



Annual Report 2010/11

UNIVERSITY COLLEGE
FALMOUTH

Annual Report 2010/11



£100 MILLION+



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



91.6%

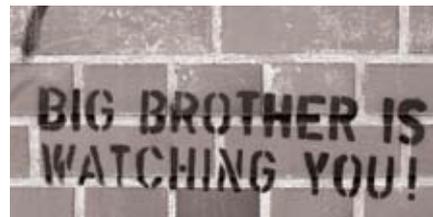
Graduates from UCF in work or further study six months after graduating (09/10 Destination of Leavers from Higher Education Survey)



X5



University College Falmouth has five times the national average of self-employed graduates



IN OUR SIGHTS



THIS ANNUAL REPORT RECORDS ANOTHER SUCCESSFUL YEAR FOR UNIVERSITY COLLEGE FALMOUTH. IT BUILDS ON THE ACHIEVEMENTS OF THE PREVIOUS YEAR AND TAKES US ONE STEP FURTHER TOWARDS OUR OBJECTIVE OF BECOMING ONE OF THE TOP FIVE INTERNATIONAL ARTS UNIVERSITIES.

In terms of performance measures, we are pleased to report that the financial outturn for this year built upon the success of previous years. At £42 million, the final income showed a 7% increase on last year, with the overall surplus up by 17% – £0.7 million greater than expectation. This has allowed continued investment in our student experience, learning environment and resources.

The autumn marked the arrival of Dartington staff and students and October saw the formal opening of the £19 million Performance Centre at Tremough (including a £12 million EU grant). A special gala dinner event was attended by over 150 dignitaries, who were treated to a performance showcase featuring UCF staff, students, alumni and visiting Professors. This was also the prelude to the launch of Platform, an ongoing year-long programme of performances hosted in the Performance Centre, earning it the accolade of being our most public-facing building.

2010/11 was a year when significant construction began on site, representing a total of £19 million of new building projects*. Construction began on the £10 million Exchange building, which will open its doors in September 2012. This major facility will provide a 2,554m² extension to the library and new learning facilities on our Penryn campus at Tremough. Work also started on the Academy for Innovation & Research (AIR), a £9 million project, which will provide a research and innovation hub focused on sustainable design and the digital economy, due to open in May 2012.

*£10 million generously funded by the EU and the balance from national sources including the Higher Education Funding Council for England and the Regional Development Agency.

This last year saw a significant increase in student applications – our 28% increase was much greater than the national average of 0.4% in what was expected to be an atypical year in UK HE, prior to the 2012 change to student fees. The process of diversification into new types of provision such as BA(Hons) Fashion Photography heralded a new type of interdisciplinary programme for UCF and attracted a substantial new cohort of students for Falmouth.

Following the Browne Review of higher education and the ensuing fallout from its recommendations, spring 2011 saw us – like all UK HEIs – preoccupied with establishing our undergraduate fee structure for 2012/13. Our decision to charge £9,000 across all our programmes reflects our commitment to continue to offer a high quality student experience. It also reflects the cost of delivering specialist undergraduate programmes. Our plans include significant additional investment, including more than £2 million each year for outreach and access activity, and bursaries worth £6,000 each for students from lower income backgrounds.

Falmouth's position in national league tables also showed our commitment to providing our students with an outstanding education. In 2010/11 Falmouth once again achieved notable positions in the Sunday Times Art & Design Subject Table (7th out of 73) and the Guardian's main league table (46th out of 119 institutions, mostly 'full' universities – UCF was the highest ranked University College outside of the University of London's Colleges).

We've taken great strides in 2011 to increase research activity and attract research income, which showed a 170% increase on the previous year. We've also worked with BT on harnessing the potential of Next Generation Broadband in Cornwall and with NHS Innovations on creating a new supply chain for the development of new devices.

2011 saw the launch of our first Compact Agreement – aimed at assisting Cornish pupils into higher education – with Penryn College. We also launched the Teaching Excellence Award and the Learning Support Excellence Award in recognition of staff who have made a significant contribution to the student learning experience.

In essence, Falmouth has enjoyed an exceptionally strong performance in 2010/11. We have students who continue to win awards, talented staff and we've also added to our stock of high quality buildings and resources. We believe the Falmouth brand has gained strength and we are increasingly recognised as being not just key players in the regional and national creative economy, but also as being at the centre of an important and very sizeable UK creative hub.

The last ten years have seen UCF triple in size, but this has not diminished our appetite to develop further. We are conscious that our distinctiveness is built upon being specialist and, at the same time, on our desire and ability to work with and across other disciplines and sectors. This last year has reaffirmed our belief that our future lies both in building on the increasingly important creative and cultural industries, but also upon our role in bringing creativity to benefit a wide range of other sectors.

Professor Anne Carlisle

Rector & Chief Executive, University College Falmouth



450

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



OUR RECENT PERFORMANCE IN THE KEY LEAGUE TABLES SHOWED CONTINUED IMPROVEMENT ACROSS THE BOARD, INCLUDING A NUMBER OF TOP 10 PLACINGS – REFLECTING OUR DEVELOPMENT, GROWTH AND COMMITMENT.

3RD HIGHEST

OF THE HIGHER EDUCATION INSTITUTIONS ALIGNED TO A MISSION GROUP, UCF IS THE 3RD HIGHEST RANKED OUTSIDE OF THE RUSSELL GROUP AND 1994 GROUP.

17TH OUT OF 82

GUARDIAN ART & DESIGN SUBJECT TABLE 2012 (UCF IS ALSO 4TH IN THIS TABLE FOR THE NSS MEASURE 'SATISFACTION WITH FEEDBACK')

9TH OUT OF 59

SUNDAY TIMES COMMUNICATIONS & INFORMATION STUDIES SUBJECT TABLE 2012

37TH OUT OF 86

GUARDIAN MEDIA STUDIES SUBJECT TABLE 2012 (UCF IS ALSO 11TH IN THIS TABLE FOR 'CAREER AFTER SIX MONTHS')

JOINT 11TH OUT OF 119

GUARDIAN 2012 'BUILD YOUR OWN' LEAGUE TABLE FOR 'SATISFACTION WITH FEEDBACK'

17TH OUT OF 75

COMPLETE UNIVERSITY GUIDE 2012 ART & DESIGN SUBJECT TABLES



2,554M²

Expansion of the Learning Resource Centre to build The Exchange, a pioneering new study and library facility open 24 hours a day



£20 MILLION

Awarded to university education in Cornwall by the Higher Education Funding Council for England (HEFCE) over the next decade



Please note: the above league table results reflect performance in the 2010/11 year

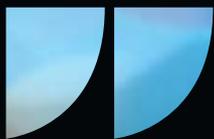




7TH OUT OF 73

Sunday Times Art & Design Subject Table 2012





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

2010/11 SOME HIGHLIGHTS

FROM THE STAR-STudded OPENING OF OUR NEW PERFORMANCE CENTRE TO OPENING DOORS TO HIGHER EDUCATION FOR LOCAL SCHOOLS; A BIG INCREASE IN RESEARCH INCOME TO A BIG INCREASE IN STUDENT APPLICATIONS; PLUS A HOST OF EXCITING BUILDING PROJECTS – 2010/11 SAW A YEAR OF GREAT PROGRESS FOR UNIVERSITY COLLEGE FALMOUTH.

THE END OF THE MERGER, THE START OF A NEW ERA





BUILDING OUR FUTURE

From turf cutting to topping out ceremonies, 2010/11 was a year that saw a number of exciting and long-awaited major construction projects take shape, including the Academy for Innovation & Research (AIR) and The Exchange.



WORKING IN PARTNERSHIP WITH LEADING BUSINESSES

AIR Sandpit events – including Superfast Broadband, NHS Innovations and Digital Making in Cornwall – brought together leading academics, creative industry professionals, clinicians, public and private sector businesses, developers and investors.



INCREASING OPPORTUNITY

Aimed at assisting Cornish pupils into higher education, we signed our first Compact Agreement with Penryn College in 2011. Several more are due to follow in 2011/12.



BOOST TO RESEARCH ACTIVITY

Research activity and income increased by 170% in 2010/11. This image shows William 'Todd' Jones and Steve Nallon at the Centroid Motion Capture facility at Pinewood Studios exploring the feasibility of superfast broadband connections between Pinewood and Falmouth for remote motion capture as part of AIR /BT feasibility studies. Centroid and UCF have formed a strategic relationship this year, resulting in the Centroid Motion Capture Lab at Tremough.



