



Annual Report 2009/10

UNIVERSITY COLLEGE  
**FALMOUTH**



## Annual Report 2009/10



# £100 MILLION+

Invested into world-class facilities used by Falmouth students since 2004.



# 700%

Amount our turnover has risen since 2000/01.



# X3

UCF's student numbers have tripled in the last ten years.



# STRENGTH TO STRENGTH



UNIVERSITY COLLEGE FALMOUTH HAS HAD A REMARKABLE PERIOD OF GROWTH IN THE LAST TEN YEARS. IN THIS TIME, WE HAVE ACHIEVED A THREE-FOLD INCREASE IN OUR STUDENT NUMBERS; OUR TURNOVER HAS RISEN BY 700% (FROM £5 MILLION IN 2000/01 TO £35 MILLION IN 2009/10); AND OUR PORTFOLIO NOW INCLUDES ALL THE ART FORMS – ART, DESIGN, MEDIA, PERFORMANCE AND WRITING – IN EQUAL MEASURE. AS A CONSEQUENCE OF THE MERGER WITH DARTINGTON COLLEGE OF ARTS, TWO STRONG BRANDS UNITED TO BECOME A PIONEERING MULTI-ARTS INSTITUTION WITH A UNIQUE AND SPECIALIST OFFER IN THE UK HIGHER EDUCATION LANDSCAPE.

In the same ten-year period, we witnessed the creative industries become one of the most significant and fastest growing economic sectors in the UK; now larger than the UK's financial services industry. UCF works side by side with the creative industries to cultivate talented, highly employable graduates, original thinkers and forward-thinking entrepreneurs who drive innovation and inspire new levels of professional and academic success.

In 2009/10 the benefits of the 2008 merger with Dartington College of Arts – in terms of efficiencies and strategic fit – enabled us to embark upon a significant institutional modernisation programme. This was embodied in our Roadmap document, which contained 25 proposals that produced a new academic framework, resource allocation model and a two-school structure, as well as the establishment of revised Registry and Marketing & External

Affairs functions. Greater emphasis was also placed upon research and innovation, which underpinned the direction of the successful £9 million Academy for Innovation & Research (AIR) bid to HEFCE, SWRDA and the ERDF Convergence programme in the spring of 2010.

In a strong year for student recruitment, our student numbers expanded to 3,048 – a 46% increase from the pre-merger figure of 2,082 in 2007/08. We also witnessed the rapid increase in students choosing to study creative degree programmes. In 2009/10, creative subjects accounted for more than 13% of all full-time undergraduate places in the UK – more than any other single discipline area.

Falmouth's position in the national league tables also showed our commitment to providing our students with outstanding education, facilities and professional experience. In 2009/10, Falmouth achieved notable league table positions including 40th place in the Guardian's league table of 118 higher education institutions. UCF has also long enjoyed being in the Top 20 for Art & Design, in all league tables of the Guardian, Independent and Times. This year also saw us enter the Top 20 for Media, achieving 14th place in the Sunday Times. These results were built on the excellent scores achieved in student satisfaction surveys including the National Student Survey, where UCF was 2nd in the UK in the Guardian's 'students satisfied with feedback' measure, and 9th in the UK in the Times Higher's Student Experience teaching and learning table.

Our employability figures (p46) demonstrated the return on investment our graduates enjoy and also the economic value of the arts in training graduates for the creative industries, as well as other sectors. In the Destinations of Leavers from Higher Education Institutions survey 2008/09, the percentage of University College Falmouth respondents in work or further study was 22% higher than the national average.

As part of our mission to establish the Arts University Cornwall, UCF continued to look for every opportunity to expand its student numbers in order to achieve the target of 4,000 students required for University Title. During 2009/10, this resulted in two successful bids to HEFCE for additional student numbers – resulting in 180 employer co-funded additional students (value £400,000) and 100 additional students from the University Modernisation Fund (value £1.1 million).

Our continued investment in specialist facilities this year was reflected in the £19 million Performance Centre, which was completed in the autumn of 2010. This, combined with earlier investments of over £70 million in our Design, Media and Photography centres, means University College Falmouth now has some of the best industry-standard specialist facilities in Europe.

Over 50% of the investment in UCF's buildings and equipment was provided by the European Union, through the Objective 1 and Convergence European Regional Development Fund for Cornwall and the Isles of Scilly. This has contributed to the expansion of Cornwall's flagship university campus at Tremough, a joint venture between University College Falmouth and the University of Exeter, which offers combined library and learning support facilities, 1,250 student residences and social spaces.

In addition, 2009/10 saw a greater emphasis upon regional connections, industry and business partnerships and links. Quite apart from the positive effect the institution has upon the local economy through student purchasing power, University College Falmouth now fundamentally regards its future success as linked to the region and vice versa.

To this end, UCF worked throughout the year with key stakeholders to develop Cornwall's knowledge economy and also to support the development of a living lab and test bed for innovative creative and entrepreneurial developments (for example, the University College through DOTT ran a pilot AIR project called Share the Road to address the problems of traffic and parking congestion in Falmouth and Penryn). In this year, we began working with BT and a variety of media and technology businesses to support innovation as an outcome of the £132 million being invested into Next Generation Broadband in Cornwall.



OVER THE PAST YEAR, UNIVERSITY COLLEGE FALMOUTH HAS CLARIFIED ITS AMBITIONS AND IS ON TRACK TO BECOMING ONE OF THE TOP FIVE SPECIALIST CREATIVE INSTITUTIONS IN THE WORLD. 2009/10 SAW US TAKE A CONSIDERABLE STEP TOWARDS THAT GOAL, AND THIS HAS ONLY BEEN POSSIBLE AS A RESULT OF THE COMMITMENT AND EFFECTIVENESS OF ALL OUR COLLEAGUES AT UCF. I WOULD THEREFORE LIKE TO TAKE THIS OPPORTUNITY TO EXPRESS WARM THANKS TO THEM FOR THEIR CONTRIBUTION TO UCF OVER THE YEAR.

**Professor Anne Carlisle**

Rector & Chief Executive, University College Falmouth





2ND

In the UK in the Guardian's 'students satisfied with feedback' measure.



22%

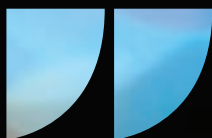
Higher than the national average of students from UCF in work or further education.



40TH

Place in the Guardian's league table of 118 higher education institutions.





IN THE DESTINATIONS OF LEAVERS FROM HIGHER  
EDUCATION INSTITUTIONS SURVEY 2008/09, THE PERCENTAGE  
OF UNIVERSITY COLLEGE FALMOUTH RESPONDENTS IN  
WORK OR FURTHER STUDY WAS 22% HIGHER THAN THE  
NATIONAL AVERAGE.



