitis Trust.

At the moment I'm setting up a website for a charity in town and I'm really enjoying that because I've never done it before so I'm learning a lot on the way. I've also done some voluntary administrative support.



Kate Maude – Volunteer Support Officer

I've been involved in different volunteering activities from when I was in school and college and then throughout university.

Here at the CfCV we offer a lot more support to our volunteers than I've ever been offered anywhere else, not just

with finding places to volunteer but also once they've started volunteering. The volunteers seem to really appreciate my calls and I really enjoy being able to give this support.



Kelly Mellis – Volunteer Development Coordinator

I was a student volunteer while I was at university. I had a few jobs after graduation and I'm passionate about my role here.

I'm a football referee so I really enjoy refereeing the multi-disabled football tournaments with Northampton Town F.C.

and I'm also the Volunteer Coordinator for the Supporters' Trust at the Cobblers.

I like the fact that volunteering is varied, there are lots of different roles depending on your skill set and your interests. It's good fun, it looks good on your CV, you meet new people and try new experiences.

Dr Debbie Buckley-Golder (left) visited the Leather Conservation centre at the University



VIP visit brings knowledge transfer into focus

Vice Chancellor Ann Tate recently met the Programme Director of the UK's Knowledge Transfer Partnerships (KTP) scheme, Dr Debbie Buckley-Golder, to discuss progress on areas of co-operation between academia and commerce.

KTPs aim to offer a win-win situation for all parties by enabling businesses to benefit from the latest research and knowledge to solve specific challenges, while also giving recent graduates - known as KTP Associates - valuable work experience and the chance to study for professional qualifications.

The partnerships also give universities experience in solving real-life challenges, which can feed back into increasingly well-tailored and relevant degree courses.

Following her meeting with the Vice Chancellor, Dr Buckley-Golder was taken on a tour of both campuses at the University, to meet staff and review

examples of their ongoing work in KTPs.

Current KTPs at the University include work with BCE (Distributors) Ltd, a leader in billiard and snooker equipment. The University's KTP Associate has a graphic/product design role based at the company's Bristol site and is implementing improvements to existing products and embedding an in-house design capability to improve response to customer demands.

Also current is the project to embed an 'environmental supply chain partnership' for FFP, a Northampton-based supplier of plastic film packaging to the food industry.

Chance to comment on the future of Avenue

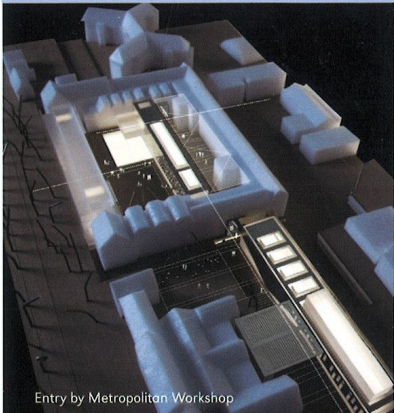
Staff are invited to take part in the public consultation phase of the Avenue Campus 'master plan' project.

A public display of the shortlisted architects' designs for the campus can be viewed from 10am-4pm until 17 April 2009 in the Portfolio Innovation Centre, Avenue Campus. Feedback forms will be available for visitors to comment on the proposals.

A web page detailing the Avenue Campus design ideas has also been launched at: www.northampton.ac.uk/avenue-masterplan. Visitors to the site can click on a confidential link to be emailed a short series of questions allowing feedback and suggestions.

The final result will have a significant impact on Avenue Campus, where developments will be taken forward over the next 15-20 years in line with the University's ambitious strategic plan for the future of its estates.

The successful five shortlisted entrants are: Metropolitan Workshop, London; Ash Sakula Architects, London; Peter Haddon and Partners, Northampton; Steffian Bradley Architects, London; and Alison Brooks Architects, London.



Entry by Metropolitan Workshop

Art doesn't install itself, you know!

Hosting three shows each term for a total of nine shows a year, the Avenue Campus Gallery is always full of vibrant colours and intriguing sights.

This is what the visiting public sees, but undoubtedly a lot of hard work goes on behind the scenes for the staff and students to be able to put on such shows.

Suzanne Stenning, Gallery Administrator and Karl Hobbs, Technical Manager/ Gallery Officer, are the team who ensure everything is ready for the opening night.

While different installations will vary, normally they are allocated a full working week to be set up. However, the recent severe weather which closed the University for two days meant the team had to come in on the weekend to finish setting up their current show for it to open the following Monday; something Karl described as a "worst case scenario".

"We're planning about 18 months to two years in advance," added Suzanne. "We have a Gallery committee that meets every term to discuss various proposals."



Suzanne Stenning and Karl Hobbs

Planning of course is only one side of things. Once a show has been decided upon and the pieces of the installation have arrived at the Gallery, the process of setting up displays and mounting pictures begins.

"The work involved varies from show to show," Karl concludes. "With a staff show,

it's usually just the two of us but quite often if it's an installation from outside, someone will come in to help us. With the recent student Spring Show exhibition, the second year students involved came in to help set up and curate the event alongside us."

Reaching the summit

The University has become one of a handful of universities to take part in a year-long series of summit meetings aimed at enhancing inclusive learning and teaching.

A successful application, led by the Office of Learning and Teaching, to take part in the Higher Education Academy programme will see 15 universities working together to share effective practice. The plan is to develop a vision statement for institutional change within the University, based on research evidence around the benefits of inclusive learning and teaching.