NEW PORTFOLIO SEES APPLICATIONS SOAR

A number of new courses such as BA(Hons) Fashion Photography and BA(Hons) Drawing helped boost our applications, being 28% higher than the previous year.



100MBPS

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



A BRIGHT FUTURE FOR THE CREATIVE INDUSTRIES

THE CREATIVE INDUSTRIES IN THE SOUTH WEST IS AN EXCITING SECTOR, FULL OF OPPORTUNITY AND GROWTH. UNIVERSITY COLLEGE FALMOUTH CONTINUES TO PLAY A LEADING ROLE IN THIS DEVELOPMENT, PROVIDING A STIMULATING AND INNOVATIVE ENVIRONMENT THAT HELPS PRODUCE THE HIGHLY SKILLED GRADUATES DEMANDED BY THESE INDUSTRIES.

The creative industries are both an area of high student demand and a very buoyant employment sector.

- The creative industries account for 6.4% of the UK's Gross Value Added
- The creative industries directly employ over 1.5 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 UK's national innovation agency, 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, as proven by our Film, Digital Media, Digital Animation, Journalism, Professional Writing, Music, TV Production and Advertising courses.



Visit falmouth.ac.uk Follow us @ucfalmouth

The South West is a region that's really going places...

£132 MILLION

Investment into Next Generation Broadband in Cornwall, set to make the region one of the quickest and best connected in Europe



£10 BILLION

the UK's creative exports from the South West

2ND

The region has the second largest creative industries sector outside London and is home to some of the most innovative and successful media companies in the UK



712 MILLION

European Convergence funding being invested into Cornwall to develop the economy and increase opportunities

15.2%

level of self-employment in working age population in Cornwall - 5% higher than the national average, confirming the county as a hotbed of innovation and enterprise



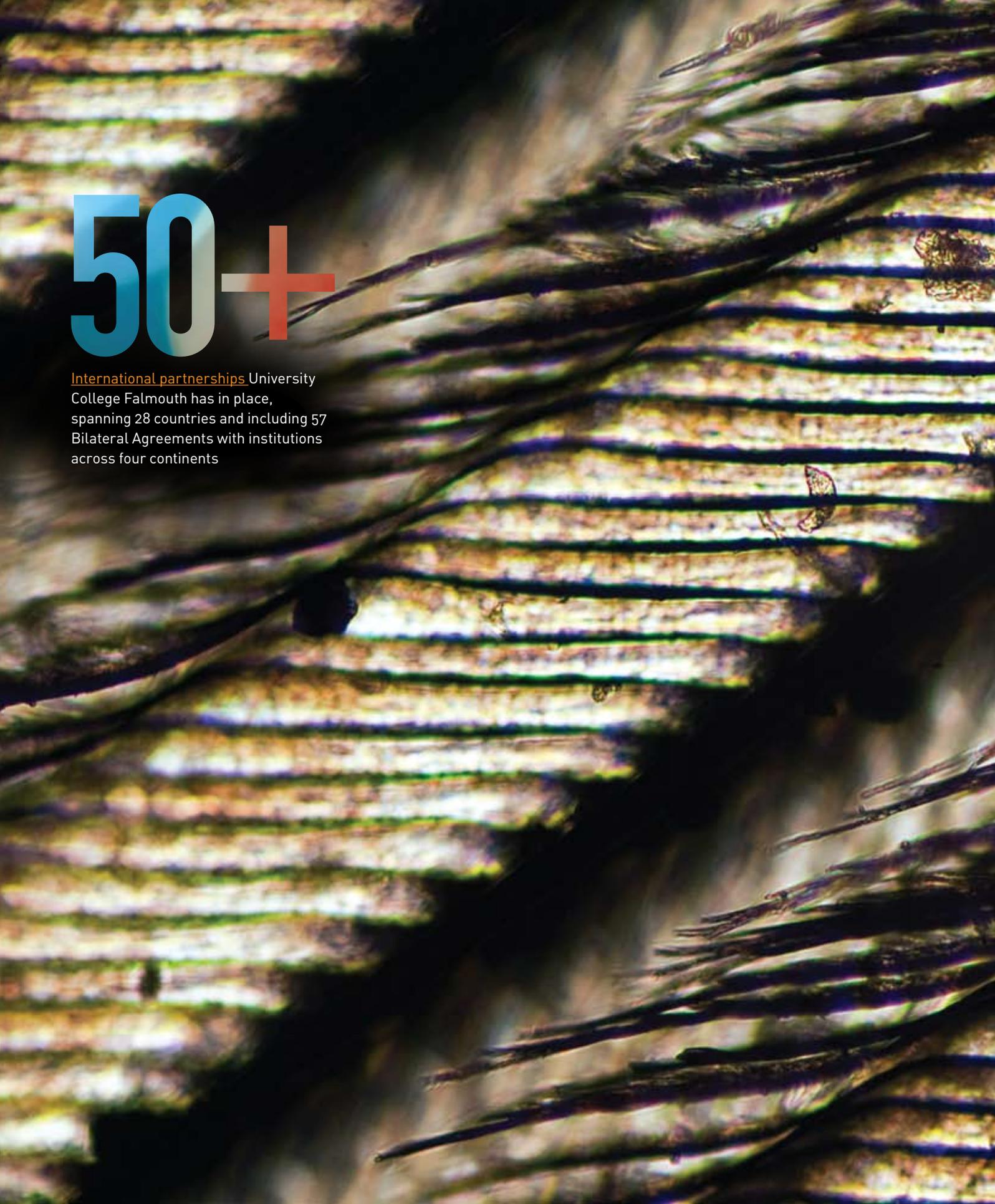
1ST

Where Cornwall sits on the list of most visited counties in the UK

470+

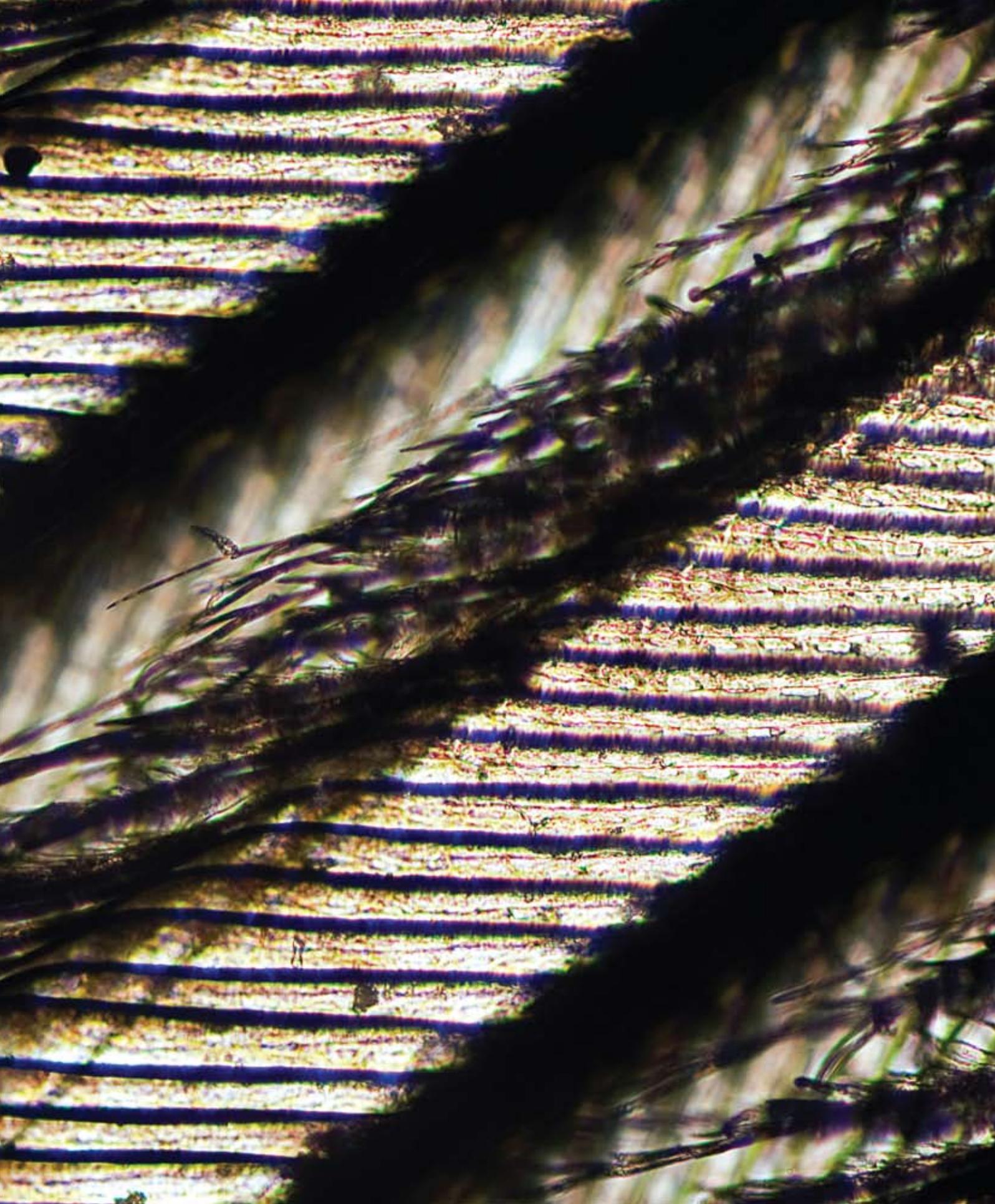
Renewable energy schemes in the South West, making it the front-running region in one of the UK's fastest growing business sectors