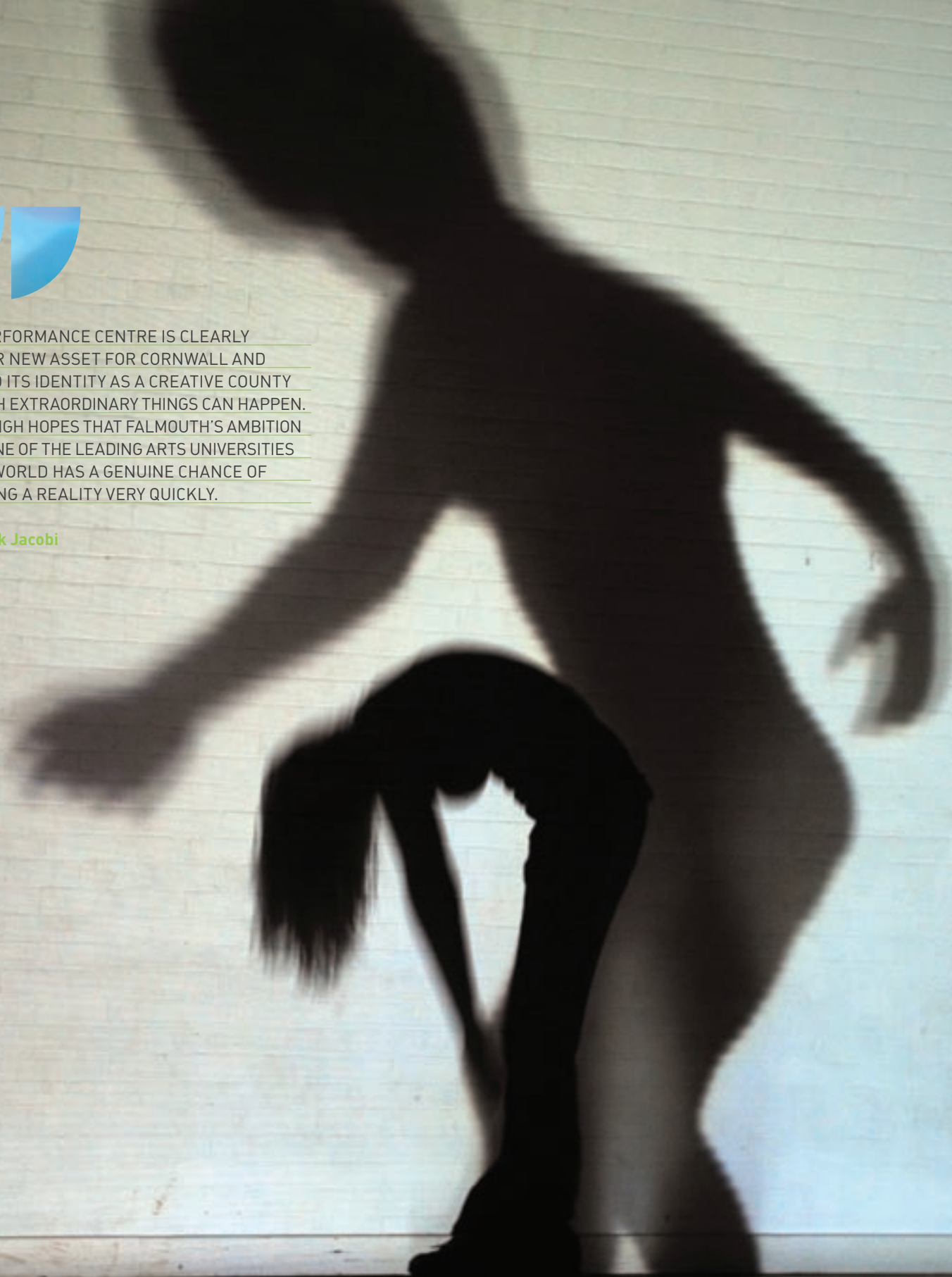





THE PERFORMANCE CENTRE IS CLEARLY  
A MAJOR NEW ASSET FOR CORNWALL AND  
ADDS TO ITS IDENTITY AS A CREATIVE COUNTY  
IN WHICH EXTRAORDINARY THINGS CAN HAPPEN.  
I HAVE HIGH HOPES THAT FALMOUTH'S AMBITION  
TO BE ONE OF THE LEADING ARTS UNIVERSITIES  
IN THE WORLD HAS A GENUINE CHANCE OF  
BECOMING A REALITY VERY QUICKLY.

**Sir Derek Jacobi**

Actor



# 2009/10 SOME HIGHLIGHTS



THIS YEAR SAW UNIVERSITY COLLEGE FALMOUTH PASS A SIGNIFICANT MILESTONE IN ITS JOURNEY TOWARDS UNIVERSITY TITLE, AS THE MERGER WITH DARTINGTON COLLEGE OF ARTS TOOK EFFECT AND OUR STUDENT NUMBERS GREW BY A QUARTER. AN IMPRESSIVE AMOUNT OF INVESTMENT AND WORK WAS UNDERTAKEN TO SUPPORT THIS EXPANSION, INCLUDING:

## **The Performance Centre**

Work began on the £19 million Performance Centre in May 2009 and the new building opened on schedule in October 2010. Designed to provide UCF and the region with an exceptional purpose-built facility for Performance students, practitioners and researchers, the Performance Centre will encourage collaborative and cross-disciplinary partnerships between many of our Performance, Media, Design, Art and Writing programmes.

## **Dartington relocation and legacy**

A significant amount of work was undertaken by the Dartington Relocation Group to ensure the smooth transition from the Dartington Campus to Tremough and manage the relocation of staff and students. This involved a military-like operation, which ranged from moving valuable equipment to ensuring that relocating staff and students was managed sensitively.

A number of familiarisation events were staged for staff choosing to move to Cornwall. Maintaining a sense of the 'Dartington Legacy' at Tremough has included ensuring the best of the Dartington traditions are kept alive; such as interdisciplinarity, experimentation and engagement with the landscape. Physical mementoes and cultural references were important too; for example, a full-size replica of one of Dartington's studios has been incorporated into the new Performance Centre.







# 14TH

In the [Top 20](#)  
for Media in the  
Sunday Times.





**Image** Artist's impression of the new Academy for Innovation & Research (AIR) building, opening in spring 2012.

### Launch of the Platform performance programme

A team also worked throughout the year to create a new year-round programme of contemporary public performance, Platform, which was launched to coincide with the opening of the new Performance Centre in October 2010.

Platform opens the Performance Centre doors to the public and allows a wide range of people to use and enjoy the Performance Centre's high-specification facilities. A number of community performances have been planned to draw a wide variety of audiences, demonstrating the importance of the new Performance Centre as one of UCF's most public buildings and a valuable vehicle for the community to engage with UCF in new ways. A week of events aimed at the local community and much wider afield was also incorporated into the Platform launch programme.

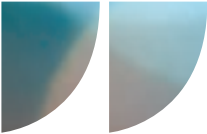
### Academy for Innovation & Research (AIR)

AIR will be a new multidisciplinary research and development laboratory for the University College's students, staff and researchers to work with businesses on live projects at local, national and international levels (see p37). The AIR business plan was completed in early 2010, containing statements of support from a range of high profile creative industry figures including Andrew Chitty (MD, Illumina Digital and Chair of the National Skills Council for Interactive Media), Emily Bell (Director of Digital Content, Guardian News and Media),

Jonathan Barnett (Innovation Lead for NHS in Cornwall), Simon Gibson OBE (CEO, Wesley Clover Corporation) and Kevin Lavery (CEO, Cornwall Council).

Thanks to a huge amount of work from an incredibly committed team the final funding bids to the European Regional Development Fund (ERDF) Convergence programme, the South West Regional Development Agency (SWRDA) and the Higher Education Funding Council for England (HEFCE) were also submitted during this period, resulting in a £9 million investment\*. Building Design Partnership (BDP) has been appointed as the architects.

AIR brings specialist expertise in the areas of sustainable design and the digital economy to enable innovative Cornish companies to achieve their full potential by developing new products and services, new routes to market, new relationships with each other, plus ready access to investors and suppliers, regionally, nationally and internationally. Applied research on topics such as future transport solutions, energy challenges, eco-town developments, the ageing population, the potential of Next Generation Broadband and questions of digital inclusion, health and wellbeing will all create growth opportunities for creative and ambitious businesses in Cornwall.

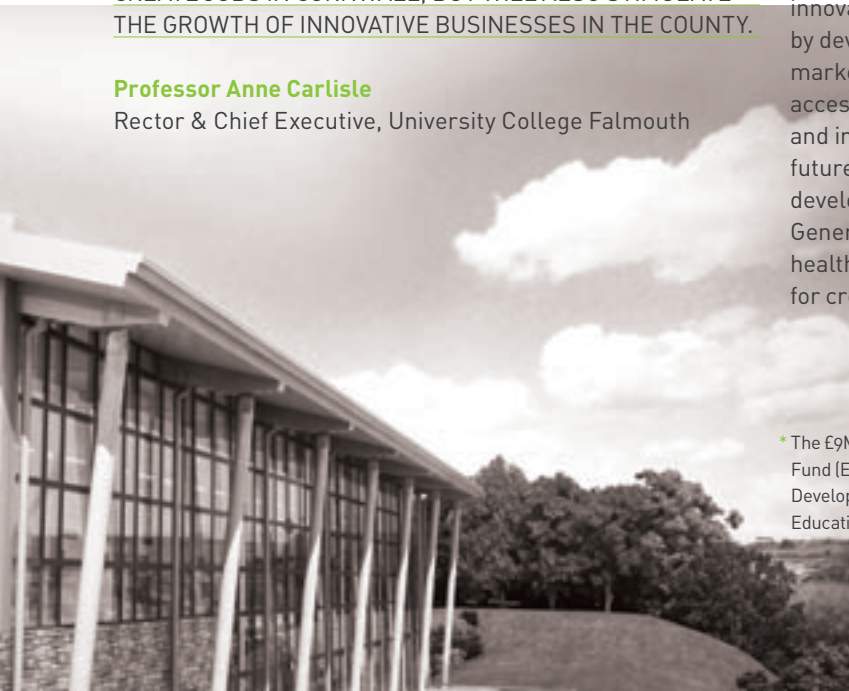


AIR WILL HELP BUSINESSES TO SECURE COMMERCIAL ADVANTAGE IN THE TWO SPHERES THAT ARE SO SIGNIFICANT TO CORNWALL'S ECONOMIC AND SOCIAL FUTURE. BUILDING ON THE SIGNIFICANT INVESTMENT THAT UCF HAS RECEIVED SO FAR, AIR WILL REALLY MAKE A DIFFERENCE TO HOW WE ENGAGE WITH BUSINESSES BOTH NOW AND IN THE LONGER TERM. AIR WILL NOT ONLY CREATE JOBS IN CORNWALL, BUT WILL ALSO STIMULATE THE GROWTH OF INNOVATIVE BUSINESSES IN THE COUNTY.

### Professor Anne Carlisle

Rector & Chief Executive, University College Falmouth

\* The £9M AIR project is being funded by the European Regional Development Fund (ERDF) Convergence Programme (£6.74M), the South West Regional Development Agency's Single Pot Fund (SWRDA) (£1.54M) and the Higher Education Funding Council for England (HEFCE) (£693K).



IN THE PAST YEAR UNIVERSITY COLLEGE FALMOUTH CONTINUED TO IMPROVE ITS POSITION IN THE LATEST ROUND OF UK UNIVERSITY LEAGUE TABLES, AS SHOWN BY THE FOLLOWING RESULTS:

## 2ND IN THE UK

THE GUARDIAN'S 2011 UNIVERSITY LEAGUE TABLE 'STUDENTS SATISFIED WITH FEEDBACK' MEASURE.

## 9TH IN THE UK

TIMES HIGHER EDUCATION STUDENT EXPERIENCE POLL, TEACHING AND LEARNING TABLE.