Dr John Butcher explains: "This programme fits an important emerging agenda in higher education. It aligns closely with our Strategic Plan and our Learning and Teaching operational plan, to ensure the curriculum is inclusive and accessible to all.

"Informed understanding of inclusion has already impacted on practice across the University, instigated by the Equality and Diversity office, disability coordinators in each of the Schools and Departments, the Access Ability team and Learning and Teaching Methodologies working group.

"We want to build on effective practice and support change amongst teachers, especially in innovative and alternative methods of formative assessment, where adjustments could enhance the learning of all students."

The summit team will be informed by a student advisory group and will report regularly on its progress to the Learning and Teaching Committee.

Bill inspires Arts students

The University recently welcomed back musician Bill Drummond, co-founder of the band The KLF, to Avenue Campus.

He came here to talk to students from the School of The Arts about his career in the music industry and his new project, The 17.

Bill, who controversially burnt £1 million in the name of art, is no stranger to the University. He studied for a Foundation Art degree here and he returns regularly to speak to students from the Arts, as well as participating in The Big Debate 2007.

He undertook a Q&A session with Nathan Wiseman-Trowse, Senior Lecturer in Popular Culture, as well demonstrating a performance from The 17.

Fashion Show 2008 at Royal & Derngate



Environmental focus for Fashion Show 09

The University of Northampton's Fashion Show returns to the catwalk of Royal & Derngate on Wednesday 17 June with this year's show theme being 'SUSTAIN'.

"The theme 'sustain' fits in well with the ethical and environmental agenda but we are also thinking in terms of how we sustain our activity and reputation, aesthetically and creatively, by building a reservoir of knowledge and expertise," Yvonne Watson, Head of Fashion and Textiles, commented.

"We are looking at simplicity and up-cycling as sustainable agendas."

This fits in with the brief for the schools and colleges competition which is being run by the School of The Arts in conjunction with the promotion campaign for the Fashion Show.

Students from Years 10-13 and National Diploma/Foundation course students from further education colleges across the UK have the chance to create a special occasion garment using 'up-cycled'

materials; a way to create innovative fashion statements through sustainable and ethical fabric and manufacturing sources.

This is the third year the Fashion Show has been headline sponsored by haircare product services company Schwarzkopf in partnership with Hensmans, one of Northamptonshire's premier hair salons. Make sure you don't miss out on the most fashionable diary date in the county!

Observations

Emmeline Child is a BA (Hons) Fashion graduate and now a successful fashion designer. Her Emmeline 4 Re Boutique is located at 9 Princes Street, London. As well as being a Royal Society for the Encouragement of Arts, Manufacture and Commerce (RSA) Fellow, Emmeline guest lectures at The University of Northampton and London College of Fashion.

Oh, the glamorous world of fashion as seen by 'Sex and the City' and the 'Devil Wears Prada'... all Vivienne Westwood and Manolo Blahnik's – if only life was really like that!

For a designer like me, it is actually more jeans and trainers as I transport another batch of clothing in a large bag across central London on the underground. I'm not saying fashion isn't glamorous, it can be... and dull it most certainly is not.

Being a small designer I find that every day is different in some capacity. I could be writing a press release one day and speaking to magazines, organising photo shoots, manning the shop, or running off to do a fashion show at the Houses of Parliament. I'm not your average fashion designer!

I am proud to report that I brought the Houses of Parliament security into disarray

after turning up with mannequins (and some gorgeous models) which needed to be security checked... thoroughly it seems!

As an ethical designer coming from a research background – I did a Knowledge Transfer Partnership linked with The University of Northampton after my degree – I have found that my role and lifestyle has been one of education and information sharing, as much as it is about shows in London and Paris.

I have embraced this additional role which means that my life is even more varied. So what's next for Emmeline 4 Re? Who knows... but one thing's for sure, I will probably be in a rush, running around in my trainers!

Visit www.emmeline4re.co.uk for more information.



Emmeline Child

Tweet tweet!

Did you know The University of Northampton is now 'tweeting'? Follow the University's official Twitter page www.twitter.com/UniNorthants

Forthcoming events

Launch of Centenary of Leather Education at BSLT

Tuesday 31 March 2009, 6-8pm, Asia Pacific Leather Fair (APLF), Hong Kong

Email alumni@northampton.ac.uk
Telephone 01604 892149

Lab in a Lorry Volunteers

Tuesday 31 March – Thursday 2 April 2009, 8.30am-4pm, Wrenn School, Wellingborough

Email linda.davis@northampton.ac.uk
Telephone 01604 892280

Northamptonshire, Milton Keynes and Buckinghamshire HE Fair

Thursday 2 – Friday 3 April 2009
Park Campus

Email david.seaton@northampton.ac.uk
Telephone 01604 893268

Parkinson's Disease Collection

Saturday 25 April 2009
10-3pm Northampton Town Centre

Email volunteers@northampton.ac.uk

HELOA Regional HE Advisers' Conference

Wednesday 20 May 2009, 9.30am-2.30pm, Cottesbrooke/Students' Union, Park Campus

Email melanie.fowler@northampton.ac.uk
Telephone 01604 893299

Expert Access 09

Friday 22 May 2009
9am-2pm, Sunley Management Centre, Park Campus

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We welcome comments, suggestions, photos, event listings and articles for Park Avenue magazine

Please email staffmagazine@northampton.ac.uk or telephone 01604 893264