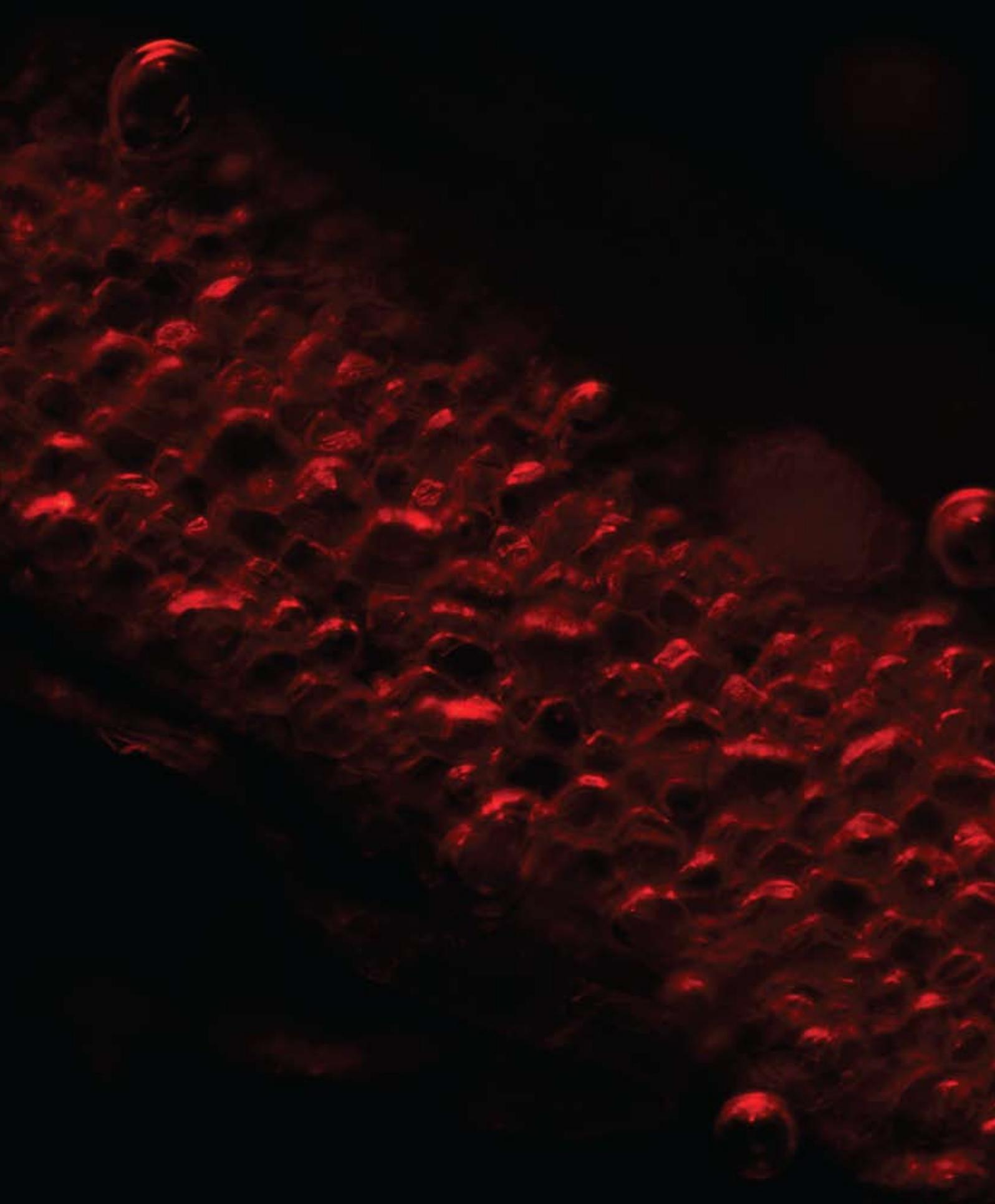


A detailed microscopic image of plant tissue, showing numerous parallel, elongated cells with distinct cell walls. The cells are stained, with some appearing in shades of purple and blue, while others are more yellowish. The overall texture is fibrous and layered. In the upper left corner, there is a large graphic consisting of the number '50' in a blue-to-white gradient font, followed by a red plus sign '+'.

50+

International partnerships University
College Falmouth has in place,
spanning 28 countries and including 57
Bilateral Agreements with institutions
across four continents





PORTFOLIO STATISTICS & SCOPE



THE CREATIVE INDUSTRIES ARE CONSTANTLY EVOLVING AND WE ALWAYS WANT TO ENSURE THAT OUR COURSES KEEP PACE, RESPONDING TO AND REFLECTING NEW TECHNOLOGIES AND DEVELOPMENTS. THE DELIVERY OF OUR COURSES IS ALSO CONSTANTLY PROGRESSING TO MATCH THE NEEDS OF OUR STUDENTS, WITH NEW SHORT COURSES AND ONLINE OPTIONS NOW AVAILABLE.

Recent portfolio developments include:

BA(Hons) Communication Design is the first online undergraduate award being developed within the School of Art & Design. Led by Bryan Clark (senior lecturer and a member of the D&AD Executive Committee) and Jon Unwin (programme leader of BA(Hons) Graphic Design), the course will be delivered through a pioneering interface – The Global Studio – with specially designed, high quality content, helping to redefine what it means to study an arts subject online.

The new **BA(Hons) Fashion Photography course** is designed to inspire – and produce – the next generation of fashion image-makers. Led by Emma Hughes, the course is another example of the collaboration that flourishes at Falmouth; running in parallel with our Fashion Design and Performance Sportswear Design courses, while engaging with the creative world of undergraduate Photography.

Other new developments in the School of Art & Design include a **BA(Hons) Drawing** degree that focuses on valuable ‘core skills’ and a range of short courses under the banner of the **Falmouth Landscape & Garden School**. Led by the award-winning garden designer Matt James, TV’s *City Gardener*, we will offer a programme of short courses, delivered as one-day specialist intensives or as four-day residential.

BA(Hons) Journalism is the first online undergraduate award to be developed in the School of Media & Performance, building on our successful experience in the online MA Professional Writing. The School is also leading on the new BA(Hons) Creative Computing that focuses on designing games, making mobile apps for smartphones and other multiplatform experiences.

Much development work has also taken place on the new **MBA Creative Leadership**. Designed in collaboration with some of the UK's leading business schools as well as high-level associates from the worlds of design, branding, media, fashion, IT and manufacturing, it focuses on the career development needs of leaders and managers in the global creative industries.

We have also developed an **MFA** that will allow students, many of them current practitioners, to specialise in a range of areas including Fine Art, Design, Theatre and Choreography and to pursue the programme in full-time or part-time modes, on campus or at a distance.