## 9TH IN THE UK

SUNDAY TIMES 2011 ART & DESIGN SUBJECT LEAGUE TABLE.

## 14TH IN THE UK

COMPLETE UNIVERSITY GUIDE AND THE GUARDIAN'S ART & DESIGN SUBJECT LEAGUE TABLES.

## 14TH IN THE UK

SUNDAY TIMES 2011 MEDIA STUDIES SUBJECT LEAGUE TABLE.

## 40TH IN THE UK

THE GUARDIAN'S 2011 UNIVERSITY LEAGUE TABLE; ABOVE ROYAL HOLLOWAY, PLYMOUTH, MANCHESTER, GOLDSMITHS, UWE, BATH SPA, PORTSMOUTH, BRIGHTON AND 70 OTHERS.

**Image** Artist's impression of The Exchange, a £10m high-specification learning resources provision opening in summer 2012.



### The Exchange

After securing £10 million of funding\*, work began on the development of The Exchange, a new state-of-the-art learning and resources facility to enhance the student experience at Tremough.

A joint venture with the University of Exeter (UoE), The Exchange project was initiated in order to cater for the undergraduate and postgraduate student growth planned by UCF and UoE at Tremough, with the opening of three major new projects in the next two years:

- Performance Centre (UCF)
- Academy for Innovation & Research (UCF)
- Environment and Sustainability Institute (UoE)

The project consists of a 2,554m<sup>2</sup> extension to the existing learning resources building, doubling its size. The new Exchange will house high-specification library and information services, learning and teaching, and 24-hour social learning spaces. Nicholas Burwell was appointed as project architect and has designed the extension to reflect the changing approach to teaching and learning in the 21st century.

\* £4.37 million from HEFCE (the Higher Education Funding Council for England), £3 million from the ERDF (European Regional Development Fund) Convergence Programme, £1 million from South West RDA (Regional Development Agency), and a combined investment of almost £2 million from UCF and UoE.



BA(HONS) DIGITAL MEDIA IS ARMING ITS STUDENTS FOR THE DIGITAL BROADCASTING REVOLUTION. THE ENERGY AND INTELLIGENCE OF THE STAFF AND STUDENTS IS OUTSTANDING. IT'S RARE YOU SEE SUCH A COMMITMENT TO INNOVATION. THIS IS AN EXCITING TIME TO BE AT FALMOUTH.

**Jack Price**

Multi-award-winning writer/director  
(BBC, Channel 4, Greenpeace Digital and Aviva plc)



# A BRIGHT FUTURE FOR THE CREATIVE INDUSTRIES

OUR COMMITMENT TO PROVIDING INNOVATIVE COURSES  
THAT PRODUCE HIGHLY SKILLED AND EMPLOYABLE  
GRADUATES IS RIGHT IN LINE WITH THE EVOLVING  
DEMANDS OF THE CREATIVE INDUSTRIES.

The creative industries are in high student demand and are also a very buoyant employment sector.

- The creative industries account for 6.4% of the UK's Gross Value Added.
- The creative industries directly employ 1.1 million people and an estimated 994,700 people are employed in creative jobs within other industries.
- Estimates predict that employment within the creative industries will quickly return to pre-recession levels, with a 3% rise per annum expected between 2010 and 2020.

## **The relevance of UCF**

The Technology Strategy Board mapped the creative industries' outputs against the creative process involved and grouped the sub-sectors into three clusters:

- Artefacts (areas that relied on physical man-made objects)
- Services
- Content (providing mainly digital products)

Comparing these three groups they discovered that 70% of the economic value in the creative industries was concentrated in the high digital/high technology-based content group.

At Falmouth we are continually developing and adapting our portfolio to ensure that we are best placed to deliver skilled workers into high value content and services roles, as proven by our Film, Digital Media, Digital Animation, Journalism, Professional Writing, Music, TV Production and Advertising courses.







# 50%+

Investment provided by the EU  
through the Objective One and  
Convergence European Regional  
Development Fund for Cornwall  
and the Isles of Scilly.






THE FASHION & PERFORMANCE SPORTSWEAR TEAM AT UNIVERSITY COLLEGE FALMOUTH IS DEVELOPING A REAL NICHE IN COLLABORATION WITH SOME OF THE BIGGEST NAMES IN THE SPORTSWEAR INDUSTRY. I'M DELIGHTED TO BE ASSOCIATED WITH THEIR AMBITIONS AND WILL WATCH THE STUDENTS' DEVELOPMENT WITH INTEREST.

**Timothy Everest MBE**

British fashion designer and bespoke tailor



# PORTFOLIO STATISTICS & SCOPE



THE CREATIVE INDUSTRIES ARE PROGRESSIVE BY NATURE AND AT FALMOUTH WE MAKE SURE THAT OUR FORWARD-LOOKING COURSES MATCH THIS FAST-PACED EVOLUTION. FROM DIGITAL TECHNOLOGY TO ENHANCED PROFESSIONAL DEVELOPMENT, OUR STUDENTS, STAFF AND RESEARCHERS REMAIN AT THE SHARP EDGE.

## Portfolio development

The University College continues to strengthen its core portfolio of creative subjects through the development of new specialist awards such as BA(Hons) Fashion Photography, BA(Hons) Creative Writing and awards in Advertising, Creative Events Management and Radio Production. We also refreshed our portfolio in Music, Dance and Theatre to coincide with the opening of the new Performance Centre in October 2010, adding new awards in Popular Music, Creative Music Technology and Music Theatre.

Falmouth is also developing new curricula at the interface between creativity and computing, in areas such as Games Design and Software Development. We also have plans to launch the Creative MBA, an innovative new

programme that will focus both on the need for high-level creativity in business and on the global business of the creative industries.

## Boosting professional development

We are investing in the ability of subject teams to translate their intellectual assets into formats that can be more easily accessed by learners in work, from overseas or with family commitments that make on-campus attendance difficult. A huge amount of work has taken place in the past year, in order to pilot three online awards in 2011 and gradually extend our online portfolio across all of our subject areas.

Work is also underway to establish a Continuing Professional Development unit within the Academy for Innovation & Research (AIR) to coordinate a growing portfolio of short courses, accredited and unaccredited, targeted at businesses and working professionals needing to update their skills and knowledge base.

**Image** Swimwear by BA(Hons) Fashion Design student Laura Leach, shot by BA(Hons) Press & Editorial Photography student Tom Dymond at the Jubilee Pool in Penzance.



# AWARDS

## Undergraduate

3D Design BA(Hons) Degree  
Advertising BA(Hons) Degree  
Choreography BA(Hons) Degree  
Contemporary Crafts BA(Hons) Degree  
Creative Events Management  
BA(Hons) Degree  
Creative Music Technology  
BA(Hons) Degree  
Creative Writing BA(Hons) Degree  
Dance BA(Hons) Degree  
Digital Animation BA(Hons) Degree  
Digital Media BA(Hons) Degree  
Drawing BA(Hons) Degree  
English BA(Hons) Degree  
English with Creative Writing  
BA(Hons) Degree  
Fashion Design BA(Hons) Degree  
Fashion Photography  
BA(Hons) Degree  
Film BA(Hons) Degree  
Fine Art BA(Hons) Degree  
Graphic Design BA(Hons) Degree  
Illustration BA(Hons) Degree  
Interior Design BA(Hons) Degree  
Journalism BA(Hons) Degree  
Marine & Natural History Photography  
BA(Hons) Degree

Music BA(Hons) Degree  
Music Theatre BA(Hons) Degree  
Popular Music BA(Hons) Degree  
Performance Sportswear  
Design BA(Hons) Degree  
Photography BA(Hons) Degree  
Press & Editorial Photography  
BA(Hons) Degree  
Radio Production Foundation Degree  
Textile Design BA(Hons) Degree  
Theatre BA(Hons) Degree

## Postgraduate

Art & Environment MA  
Creative Advertising MA  
Curatorial Practice MA  
Fine Art: Contemporary Practice MA  
Illustration: Authorial Practice MA  
International Journalism MA  
Multimedia Broadcast Journalism MA  
Performance Writing MA  
Professional Media Practice: Skillset Short  
Courses for Media Professionals  
Professional Writing MA  
(Full-time & Part-time online)  
Television Production MA

**Image** Artwork from the internationally acclaimed Cape Farewell organisation, which brings artists and scientists together to raise awareness of the effects of climate change. Dr Daro Montag, MA Art & Environment award leader, travelled to the Peruvian Andes with Cape Farewell in 2009.