Image Chloe Reynolds,
BA(Hons) Fashion Design



AWARDS

Undergraduate

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

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

Postgraduate

Art & Environment MA
Creative Advertising MA
Creative Leadership MBA
Curatorial Practice MA
Fine Art: Contemporary Practice MA
Illustration: Authorial Practice MA
International Journalism MA
Masters in Fine Art MFA
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

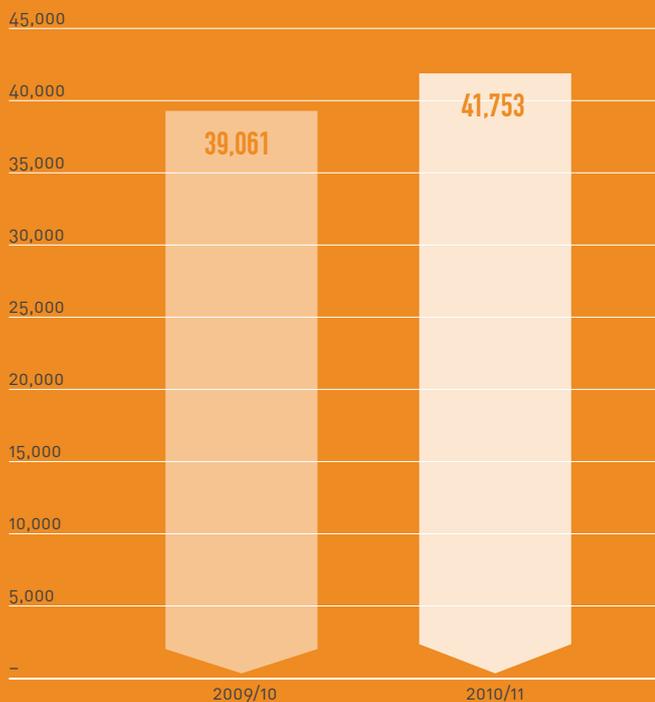


SUMMARY OF 2010/11 ACCOUNTS

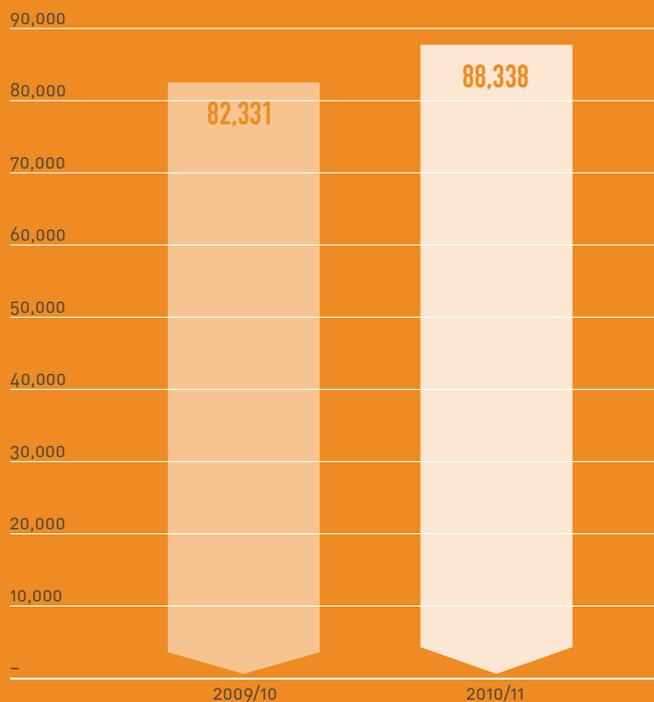
The last year has been another financially successful one for UCF with growth in student numbers, research activity, surplus levels and net asset values.

The financial surplus exceeded budget and put the institution in a strong position with modern facilities and high levels of cash for future investments.

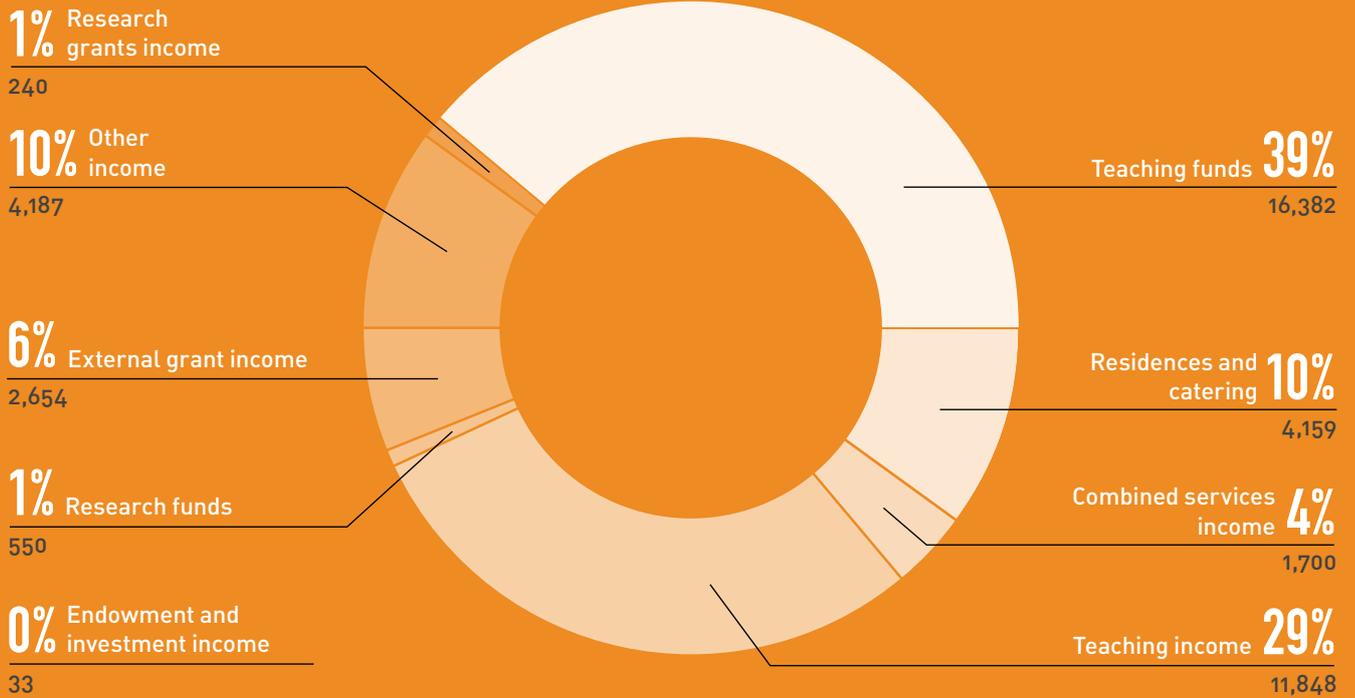
INCOME £'000



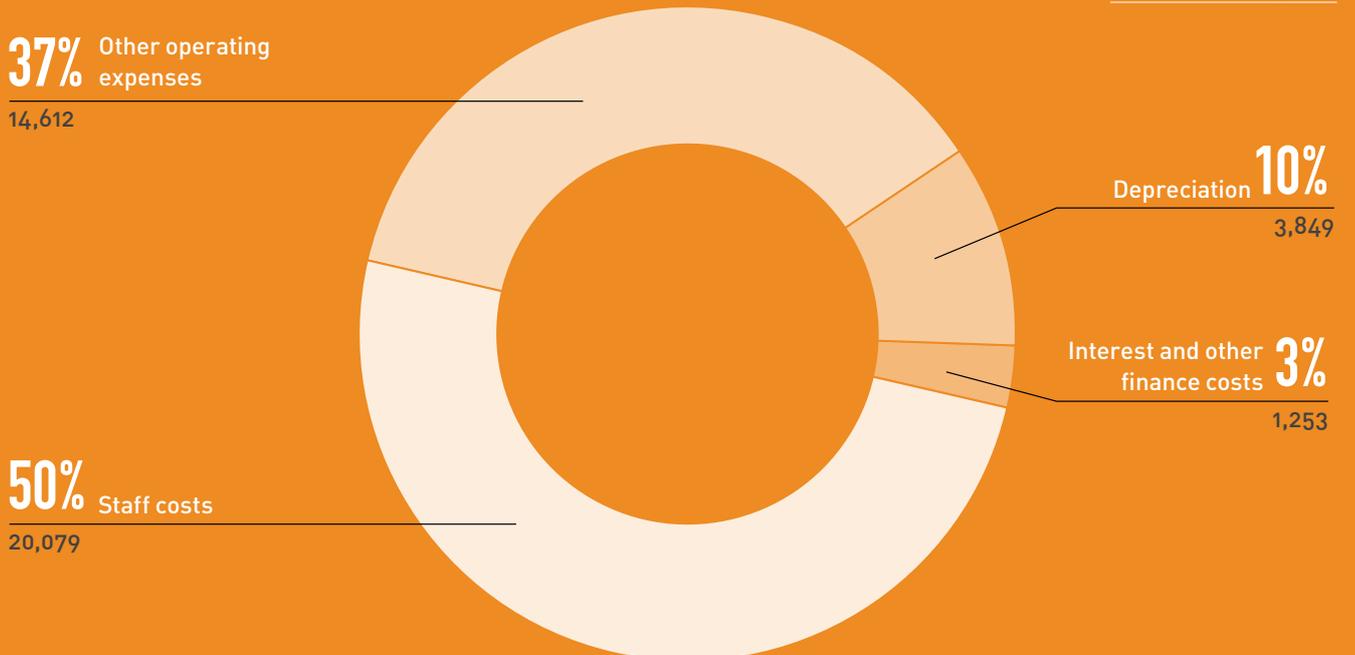
BALANCE SHEET £'000

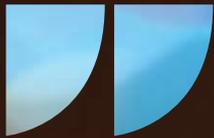


INCOME BY CATEGORY £'000



EXPENDITURE £'000





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



ARNOLFINI



SAATCHI & SAATCHI



EMPORIO ARMANI

theguardian



FRONTLINE

DONMAR

Kneehigh

eden project

TATE St Ives

macy's



TO ENSURE OUR STUDENTS ARE HIGHLY EMPLOYABLE, WE CONTINUE TO DEVELOP STRONG PARTNERSHIPS AND PRODUCTIVE LINKS WITH A WIDE RANGE OF BUSINESSES AND KEY INDUSTRY NAMES - ENABLING WORKSHOPS, PLACEMENTS AND INTERNSHIPS TO PLAY A VITAL ROLE IN ALL OUR COURSES.



John Lewis

National Theatre

The Mail ON SUNDAY



etnies



BURBERRY LONDON

SONY



NHS



National Trust



PLACEMENTS & HIGHLIGHTS IN 2010/11 INCLUDED:

MA Creative Advertising

Felipe Guimaraes and Lambros Charalambous, MA Creative Advertising graduates, were hired by the prestigious advertising agency BBH, after they successfully completed an initial three-month placement. As an art director-copywriter team they are currently producing a digital treatment for Weetabix, a Facebook app for Axe and television scripts for Surf and Vigorsol chewing gum. Mark Wilson and Steven Parsons also turned a work placement, secured after a recommendation from award leader Chris Waite, into a full-time position – this time at OgilvyOne, where they've worked on projects for clients including BT and British Airways.

Music and Theatre

Our current Music students are members of the Sony A&R Academy programme, while Theatre students have benefited from a placement with Living Structures, helping to develop their new piece *Leviathan* for the London International Festival of Theatre (LIFT) following their sell-out run at the Old Vic. Theatre students have also undertaken internships with Donmar Warehouse.

Dance

Christine Borch worked within Berlin performance venue Schwelle 7, collaborating with Felix Ruckert and working through Min Tanaka's Body Weather Farm in Japan.

BA(Hons) Choreography student Harriet Quinn helped coordinate New Delhi's first contemporary dance festival; while Sheri Burt worked with Katie Duck in Amsterdam and then The Poly in Falmouth for her Contextual Enquiry Project on dance improvisation.

Journalism and Public Relations

Fifty students on both the Journalism and Public Relations undergraduate courses have taken up prestigious work placements during the past year, including BBC Magazines in India, Weber Shandwick in Dubai, the public affairs department of the US army in Florida and a political magazine in Chicago. Other destinations included the Express, the Telegraph, NME online, Which?, Shortlist, the Eden Project, Frank PR, Sky News and NBC in London, a radio station in Norway and the PR department of a sailing company in Greece.



MA Professional Writing

As part of her research into the over-50s market for commercial fiction, Elaine Kingett spent time working with the publishing director and publicity team at Headline (a division of the international publishing giant Hachette) and also with leading magazine publishers IPC. Sophie Cowles worked with top business communications agency The Quiet Room; while Mark Jervis worked with the team behind the Orwell Prize – one of the most high-profile literary awards in the UK. Matthew Button and Luke Tucker worked with Falmouth-based agency Stranger Collective on the website and programme for the Port Eliot Festival, helping cement its reputation as the most imaginative and eclectic festival in the UK literary calendar.



Fashion Design and Performance Sportswear Design

Students from Fashion Design and Performance Sportswear Design secured placements with three of the most prominent design houses in the world. Placements at Marios Schwab, Jonathan Saunders and Christopher Kane are highly sought after and applications for internships run into the high hundreds. On his placement at Marios Schwab, BA(Hons) Performance Sportswear Design student George May made the patterns for two outfits and one garment that were shown on the Marios Schwab catwalk at London Fashion Week and are now being sold internationally.



Textile Design

New York fashion house Rebecca Taylor continued to award one or more Textile Design students a three-month, all-expenses-paid internship. Kellwood, the new parent company of Rebecca Taylor, have confirmed their continued involvement for the next academic year as well as welcoming employment applications from our graduates. Parry Murray, a supplier of high-value furnishing fabrics to the trade based in South London, organised for a third year weave student to spend time with one of their main suppliers, Ambadi Enterprises, in Kerala, India.

MA International Journalism

Three MA International Journalism graduates successfully turned placements at leading television news channels into full-time positions, with Rosalie e’Silva now working at CNN, Nina Saada working at NBC London and Alex Aucott working at Euronews in France.

Photography

BA(Hons) Photography placements have included:

- | | |
|------------------------------|-------------------------------|
| Rafael Stahelin | Rankin |
| Picture This – Bristol Times | View – Kathy Bennet Telegraph |
| Rhubarb Rhubarb | Toby Glanville |
| Andy Rouse | Joe Cornish |
| Tim McPherson | Frank Herholdt |
| Andy Earl | |

BA(Hons) Press & Editorial Photography internships have included V11 Network in New York, NOOR Images in Amsterdam, and Panos Pictures and Foto 8 Magazine in London.

Warp Films

BA(Hons) Film’s relationship with leading UK production company Warp Films continued to grow, with over 20 students and graduates since 2010 undertaking three-week internships with the company that produced the critically acclaimed films *Submarine*, *Hunger* and *Four Lions*. Lucille Sutherland, who graduated in 2011, was recently appointed to a full-time role within the company, starting as an associate producer in June 2011.





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



OUR COMMITMENT TO RESEARCH IS DEMONSTRATED THROUGH THE QUALITY OF OUR FACILITIES, THE BREADTH OF THE PROJECTS WE SUPPORT AND THE PARTNERSHIPS WE HAVE FORGED, POSITIONING THE UNIVERSITY COLLEGE AT THE FOREFRONT OF MANY OF THE IMPORTANT QUESTIONS OF OUR TIME.

AIR

During 2010/11, our Academy for Innovation & Research (AIR) continued its progression, bringing together researchers, developers and businesses in collaborative partnerships centred on the areas of the digital economy and sustainable design. The AIR building, based on the Tremough Campus, is on schedule to open in summer 2012.

Tremough Innovation Centre

Work on the Tremough Innovation Centre progressed well throughout 2011, with the first businesses moving in early 2012. The facility will house up to 70 businesses, all benefiting from the knowledge transfer and collaborative opportunities that the shared workspace and meeting rooms provide, as well as the link with AIR, with which it shares a site.





4

Major new buildings housing
groundbreaking facilities
opening at Tremough in 2012



SOME RECENT SANDPIT EVENTS:

Superfast Broadband Three events involving academics, BT and local private and public sector businesses and organisations took place to discuss how Cornwall can best utilise the huge potential offered by Next Generation Broadband.

NHS Innovations Members of the medical industrial sector, creative industries, NHS clinicians, Knowledge Spa and academic institutions gathered with the purpose of creating a new supply chain for the development of new devices.

Digital Making in Cornwall Attendees, including those from the creative industries and academics, addressed the benefits to Cornwall of creating a flexible digital design and production unit open to all. They also discussed the issues and opportunities that developments in digital tools and technologies have in rural contexts like Cornwall.

Image Professionals from the medical sector, creative industries and academics converged for the Hi-Tech Health Care Future event

Beyond Innovation Centres Architects, investors, developers and economic and planning sectors of the public sector gathered to agree on a road map to ensure that tenants of the Innovation Centres have access to high quality premises and facilities, which will enable them to leave the centres and to continue to grow in Cornwall.