## MA ART & ENVIRONMENT

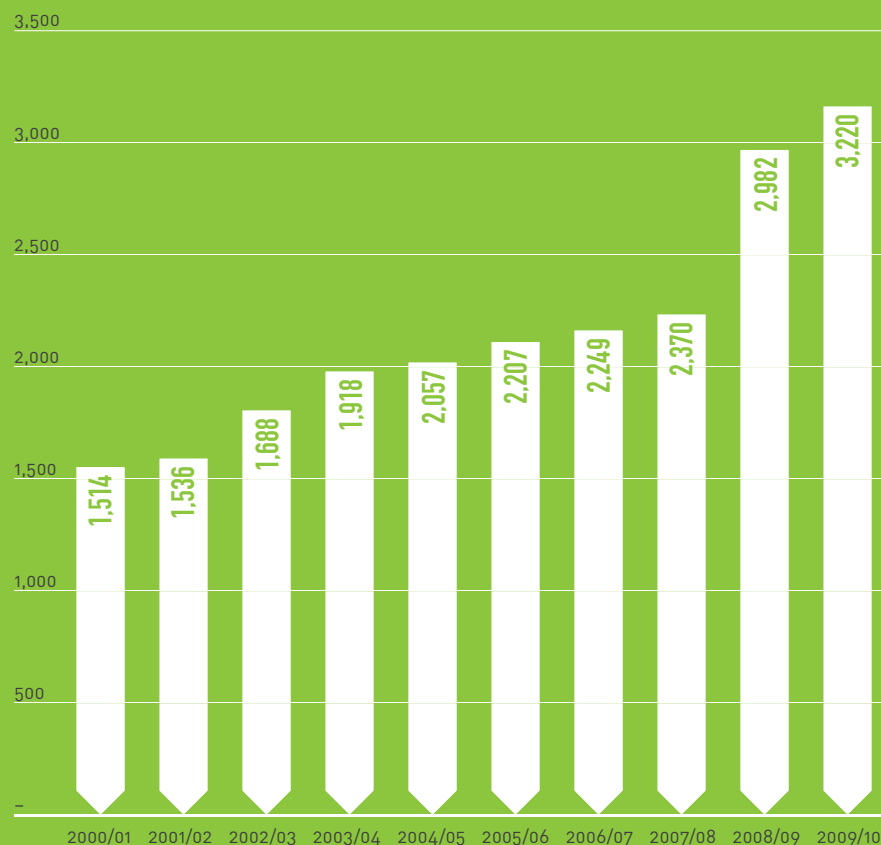
MA ART & ENVIRONMENT WAS SUCCESSFULLY LAUNCHED IN OCTOBER 2010. DEVELOPED THROUGH THE RANE RESEARCH GROUP AND DRAWING ON THE MA ARTS & ECOLOGY COURSE ESTABLISHED AT DARTINGTON, THE NEW AWARD HAS LINKS WITH STRATEGIC PARTNERS SUCH AS CAPE FAREWELL AND THE EDEN PROJECT. DR DARO MONTAG, AWARD LEADER AND ASSOCIATE PROFESSOR OF ART & ENVIRONMENT, JOINED THE 2009 ANDES EXPEDITION - CAPE FAREWELL'S FIRST EXPEDITION OUTSIDE THE ARCTIC.





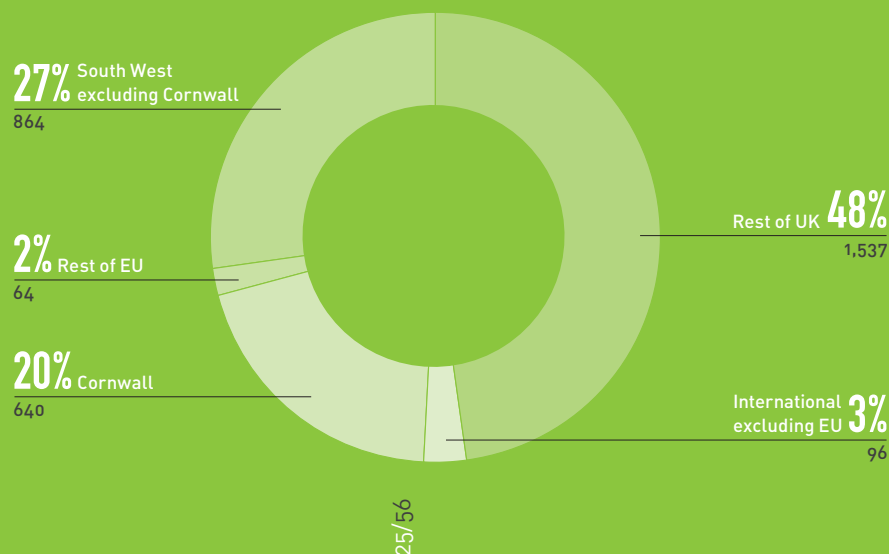
A huge amount of investment and growth over the last ten years has generated significant success for the University College today. The diagrams on the following pages show a historic and dramatic expansion of University College Falmouth.

# SUMMARY OF 2009/10 ACCOUNTS



## STUDENT NUMBERS

Over the past ten years, our student numbers have almost doubled. The 2008 merger with Dartington College of Arts provided a considerable jump in the total number of students at University College Falmouth.

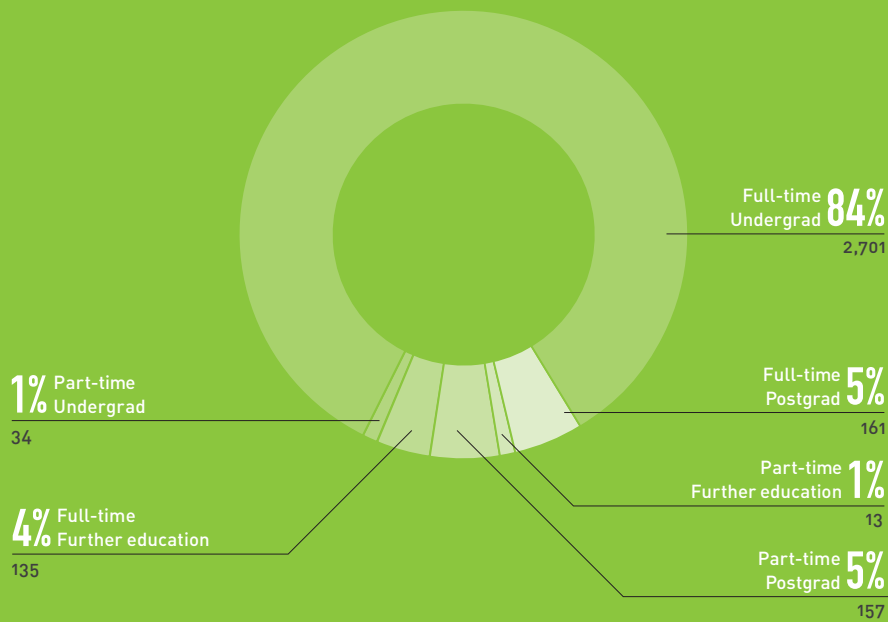


## STUDENT NUMBERS BY AREA

One of our key growth objectives is to increase the intake of international students and students from Cornwall.

## STUDENT NUMBERS BY HEADCOUNT

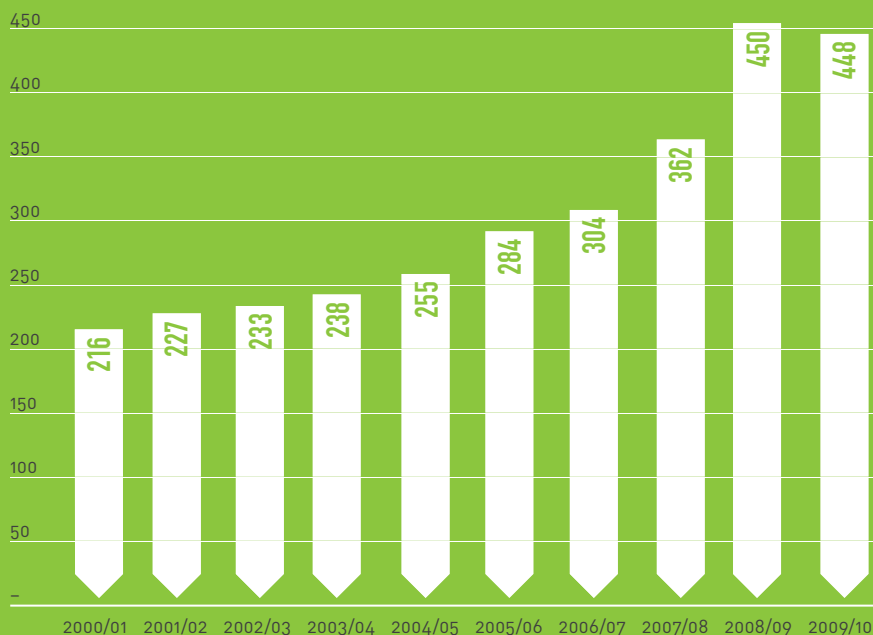
The large majority of UCF students take up undergraduate study. The University College is looking to expand its portfolio, including offering Continuing Professional Development and a Creative MBA, with a view to growing numbers and achieving University status.

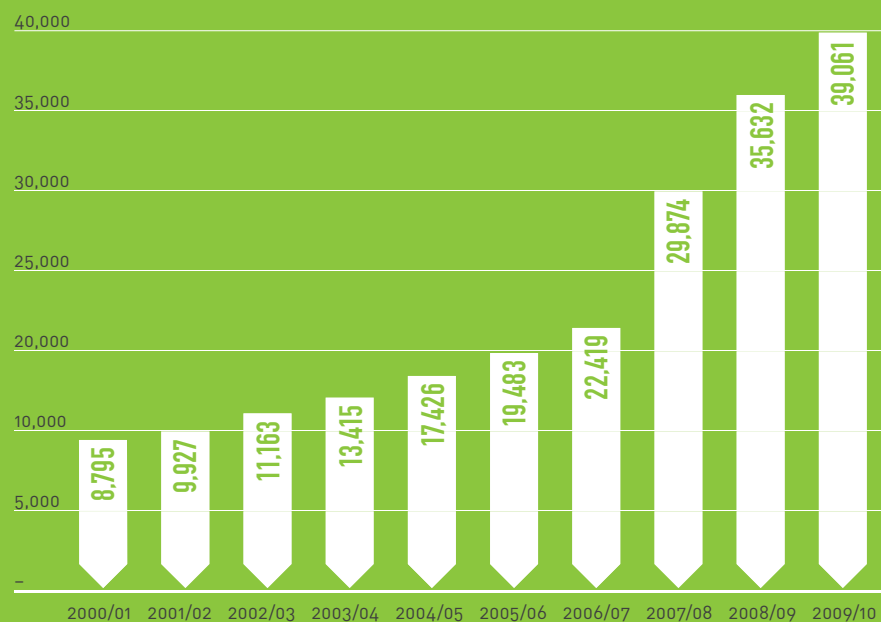


## STAFF NUMBERS

Following a similar pattern, the growth in student numbers has necessitated an increase in the number of staff as the University College recruited high calibre local and national talent for newly created roles.

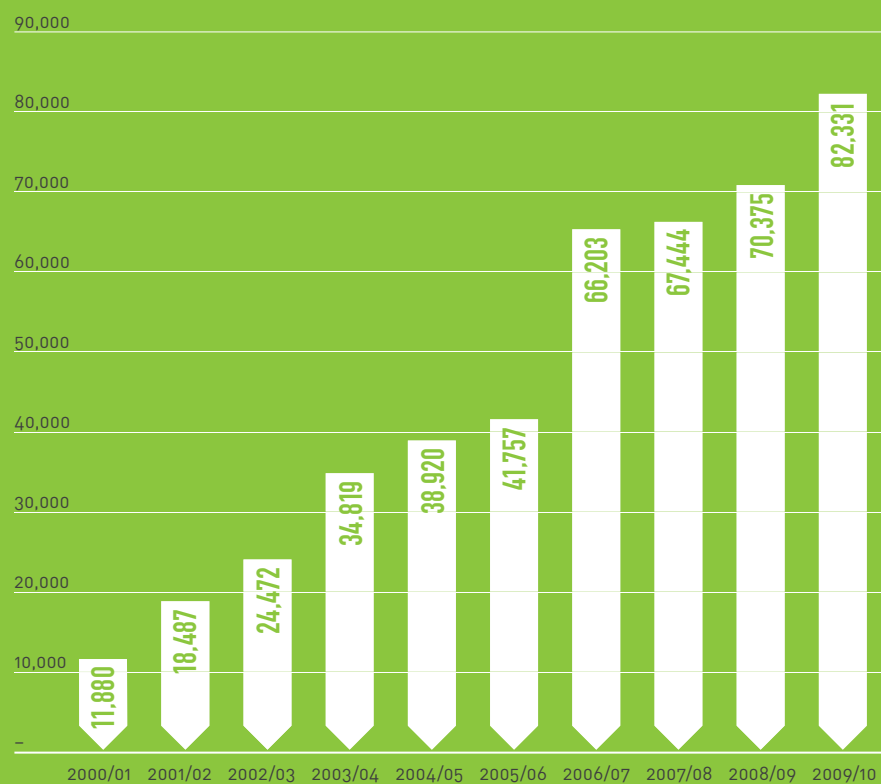
Staff numbers spiked in 2008 as team members were recruited to lead on six new undergraduate degrees added to the University College's portfolio and provide quality technical support in the newly opened Photography Centre and fashion studios.





#### INCOME £'000

Turnover at the University College has increased 400% in ten years, reflecting the organic growth of the institution, the merger in 2008 and support from continued European funding (through the Objective 1 and Convergence programmes for Cornwall and the Isles of Scilly).



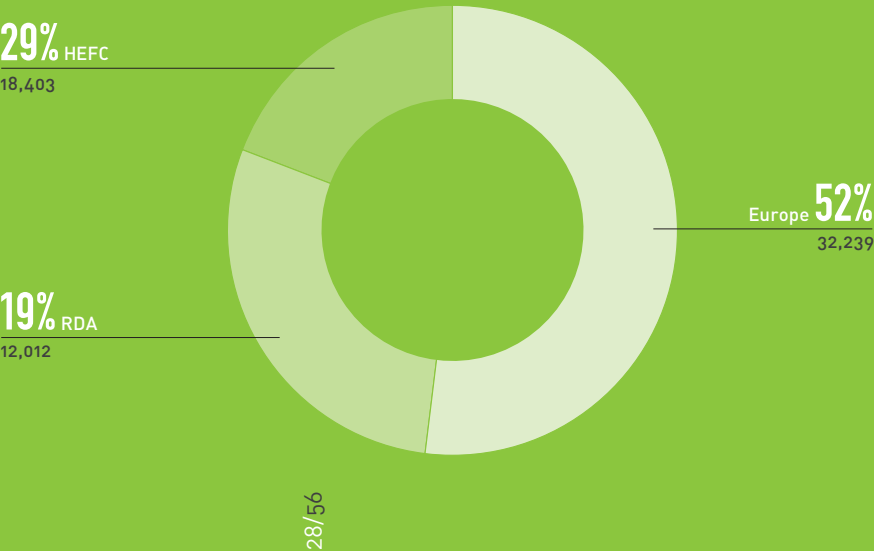
#### BALANCE SHEET £'000

This diagram outlines the major increase in University College Falmouth's assets: buildings, facilities, equipment, investments and long-term financial obligations.

Through the support of European investment, the balance sheet figures have increased a staggering 800% and facilitated the expansion at Tremough Campus.

**BUILDING/BALANCE SHEET TIMELINE**

This rapid and significant expansion has meant fantastic opportunities for top quality staff and student placements at the University College.



**DEFERRED CAPITAL GRANTS £'000**

The University College has received substantial funding from the European Union Objective 1 and Convergence programmes for Cornwall and the Isles of Scilly, which has clearly made the extensive expansion of the campuses possible.

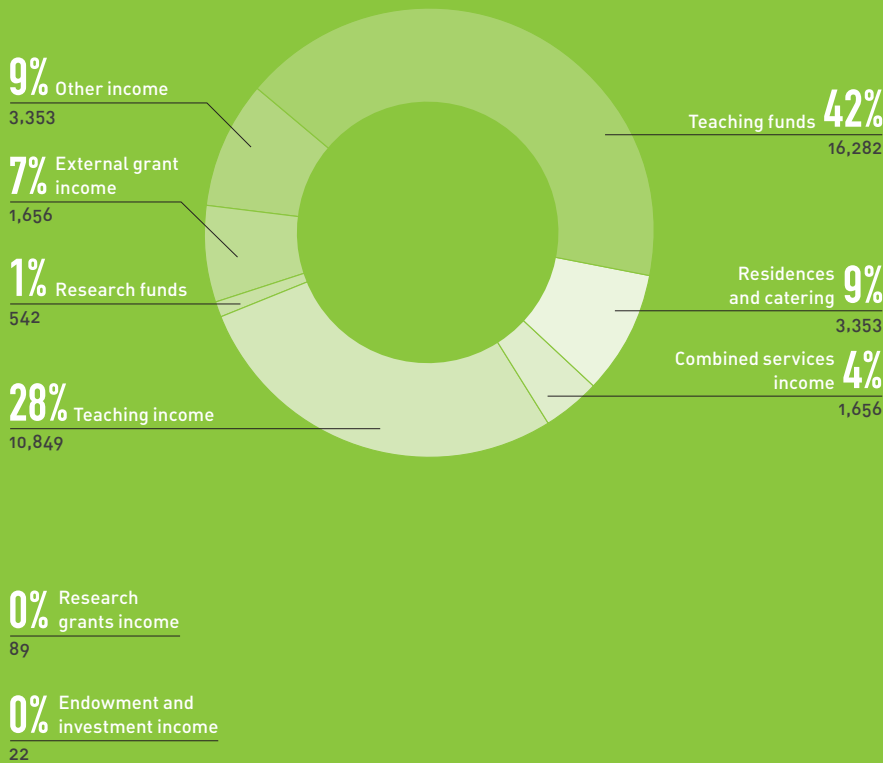
More than 50% of funding was received from Europe, with the remaining funds provided by Higher Education Funding Council England and the UK Government/South West Region Development Agency.



## INCOME BY CATEGORY £'000

The University College relies quite heavily on traditional sources of revenue: 30% is made up of tuition fees and education contracts.

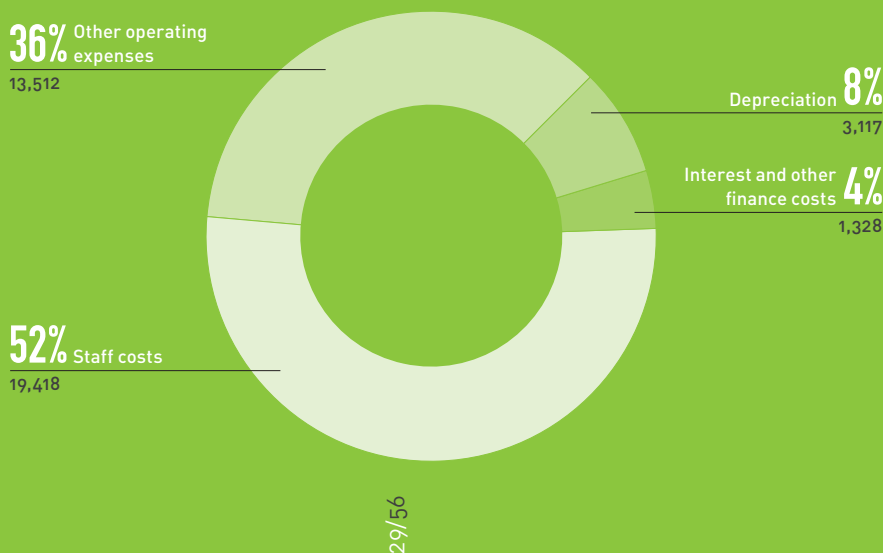
UCF is making radical changes in research activities and has attracted significant funding to create the new Academy for Innovation & Research (AIR), a project designed to develop strong research bases in sustainable design and the digital economy. AIR will provide new, more diverse, income through research activity as well as providing a springboard for students and businesses.