SOME RECENT RESEARCH & ENTERPRISE PROJECTS:

Vconnect Video Communication for Networked Communities, or Vconnect, is a three-year, €5 million Framework 7-funded European research project. UCF is one of eight partners including telecoms companies and research institutions from the UK, Portugal, the Netherlands, Belgium, Germany and Austria. Vconnect will develop capabilities through which ad-hoc groups of people will be able to enjoy real-time high-quality audio-video communication, with Falmouth's contribution being led by Professor Phil Stenton.

AIR/BT Workshops Three workshops were held to bring public, private and third sector communities together to explore the commercial and cultural opportunities presented by the roll out of Next Generation Broadband across Cornwall – the first county in the UK to benefit from 40Mbs-100 Mbs broadband. Presentations were made by academics from around the country and BT R&D and deployment operations, and attendees included local SMEs and public sector organisations and universities.

Cartel Photos Mal Stone, BA(Hons) Press & Editorial Photography, secured £15,000 in Convergence funding to test out the concept of a business aimed at providing commercial opportunities for existing students and alumni. The result is Cartel, a photographic agency housed and supported within the new business hub environment at UCF. Students who sign up to the agency have their work showcased on the Cartel website, enabling them to sell their work internationally. Cartel Photos can deliver everything from local news stories, public relations and events to serious editorial and reportage content. It also holds a diverse archive of members' photographs and personal projects, intimately documenting the local community, the landscape in and around Cornwall and similar projects on a national and international level.

ASPECT – 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, ASPECT, 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.

ELMCIP – Understanding Creative Communities Jerome Fletcher, the award leader for MA Performance Writing, received a research grant of £75,000 as part of an academic consortium of seven European universities. The project, Electronic Literature as a Model of Creativity and Innovation in Practice (ELMCIP), is researching e-literature and has a global value of nearly €1 million. The three-year research project is funded by the Humanities in the European Research Area joint research programme.

Designing 21st Century Standard Ware A collaboration between the University College's Automatic research group and the Leach Pottery in St Ives, PhD student Matthew Tyas is investigating ways in which digital design technologies can be used to examine Leach Pottery design and production methods, and explore the possibilities of using these methods to create a new range of ceramics.



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)

Featured Artists' Coalition Board
Director and Co-Chair

WHAT DO THEY DO AND WHERE DO THEY GO?

PRODUCING HIGHLY CREATIVE, EMPLOYABLE AND ENTREPRENEURIAL GRADUATES IS ONE OF OUR TOP PRIORITIES. THE UNIVERSITY COLLEGE IS A LEADING PRODUCER OF GRADUATE TALENT FOR THE CREATIVE INDUSTRIES AND WE STRIVE TO ENSURE WE EQUIP GRADUATES WITH THE SKILLS THEY NEED TO MAKE VALUABLE CONTRIBUTIONS TO THEIR RESPECTIVE FIELDS.

Recent graduates' success stories

Martin Holland, a BA(Hons) Marine & Natural History Photography graduate, was part of an expedition to Norway's Jostedalsgreen National Park, to monitor the effects of climate change and visually document the expedition. He's now the founder of Heart of Borneo, a charity that seeks to protect the rainforests.

BA(Hons) Digital Animation graduate **Pete Jordi Wood** has been signed to Berlin Associates and is currently co-writing a pilot for a new drama series, *Tintown* (Company/Channel 4). His original half-hour film, *I Don't Care* (starring Paloma Faith) was broadcast in 2010 after opening at the Edinburgh Film Festival.

Joanna Bryniarska, a BA(Hons) Fine Art student, was awarded a 12-month residency at the British School in Rome by the prestigious Sainsbury Scholarship in Painting and Sculpture.

Four BA(Hons) Fashion Design graduates – **Harriet Waldron**, **Sarah Haines**, **Laura Leach** and **Steph Johnson** – are now working at Burberry in London.

BA(Hons) Press & Editorial Photography graduate **Tom Dymond** is now represented by Rex Features and the leading independent sports photographic agency in Europe, Colorsport.



46TH OUT OF 119 INSTITUTIONS

Maintaining a strong position amongst mostly 'full' universities in the Guardian Good University Guide 2012, UCF is the highest ranked University College outside of the University of London's Colleges. (UCF entered the table at 61st in 2009.)



Head of development at Touch Productions, MA Television Production graduate [Simon Hawtin](#), now works on developing documentaries for the likes of the Discovery Channel and Animal Planet.

The band Eyes for Gertrude, a collaboration between BA(Hons) Music graduates [Chantelle Pike](#) and [Hannah Dean](#), is now being produced by top producer Ben Mink.

[Sarah Oliver](#), an MA Professional Writing graduate, is now a successful film and entertainment journalist with eight published books to date.

MA International Journalism graduate [Rosalie e'Silva](#) turned an internship at CNN International into a full-time position with the news channel.

Entrepreneurial mindset

University College Falmouth has five times the national average of self-employed graduates. As a specialist creative institution, many of our graduates develop successful freelance and portfolio careers within their disciplines – and the professional practice elements delivered at course level help them establish and market themselves as self-employed professionals. On top of this, Falmouth has a growing track record in successful business start-ups; 2010/11 examples include BA(Hons) 3D Design graduate Richard Child's [Hymid R&D](#) and BA(Hons) Fashion graduate Jenny Welwert Gil's ethical clothing company, [Entre Mares](#). A new unit is being established to provide more support for student entrepreneurship and business start-ups.

Graduate employability

Results from the Destination of Leavers from Higher Education (DLHE) survey show that while the challenging economic climate has affected graduate employment figures, UCF has continued to outperform its Employability Indicator, set by the Higher Education Statistics Agency (HESA).

The overall figure for UCF graduates going on to full-time, part-time or voluntary work plus further study six months after their graduation decreased slightly from a figure of 84.7% in 2008/09 to 82.3% in 2009/10.

HESA sets all higher education institutions an Employability Benchmark based upon previous performance of graduates going on to employment and further study versus unemployment. The benchmark for UCF is 88.5% and our performance for 2009/10 was 91.6%.

UCF also continued to perform well against our main competitors (Arts University College Bournemouth, Bath Spa, Bournemouth, Brighton, Plymouth, University of the Arts London, University of the Creative Arts and University of the West of England), ranking third in 'graduates in employment' and fourth in 'graduates in further study'.



SOME ALUMNI SUCCESSES

Owen Davey, BA(Hons) Illustration graduated in 2009 and received a commission from the Guardian just two days after graduating. Since then he's carved out a successful freelance career with commissions from the New York Times, the Times, the Big Issue and Jamie Oliver magazine. His children's book, *Foxly's Feast*, was published in 2010 and received both a Macmillan Book Prize award and a 3X3 Magazine award.

James Kamo, BA(Hons) Performance Sportswear Design returned to his native California after graduating in 2011 and began working for surf, skate and clothing brand Hurley International in Costa Mesa. Since joining the surf industry giant, which is owned by Nike, James has designed bespoke wetsuits for Brett Simpson, two-time winner of the coveted US Open of Surfing.

Steve Pace, BA(Hons) Photography is a renowned conflict photographer producing work for press agencies and a wide range of publications including The New York Times and Time Magazine. Steve is also a member of The Collective, which launched a new iPad magazine Latitude in 2010, which is the cumulative work of over 50 photojournalists from around the world.