## EXPENDITURE £'000

The cost of employing the University College's world-class staff constitutes over half of the institution's expenditure, demonstrating our commitment to student programmes.

The University College's expenditure also boosts the local economy year on year, as many of our staff are recruited locally, and our staff and students spend locally.














I CAN POINT WITHOUT HESITATION TO A SCULPTOR WHO CAN TROUNCE THE LOT OF THEM WHETHER THEY BE SAATCHI'S PRESENT CHOICE OR THE SENTIMENTAL MEMORIALISTS RECENTLY LET LOOSE IN LONDON - TIM SHAW, UNKNOWN AND YOUNG ENOUGH TO BE STILL NEW AND CAPABLE OF TAKING RISKS, OLD AND SKILLED ENOUGH TO BE SEEN AS IN THE MONUMENTAL TRADITION OF CHARLES SARGENT JAGGER AND MICHAEL SANDLE.

**Brian Sewell**

In his London Evening Standard review of the Saatchi Gallery's 'The Shape of Things to Come: New Sculpture' exhibition, featuring University College Falmouth BA(Hons) Fine Art graduate, Tim Shaw.



# BUSINESS RELATIONS



WE CONTINUE TO DEVELOP AND NURTURE EXCITING LINKS WITH MANY BUSINESSES ACROSS THE CREATIVE INDUSTRIES AND BEYOND. GUEST LECTURES, WORKSHOPS, PLACEMENTS AND INTERNSHIPS ARE AN INTEGRAL PART OF ALL OUR COURSES, ENSURING THAT OUR GRADUATES ARE REAL-WORLD SAVVY, WELL CONNECTED AND, MOST OF ALL, HIGHLY EMPLOYABLE.

## **Superfast broadband**

With the roll out of superfast broadband in Cornwall gathering pace, we are working with the Cornwall Development Company 'Superfast Cornwall' team and BT to help stimulate new application ideas afforded by the much improved speeds and reliability of the fibre network. Under the auspices of our Academy for Innovation & Research and the 'Superfast Cornwall Labs' brand, we expect this work to gather pace over the coming years.

## **NHS Trusts work**

The School of Art & Design has continued to support and develop a significant number of medical-and healthcare-related products brought forward by the NHS Trusts it works with. To date, the Design Centre Bureau within the School has worked on 27 projects, a number of which have led to the development of new products being launched and brought to market. The work completed has ranged from initial concept development and consultation, through to the design cycle of using engineering CAD software to verify and create virtual prototypes. Field-testing has then been conducted using real prototypes created with the School of Art & Design's rapid prototyping facilities.

## **Adidas**

The German sportswear brand paid for seven Performance Sportswear Design students to spend two days at their London HQ to produce preliminary designs for the 2012 Olympic torch bearers' kits and the officials' uniforms. The global design director of the Olympics flew over from Germany to meet the Falmouth students and introduce the project. All seven have since been offered the opportunity of internships with Adidas during summer 2011.











## OTHER ORGANISATIONS WE WORK CLOSELY WITH:



**Warp Films** leading UK production company offering BA(Hons) Film students and graduates a number of prestigious internships at their London offices.

**Sony A&R Academy** five UCF Music students have been chosen to act as Sony 'scouts' mentored by legendary A&R man, David Bates.

**Yamaha** commercial partner for UCF's bid to the AHRC's KT Hub scheme, as well as developing a long-term project focused on participation in contemporary music education.

**BBC Magazines** two BA(Hons) Journalism students flew to India in April 2010 to take up prestigious work placements with the Indian editions of Grazia and Lonely Planet magazines.

**Eden Project** Falmouth students engage with this iconic landmark through events, exhibitions, live briefs, symposia and work placements.

**The Frontline Club** the organisation devoted to championing independent journalism throughout the world is an educational partner of the BA(Hons) Press & Editorial Photography course.

**Oxford Scientific** BA(Hons) Marine & Natural History Photography is the first ever educational partner for Oxford Scientific, the UK's leading natural history picture library.

**Newlyn Art Gallery & The Exchange** offers students an inspiring place to show their work alongside some of today's most highly respected contemporary artists.

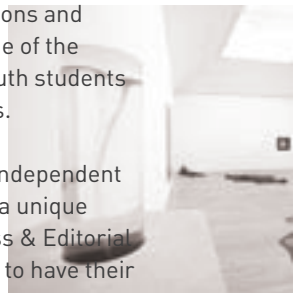
**Sawmills Studio** made famous by the likes of Oasis, The Stone Roses and Robert Plant, this Cornish recording studio works closely with Falmouth on numerous projects including plans for unique studio training courses.

**Decathlon** Europe's largest retailer of sports clothing and equipment is now an international partner of our BA(Hons) Performance Sportswear Design course.

**Tate St Ives** internships, exhibitions and artist-in-residence are just some of the opportunities enjoyed by Falmouth students at the world-famous Tate St Ives.

**Rex Features** the UK's leading independent photographic press agency has a unique relationship with BA(Hons) Press & Editorial Photography, enabling students to have their work sold through Rex.

**Kneehigh Theatre** internationally acclaimed touring theatre company with a long history of working with our graduates. Kneehigh also works with Falmouth on the development of their communications and digital content strategies, as well as the Cornish Performance Archive.



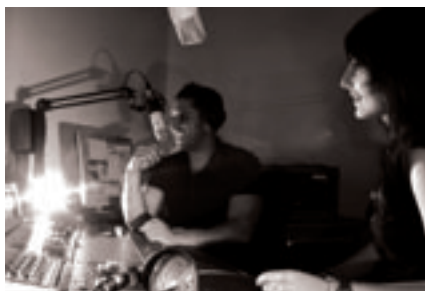




## PLACEMENTS & HIGHLIGHTS

### MA INTERNATIONAL JOURNALISM

students produced an edition of the BBC World Service's World Have Your Say programme, which was transmitted live from Tremough Campus.



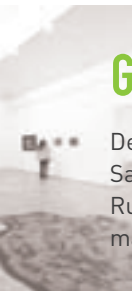
### MA PROFESSIONAL WRITING

had a major presence at the Port Eliot Festival where they showcased 60 new writers, worked with writing/performance group Heads & Tales and collaborated with Miracle Theatre.



### GRAPHIC DESIGN

Design Bridge (Amsterdam), Saatchi & Saatchi X (London), Rum Reklame (Norway) and many others.



### INTERIOR DESIGN

Pendennis Worldclass Superyachts, Virgin Atlantic and Rockwell NYC.



### FASHION, PERFORMANCE SPORTSWEAR & TEXTILES

Alexander McQueen, Habitat, John Lewis.





I LEARNED A LOT IN MY TIME AT FALMOUTH ABOUT THE CRAFT OF BROADCAST JOURNALISM. IT OPENED DOORS WHICH GOT ME GOING IN MY MEDIA CAREER. I AM DELIGHTED TO SEE IT DEVELOP AS A NATIONAL CENTRE OF EXCELLENCE IN BROADCASTING AND OTHER MEDIA.

**Hugh Pym**

BBC Chief Economics Correspondent

# RESEARCH & ENTERPRISE

WE'VE BEEN BUSY DEVELOPING GROUNDBREAKING RESEARCH PROJECTS AND PROMOTING CREATIVE AND INNOVATIVE PARTNERSHIPS TO TACKLE QUESTIONS WITH GLOBAL SIGNIFICANCE. THE ACADEMY FOR INNOVATION & RESEARCH (AIR) IS ALMOST READY TO TAKE OFF AND OUR FIRST KNOWLEDGE TRANSFER PARTNERSHIP HAS BEEN LAUNCHED.

## Academy for Innovation & Research (AIR)

The last year has seen excellent progress in the development of AIR. We established a sharper focus around AIR's activities and outputs, as well as its relationships to the creative industries and key businesses in the region. AIR focuses around two core themes:

- Digital Economy
- Sustainable Design

AIR opens in spring 2012 and will be housed in a special purpose-built building, which will be home to our Research and Enterprise teams and research students. Cutting-edge facilities will enable interaction with businesses; for

example the iLab – an interactive think-tank facility designed to support ideas generation and collaboration between artists, designers, technologists, businesses and investors.

## The first AIR Sandpit events

**Next Generation Broadband Sandpit** Delivered alongside BT and the Cornwall Development Company, this event focused on the economic, social and cultural benefits that the arrival of Next Generation Broadband will have for Cornwall and the Isles of Scilly, with an emphasis on the opportunities for higher education, business and the public sector.

**NHS Innovations Sandpit** Building on our existing relationship with NHS Innovations (p31), this event focused on the potential of a new business sector for Cornwall based around design and technology for patient and social care. Clinicians, technicians, manufacturers, intellectual property and business experts, UCF staff and students took part. The next development will be a full live AIR project.







# 50+

International partnerships University  
College Falmouth has in place, spanning  
28 countries and including 57 Bilateral  
Agreements with institutions across four  
continents from Asia and Australasia to  
North America.

## RESEARCH & ENTERPRISE PROJECT EXAMPLES



### **The power of storytelling**

Professor Mike Wilson, Dean of the School of Media & Performance, won £302,000 from the Arts & Humanities Research Council (AHRC) for a collaborative project between UCF, the University of Glamorgan, the Department of Energy & Climate Change and White Loop, a leading digital communications agency. The team will look at how new media technologies can harness the power of storytelling to reframe the public debate around climate change. Professor Wilson was also awarded £32,000 from the AHRC to explore a new way of delivering learning packages to rural communities, incorporating co-created curricula and the use of superfast broadband.

### **Understanding creative communities**

Jerome Fletcher, Award Leader MA Performance Writing, received a research grant of £75,000 as part of an academic consortium of seven European universities. The project is researching e-literature and has a global value of nearly a million euros. The three-year research project is funded by the Humanities in the European Research Area Joint Research Programme.

**Image** Dr Daro Montag, MA Art & Environment Award Leader, with members of Cape Farewell, discussing cultural responses to climate change on their expedition to the Peruvian Andes, 2009.

### **Linking gardens and health**

Research student, Angela MacDonald, has been awarded £10,000 by Maggie's Cancer Caring Centres towards research expenses for her PhD. The project explores what makes an authentic restorative garden and will consider the roles gardens can play in the design of healthcare facilities and how contemporary garden designers address the health needs of people in the 21st century.

**Images from left** Digital  
Drawing by Katie Bunnell,  
Associate Professor of Design.

Dr Daro Montag with  
members of RANE research  
group creating biochar at Eden  
Project in collaboration with  
Cape Farewell.

### Connecting craft & communities

Katie Bunnell, Associate Professor of Design, and Fiona Hackney, Award Leader MA 20th Century Art & Design, are co-investigators, with colleagues from Exeter's Geography department, in a £40,000 AHRC project that aims to create a unique collaborative network of craft and design historians, researchers, theorists, policy makers, creative consultants, institutions and craft practitioners.

### The Electronic Village Gallery

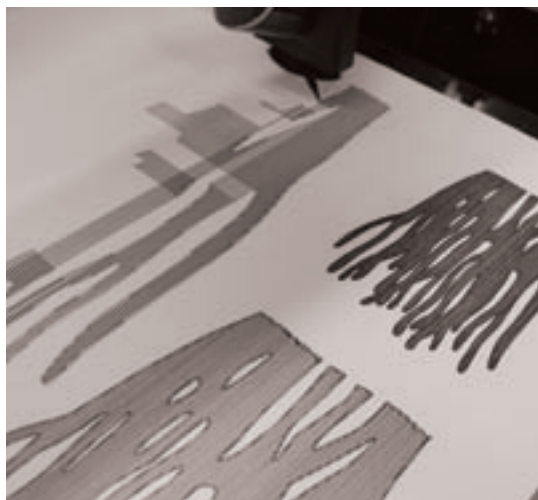
Kate Southworth, Award Leader MA Curatorial Practice, has been awarded £17,500 by Arts Council England for her project that aims to develop a distributed platform that links together local art communities within Cornwall and the South West of England with online art communities to produce, disseminate and enjoy digital and network art.

### Research Excellence Framework (REF)

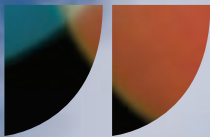
This year we laid the foundations for the University's submission to the REF. The Research & Enterprise Committee created a specific REF sub-group to validate and operationalise the submission strategy, balancing quality with quantity – including a design for a mock exercise beginning in May next year to review and assess individuals' principal outputs to date and consider the status of planned outputs. The process will involve confidential assessment by experienced internal and external academics. Work on developing a robust, public repository of research outputs has also begun, building on national exemplars in specialist arts colleges.

### Research Degree Awarding Powers (RDAP)

2010 saw greater prominence given to our plans to achieve RDAP. An annual audit of activity was launched in each School, which is linked to the RDAP assessment indicators such as up-to-date information on PhD supervision and examination experience, membership of professional and learned bodies, editorial appointments and other external positions. This will be repeated next year, in conjunction with the mock REF exercise, to form a rich picture of research activity across the University College and a baseline from which to monitor progress and direct investment in these areas.







I HAD A BRILLIANT COUPLE OF DAYS WITH THE MUSIC STUDENTS AT FALMOUTH...THERE ARE SOME GREAT YOUNG MUSICIANS THERE MAKING BOLD, INNOVATIVE AND EXCITING MUSIC, AND SOME COOL TUTORS AND LECTURERS ENCOURAGING AND CHALLENGING THEM. I LEARN AS MUCH FROM THEM, AS THEY DO FROM ME...


**Ed O'Brien (Radiohead)**

FAC Board Director and Co-Chair





# WHAT DO THEY DO AND WHERE DO THEY GO?



WORKING WITH OUR MANY BUSINESS PARTNERS AND ENSURING THAT ALL OUR COURSES HAVE EMPLOYABILITY AT THEIR CORE CONTINUES TO BE OUR PRIMARY FOCUS. THE CREATIVE INDUSTRIES NOW ACCOUNT FOR 6% OF BRITAIN'S GVA AND WE WANT TO REMAIN AT THE FOREFRONT OF PRODUCING DYNAMIC GRADUATES EQUIPPED WITH THE SKILLS NEEDED TO BE LEADERS IN THE CONTINUED GROWTH OF THESE INDUSTRIES.

## Recent graduate success stories

- Illustration graduate Jem Westing is now a paper engineer for Dorling Kindersley.
- Graphic Design graduates gained employment in some of the world's leading design consultancies, including The Partners, Brand Union, Jones Knowles Ritchie, Smith & Milton, Fitch; plus Dyson, Nokia and the Times.
- Fine Art graduate James Parkinson is now graduate artist-in-residence at Spike Island in Bristol.
- MA International Journalism graduate Ciara Sutton is now assistant producer at Reuters brand new pioneering interactive TV service.
- Recent graduates from the MA Creative Advertising course, Felipe Guimaraes and Lambros Charalambous landed coveted jobs at Bartle Bogle Hegarty (BBH), one of the world's leading advertising agencies.
- Digital Animation graduate Adam Lawrence now works for Framestore, the Oscar-winning animation and effects house who have created effects for movies including Harry Potter, Avatar and Casino Royale.



# 100MB

Speed of [Next Generation Broadband](#) to be rolled out across Cornwall by 2014, part of a £132m investment by BT and the EU to give the county early access to world-class communication technologies.





## MA PROFESSIONAL WRITING RECENT SUCCESSES INCLUDE:

- MATT COX WON THE BIOGRAPHERS' CLUB TONY LOTHIAN PRIZE FOR UNPUBLISHED BIOGRAPHY, WITH A BOOK THAT STARTED LIFE AS AN MA PROJECT.
- ROBERT SELF-PIERSON ORGANISED THE 26 TREASURES EXHIBITION AT THE V&A, FEATURING WRITERS INCLUDING ANDREW MOTION AND MAURA DOOLEY.
- LIZZIE BIRD SIGNED A BOOK DEAL WITH READER'S DIGEST.
- SARAH OLIVER PUBLISHED FIVE CELEBRITY A-Z TITLES WITH JOHN BLAKE PUBLISHING, ALL OF WHICH FEATURED ON NON-FICTION BESTSELLER LISTS.



Image: Heatherwick Studio

- Design graduate Tim Miller has been working with the renowned Heatherwick Studio and Troika on projects such as the New Bus for London and the UK Pavilion at the 2010 World Expo in Shanghai. Another 3D Design graduate is now working as a prototype designer for Dyson.

- Fashion, Performance Sportswear and Textiles students have secured roles at Mulberry Home, Elle Decoration, River Island, Liberty, Burberry, Sweaty Betty, Abercrombie & Fitch, Nicole Farhi and Ripcurl.
- Several Theatre graduates worked as extras on the recent Pirates of the Caribbean film, On Stranger Tides.

### Graduate employability

Results from the recent NSS and DLHE surveys showed an impressive picture of our students' employability, with significant improvement from the previous years. Our performance in the employability survey is broadly in line with that of our competitors, and significantly ahead of the sector and key competitors in some areas.

The percentage of UCF respondents declaring themselves unemployed is now below the national average, and significantly below the subject averages for the University College's two main subject areas: Creative Arts & Design (12.5%) and Mass Communications and Documentation (13.9%).

### Destinations of Leavers from Higher Education Institutions, 2008/09

	In work/further study %		Assumed unemployed %	
	National average	UCF respondents	National average	UCF respondents
2008/09	69.2	84.7	8.6	7.3
2007/08	72.0	75.3	7.3	8.7
2006/07	74.3	85.1	5.2	6.0
2005/06	74.0	70.1	5.7	9.7

## SOME ALUMNI SUCCESSES

Image: Nikki Dodds

### JOE BARNES

BA(Hons) Journalism

Joe Barnes is now editor of men's lifestyle magazine FHM. Joe previously worked as a freelance writer for the Guardian, the Sunday Telegraph and the Observer before joining Front as news editor in 2005 and overseeing the re-launch of the title in 2006. "He is a young talent who will inject fresh thinking and energy into the market." (Rimi Atwal, Publishing Director, FHM)



### LILY RICE

BA(Hons) Performance  
Sportswear Design

Lily Rice has designed, manufactured and tested her own Mammot GORE-TEX® jacket after her design was chosen as a winner of the GORE-TEX competition.