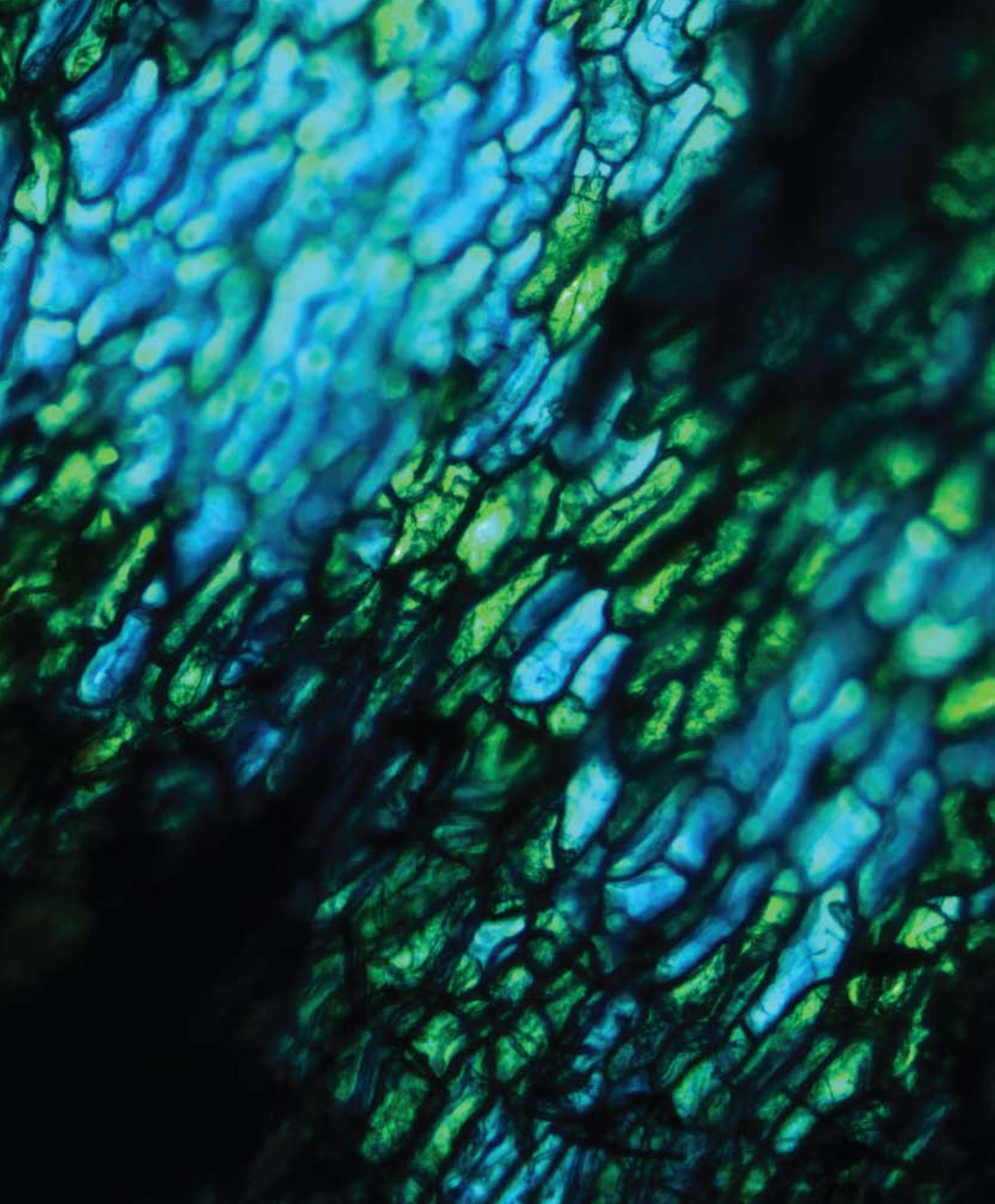
OUR UCF GRADUATES HAVE ALL COME TO US STAGGERINGLY WELL PREPARED FOR PRODUCTION AND IMMEDIATELY EMPLOYABLE. GET ONE TODAY, I RECOMMEND IT!

Erica Darby

Owner/Producer, Spider Eye

Spider Eye, a leading animation studio based in St Just, Cornwall, employs six Digital Animation graduates from Falmouth. All hold key production roles and recent projects include an animated series for Disney, *Jungle Junction*, which will be shown in over 50 countries worldwide and represents the first time that Disney has ventured outside the USA for production. Spider Eye exemplifies the level of innovation and excellence within Cornwall's creative industries, with the company continuing to grow, now employing 50 staff – one fifth of which are UCF Digital Animation graduates!





AWARDS & FORMAL RECOGNITION

STUDENTS

OUR STUDENTS HAVE AN IMPRESSIVE TRACK
RECORD OF SUCCESS IN A WIDE RANGE OF NATIONAL
AND INTERNATIONAL AWARDS AND EVENTS – 2010/11
BUILT ON THIS STILL FURTHER.

University of Wales Gareth Jones Memorial Travelling Scholarship Jason Edwards, an MA International Journalism graduate, was awarded £3,000 for his investigative reporting on food poverty in America.

Music for Youth National Festival Award A first-year band, The Klezbians (formed from students across the three Music degrees), won two awards at the festival – the National Union of Teachers Composition Award and the Times Educational Supplement Award for Traditional and International Acts.

YCN (Young Creative Network) Best Student of the Year Award 2010 Cassie Lawrence, a BA(Hons) Graphic Design graduate, won the prestigious award for her London

Underground poster campaign advertising an online competition, which she later helped develop into a successful interactive game.

Business Design Centre New Designer of the Year BA(Hons) Contemporary Crafts graduate, Lucy Foakes, won the coveted award as well as £5,500 worth of prizes – beating off competition from 1,700 new graduates from the top design courses across the UK.

Student Lighting Design Awards BA(Hons) 3D Design student, Isabel Heubl, won the Philips Lighting Award, which included an all-expenses-paid trip to the Philips Lighting Headquarters in Eindhoven, Holland.

Design & Art Direction (D&AD) Awards Design students scooped six major D&AD awards during 2010/11. These include BA(Hons) Graphic Design student Ben Cridland, who won the Best New Blood award, and Matt Turnbull, who gained the First Prize Student Yellow Pencil for his Mobile Health Service application for a fictitious Nokia mobile phone.

Saatchi New Sensations Prize for Graduating Students 2010 Matthew Bennington and Katie Sims, both graduates of BA(Hons) Fine Art, were shortlisted for the prestigious prize and exhibited with 18 other shortlisted graduates at the Saatchi Gallery in London.

International Society of Typographic Designers Ten BA(Hons) Graphic Design students achieved individual recognition for their typographic skills by passing the rigorous assessment scheme held by the International Society of Typographic Designers.

GORE-TEX® and Mammut contest Current BA(Hons) Performance Sportswear Design student, Owen Bennett, and 2010 graduate, Lily Rice, won two of the four top prizes in a contest to design your own jacket.

Tony Lothian Prize Matt Cox, an MA Professional Writing graduate, won the prestigious Biographers' Club prize for uncommissioned, first-time biographers. His entry was a 20-page proposal for a biography entitled *White Lies, Black Magic: Prince Monolulu, the Celebrity Britain Forgot*.

STAFF

OUR ACADEMIC STAFF ARE ALSO LEADING PRACTITIONERS WITHIN THEIR RESPECTIVE FIELDS. THEIR CONSIDERABLE LIST OF PROFESSIONAL ACHIEVEMENTS IN 2010/11 IS EVIDENCE OF BOTH THE CONTRIBUTION TO THEIR DISCIPLINES AND THE LEVEL OF EXPERTISE THEY OFFER OUR STUDENTS.

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.

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) New Music Award – one of the youngest, most ambitious and experimental music competitions with an impressive £50,000 prize.

In recognition of his talent as both a professional and educational practitioner, **Bryan Clark**, award-winning designer and Graphic Design tutor at University College Falmouth, was elected to Design & Art Direction's (D&AD's) executive committee by the global membership of the organisation.

Sian Bonnell, associate professor of Photography, was awarded a Photoworks Senior Research Fellowship in photography and lens-based media at the British School in Rome.

Professor Alan Male, University College Falmouth's resident professor of Illustration, was the international keynote speaker at the 2010 Educators Symposium in New York. His invitation to speak followed the publication of his major article 'Research: The Future' that appeared in Issue 12 of Varoom, the journal of the UK-based Association of Illustrators.

David Peimer, professor of Theatre, directed his performance, *Shylock's Ghosts* and presented academic papers at the 9th World Shakespeare Congress in Prague. His was the only group to have been invited to both perform and present during the event.



RECENT VISITING SPEAKERS INCLUDE:



Ed O'Brien Radiohead guitarist and board director and co-chair of the Featured Artists Coalition

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

John Simmons Former director of verbal identity at Interbrand, bestselling business writer, founder of national writers' association 26 and Writing for Design judge for the D&AD

Phillip Eglin Award-winning ceramicist, exhibiting nationally and internationally

Jack Price Multi-award winning writer/director producing work for BBC, Channel 4, Greenpeace Digital and Aviva

Matt Bochenski Editor of award-winning film magazine Little White Lies

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



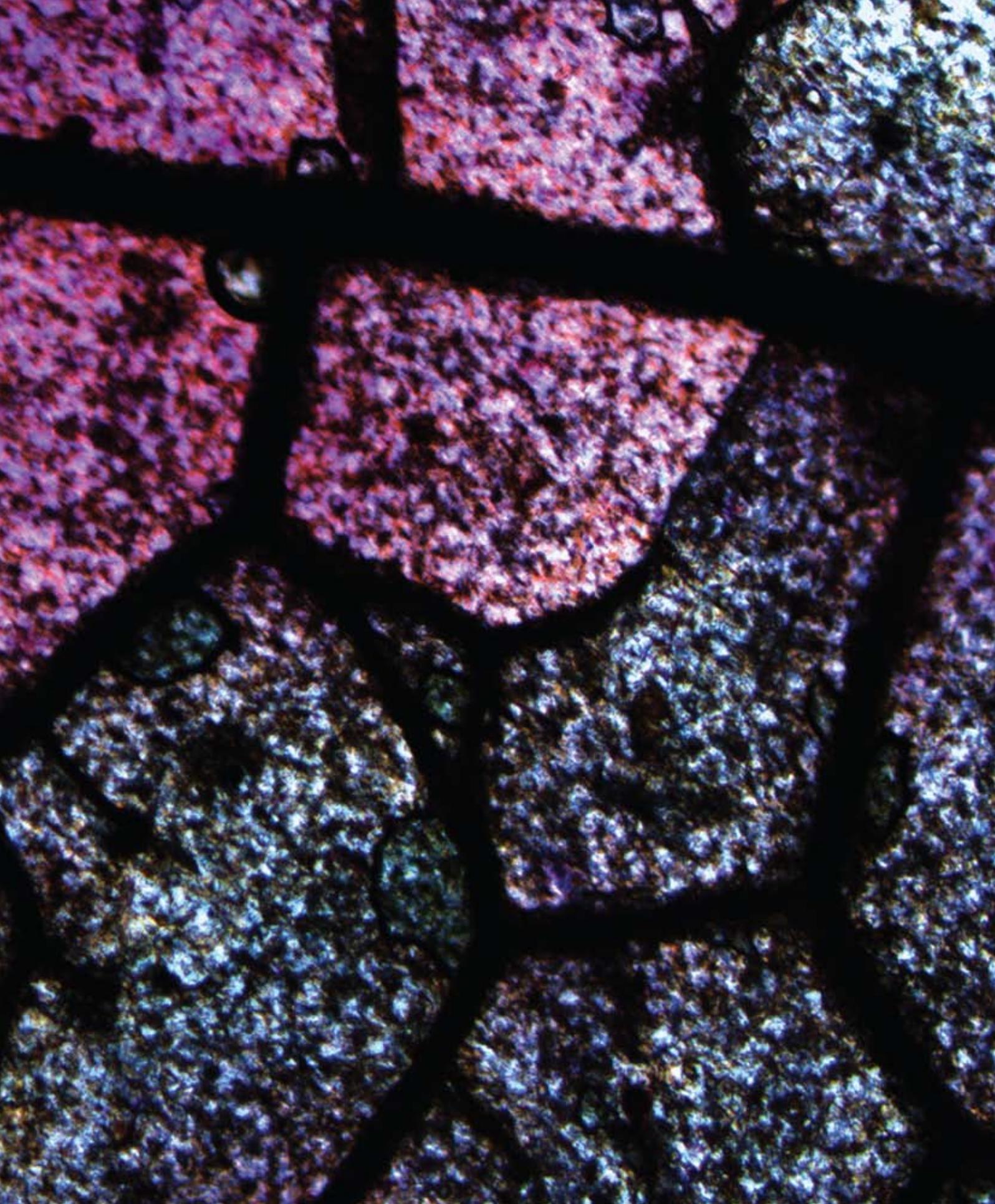
Emily Bell Director of digital content for Guardian News and Media

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

Martin Parr World-famous Magnum photographer

Angela Rippon OBE Former BBC newsreader, one of the best-known faces and voices in British broadcasting

Jeremy Silver CEO of Mediaclarity, Deputy Chairman of Futurelab and acting CEO of the Featured Artists Coalition

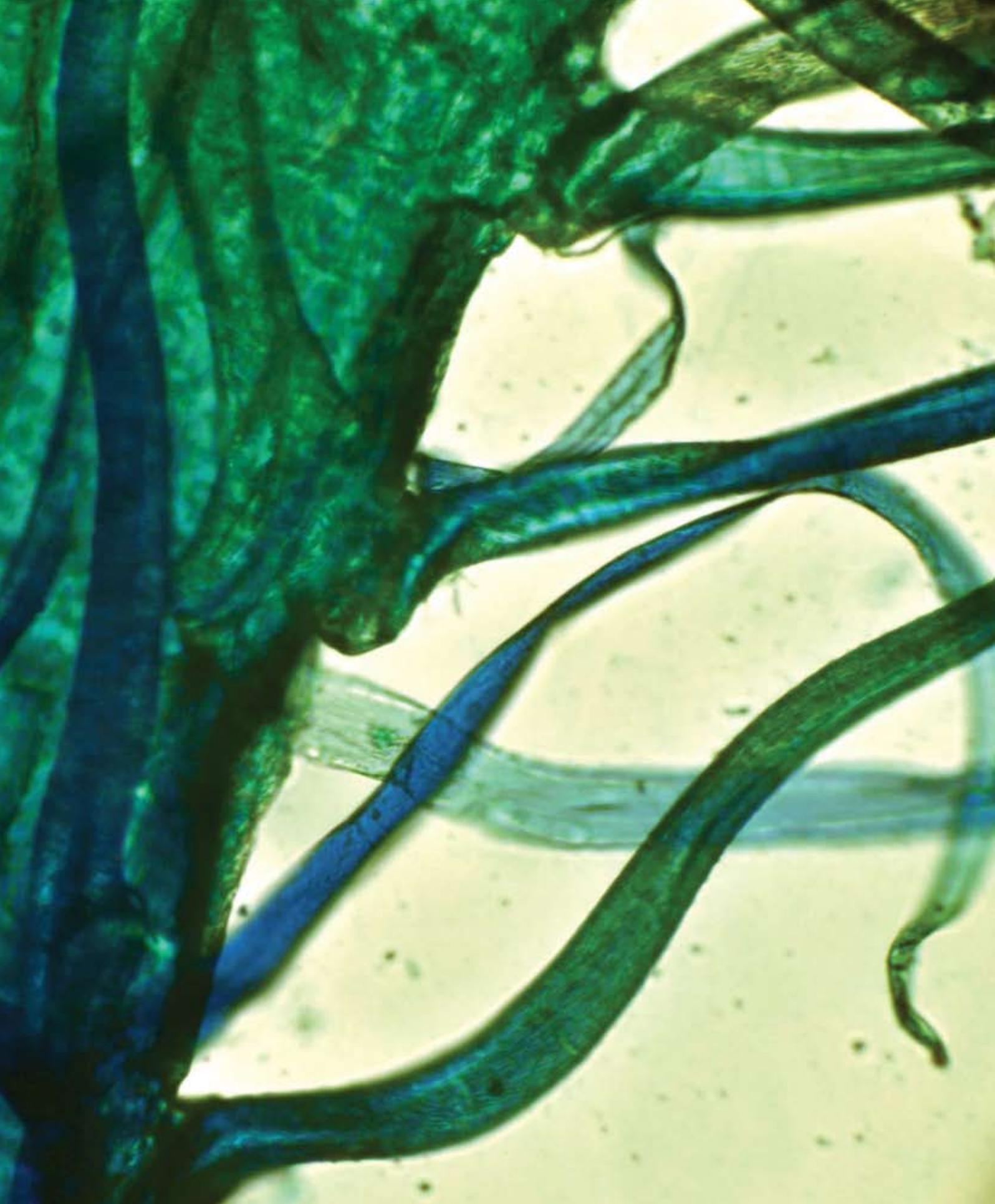


WORKING WITH THE COMMUNITY



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.



GIVING

THE GIFTS RECORDED HERE ARE CHANGING LIVES AT FALMOUTH AND HELPING US TO DEVELOP INDIVIDUALS AND CAREERS THAT WILL IMPACT ALL OVER THE WORLD.

We would like to thank the following individuals and companies for their support during 2010/11:

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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.



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