Image: Alexei Hay

### NIK YOUNG & CHRIS ELLIOT

BA(Hons) Music

Music graduate Nik Young has co-written with Madonna and Chris Elliot worked on the music score for Baz Luhrmann's Oscar-winning film Moulin Rouge, arrangements for Amy Winehouse's multi-platinum selling Back To Black and Mark Ronson's (above) hit album Version.

### STACEY DIX

BA(Hons) 3D Design

Stacey Dix joined retail giant, Hamleys, straight after graduating. Working first as product designer and now as company designer, Stacey was the first in-house toy designer to be appointed since the illustrious Regent Street store was founded in 1760.









# AWARDS & FORMAL RECOGNITION

## **STUDENTS**

UCF STUDENTS HAVE ENGAGED IN NATIONAL AND INTERNATIONAL COMPETITIONS AND EVENTS WITH CONSIDERABLE SUCCESS, CONTINUING FALMOUTH'S EXCELLENCE IN ACHIEVING FORMAL RECOGNITION ACROSS ALL OF ITS COURSES.

**Designs for the Royal Mint** Natasha Ratcliffe (who graduated in Fine Art in 2004) beat over 30,000 entries with her designs for two commemorative 50 pence coins being issued to commemorate the 2012 Olympic Games.

**D&AD New Blood 2010 Exhibition** BA(Hons) Graphic Design won Best Stand in Show and student Ben Cridland won Best New Blood award. The course also won its eleventh First Prize Yellow Pencil in the last six years.

**One World Student Media Award** MA International Journalism student Zoe Graham won one of six awards for £1,000, to produce a documentary about landmine victims in Mozambique.

**South West Royal Television Society Awards** BA(Hons) Digital Media students swept the board in 2010, making it the third time that the course has won both the Drama and the Documentary categories.

**MacMillan Children's Book Competition** BA(Hons) Illustration students accounted for five highly commended entries for this prestigious award.

**Saatchi Gallery/Channel 4 New Sensations 2010** BA(Hons) Fine Art students Matthew Benington and Katie Sims were shortlisted from nearly 400 entrants. Their work was exhibited with other finalists as part of the Frieze Art Fair in London.



# 450

New student residences being developed at Tremough, our joint campus with the University of Exeter – taking the total number to 1,700.





**Sainsbury Scholarship** BA(Hons) Fine Art student Joanna Bryniarska was awarded this prestigious 12-month scholarship as Artist-in-Residence at the British School in Rome.

**Atlantic Press** This publishing house associated with MA Authorial Illustration exhibited at the London Small Book Publishers' Fair, the London Commercial Book Fair, Comiket and Glasgow Artists' Book Fair.

**Cannes Film Festival** MA Authorial Illustration student Temujin Doran won a film animation award for his film advertising Lego.

**Platinum Disc** Part-time MA Authorial Illustration student Caroline Pedler received this significant award for her illustrations for the debut album by Angus and Julia Stone.

**Young Creative Network Best Student of the Year** BA(Hons) Graphic Design student Cassie Lawrence won this prestigious award for her London Underground poster campaign.

**National Outlook Expeditions 2009 Photography Award** BA(Hons) Press & Editorial Photography student Greg Strachey won first prize.

## STAFF

AN INTRINSIC ELEMENT OF OUR TEACHING STAFF IS THEIR CONTINUING EXPERTISE IN THEIR CHOSEN FIELDS. THE NUMBER OF SIGNIFICANT PROFESSIONAL ACHIEVEMENTS ATTAINED BY OUR LECTURERS IN THE PAST YEAR STANDS AS A POWERFUL TESTAMENT TO THE CALIBRE OF OUR STAFF.

**Virginia Verran**, Part-time Lecturer, Fine Art was awarded First Prize in the prestigious Jerwood Drawing Prize 2010, the country's leading award in drawing.

Programme Leader BA(Hons) Digital Animation, **Andy Wyatt** worked as animation supervisor on CBBC's cult kid's show OOglies. He has also written a book The Complete Digital Animation Coursebook (Thames and Hudson).

**Mercedes Kemp**, Senior Lecturer, Fine Art wrote Beautiful Journey for nationally acclaimed Cornish theatre company, Wildworks. She also co-directed The Memory Projector, a large interactive installation for Glasgow Merchant City Festival.

A partnership between **Dr David Prior**, Senior Lecturer in Music: Composition and Digital Media, and architect Frances Crow resulted in their proposal winning the Performing Right Society Foundation (PRS F) New Music Award, one of the youngest, most ambitious and experimental music competitions with an impressive £50,000 prize.

**Sian Bonnell**, Associate Professor of Photography, was awarded a Photoworks Senior Research Fellowship in photography and lens-based media at The British School at Rome.

**Patrick Gottelier**, Head of the Department of Design, was appointed as international lead consultant to the Sri Lankan Design for Sustainable Development project (funded by the Sri Lankan and Norwegian governments).

RECENT VISITING SPEAKERS INCLUDE:



JEREMY  
SILVER

CEO of Mediacity, deputy chairman of Futurelab and acting CEO of the Featured Artists Coalition.



ANDREW  
CHITTY

Founder of Illumina Digital and an award-winning creative producer for Channel 4, BBC and Microsoft.

PETER  
SAVILLE

Co-founder and creative director of the legendary Factory Records, and one of the most influential designers of our time.



EMILY  
BELL

Director of digital content for Guardian News and Media.



ROBIN  
RIMBAUD

(aka 'Scanner'). British sound artist who has received critical acclaim and won admiration from the likes of Bjork, Aphex twin and Stockhausen.



SINGGIH S  
KARTONO

Indonesian designer whose wooden radio won the Brit Insurance Design Awards 2009.






# 10%

Higher than national average,  
almost 10% of our students  
[volunteer in the community.](#)



# WORKING WITH THE COMMUNITY



OUR EDUCATIONAL OUTREACH PROJECTS WORK WITH SCHOOLS, COLLEGES AND CHILDREN IN CARE FROM ACROSS CORNWALL AND DEVON – INCLUDING OUR AIM HIGHER ARTS PARTICIPATION TEAM, WHICH PARTNERS UCF STUDENT AMBASSADORS WITH A RANGE OF SCHOOL-BASED ART AND PERFORMANCE PROJECTS.

- We're creating student 'compacts' and progression agreements with local schools to facilitate easier access to our degree courses for students who wish to remain in Cornwall to study.
- FXU Community Action facilitates Falmouth students volunteering in community and environmental organisations, ranging from Surfers Against Sewage to Age Concern.
- Members of the public can use our libraries at Tremough and Woodlane to access reference books, and external membership is also available for borrowing books.
- UCF provided key support in the building of the impressive TISA covered sports facility at Penryn College. Our gym and exercise facilities at Tremough Campus are available for public and community use.
- We have signed the Manifesto for Public Engagement, a commitment to developing our approach to sharing our knowledge, resources and skills with the public.
- Falmouth has joined the Carbon Trust's prestigious Higher Education Carbon Management Programme, designed to assist higher education institutions in realising carbon emissions savings.
- Our Green Travel Plan is an example of our commitment to reducing our carbon footprint and minimising the negative environmental impact of travel related to the University College.

# CREATIVE MINDS INSPIRING FUTURES



## GET INVOLVED!

IF YOU LIKE WHAT YOU'VE SEEN ON THESE PAGES AND WOULD LIKE TO WORK MORE CLOSELY WITH UNIVERSITY COLLEGE FALMOUTH, WE'D LOVE TO HEAR FROM YOU. FROM LIVE PROJECTS, INDUSTRY PARTNERSHIPS AND INTERNSHIP SCHEMES TO BURSARIES, AWARDS AND LEGACIES, THERE ARE LOTS OF MEANINGFUL WAYS TO ENGAGE WITH UCF AND ITS STUDENTS, STAFF AND RESEARCHERS.

PLEASE CALL 01326 211077 TO  
DISCUSS YOUR IDEAS.



## UNIVERSITY COLLEGE FALMOUTH

WOODLANE

FALMOUTH CORNWALL

TR11 4RH UK

## TELEPHONE

+44 (0)1326 211077

## EMAIL

INFO@FALMOUTH.AC.UK

## WWW.FALMOUTH.AC.UK

## KEEP UP-TO-DATE

## ON EVERYTHING UCF

📺 FOLLOW US @UCFALMOUTH

## CREDITS

### CONCEPT & DESIGN

NIXON

WWW.NIXONDESIGN.COM

### COPYWRITING

STRANGER COLLECTIVE

WWW.STRANGER-COLLECTIVE.COM

### EDITOR

JEREMY WHITAKER

UNIVERSITY COLLEGE FALMOUTH

### PHOTOGRAPHY

MATT JESSOP

WWW.MATTJESSOP.COM

THANK YOU TO ALL THE OTHER

PHOTOGRAPHERS WHO CONTRIBUTED

### PRINT

FOUR WAY PRINT

WWW.FOURWAYPRINT.COM



CREATIVE MINDS INSPIRING FUTURES

[www.falmouth.ac.uk](http://www.falmouth.ac.uk)

