



## Conference explores 'The Pursuit of Excellence'

**With Universities vying for position in league and NSS tables, seeking awards that publicly celebrate and promote their successes, striving for new and innovative ways to strengthen their student market share and reputation, what is it that makes a University truly excellent and stand out from the crowd?**

This was a question posed at the annual AMHEC Conference 2014, themed 'The Pursuit of Excellence', which was held at the University of Chester.

Professor Tim Wheeler (VC, University of Chester) was the keynote speaker, with his speech focusing on 'Ambition, Vision, Reality'. Delegates also heard from Professor Peter Slee (DVC, University of Huddersfield) who gave an insight into the strategic planning process at Huddersfield and how it was transforming the University and

contributed towards the institution's Times Higher University of the Year Award 2013. An uplifting presentation was received from Liam Nolan (Executive Headteacher, Perry Beeches Academy) on the partnership benefits to be achieved between Schools and Universities. The importance of the Student Union relationship was the focus of the contributions from Jane Whalen (CEO, Liverpool Students' Union) and Katie Badman (SU President, University of Chester

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Delivering success through engaging leadership was the message from Dr Paul Gentle (Leadership Foundation), with Liz Jolly (Teesside University) and Steve Knight (Mouchel Consultancy) giving an insight into organisational improvement. Updates in funding and policy matters were also given by Andy Beazer (HEFCE) and Greg Burke (NCTL).

Discussion during the Conference explored how growing competition is driving Universities to think hard about what they do and whether enough is being done within Higher Education Institutions to ensure and celebrate their own excellence. AMHEC Chair Anthony Parker said: "The AMHEC Executive Committee were particularly pleased with the calibre of speakers secured to present at this year's

Conference. The Conference provided an excellence opportunity for members to hear from and network with others in the HE sector and to learn from their successes. There was also an opportunity to hear first-hand from those driving funding and policy change in the HE sector".

## Executive Say Farewell to Stalwart

**Following the recent AGM, the Executive Committee said a fond farewell to the Colin Parkin MBE (York St John University) who after eight years on the Committee stepped down.**

During his time on the Executive, Colin had been instrumental in raising the profile of the Association

across the wider HE sector and most notably with HEFCE, through the various initiatives and good practice projects with which the Association has been associated during Colin's terms of office. In his report to the AGM, current Chair, Anthony Parker, praised Colin's efforts whose drive and enthusiasm would be missed at future meetings.



## Newman University appoints Chancellor

**Newman University continue to celebrate their full University title with the installation of Cardinal Cormac Murphy-O'Connor as its first Chancellor.**

Cardinal Murphy-O'Connor is the retired Archbishop of Westminster and former spiritual leader of the Catholic Church in England and Wales. As formal head of the University, he will take on a largely ceremonial role, carrying out ambassadorial and representative duties.

Commenting on his appointment, Cardinal Murphy-O'Connor said: "It is

a great honour for me to be invited to become the first Chancellor of Newman University. In accepting, I am conscious of the admiration and devotion of so many people to the University Patron, Blessed John Henry Newman and I look forward to working with the University."

Professor Peter Lutzeier, Vice Chancellor of Newman University, said: "As one of the first Catholic universities in England since the Reformation, we are proud of our heritage, which informs our Mission of Service and ethical approach, committed to social justice, tolerance and inclusion.

"Cardinal Murphy-O'Connor was the first member of the Catholic hierarchy to be invited to deliver a sermon to an English monarch since 1690 and has been a pioneer in his ecumenical and interfaith work.

"Ordained as a Priest in 1956, he has provided spiritual guidance during a period of unprecedented social change; working hard to ensure the teachings of the Catholic church remain as relevant to contemporary society as they were



2000 years ago, while holding true to its central beliefs and teaching.

"As a University that is committed to providing students with a formative education, intellectual rigour and an awareness of how their actions and decisions impact and are shaped by the world around them, Cardinal Murphy-O'Connor is a natural choice as our inaugural Chancellor and we're delighted he has agreed to join us."

# HEIST

**The HEIST Awards, now in their 25th year, are the premier UK marketing effectiveness awards for Higher and Further Education.**

## **Gold Award for Arts University Bournemouth**

The judges commenting on this entry from Arts University Bournemouth said it was a really impressive mix of creativity and business performance, resulting in a fantastic site. The website was clearly progressive, in tune with latest trends and responding to evidence and analytics. The site has a very digital & customer focused view. Impressive with a good mix of design, strong imagery and technical performance.

## **Gold for Best Use of Innovation and Creative Thinking (KSCOPE)**

The judges felt that this innovative project from Arts University Bournemouth had a clear statement of intent, A brave and highly creative

project. This goes beyond the standard practice used by universities and shows great marketing performance, standing up to private sectors. The Campaign draws on institutions known strengths. The whole concept, desired results, product and delivery demonstrate innovation and creative thinking. Very impressive results indeed. Excellent use of creativity, creating an app which is not hard sell, but soft brand building.

The University of Winchester received a Gold Award in the Best PR/ Advocacy Campaign category for The Search for Alfred the Great. - Last January, the University of Winchester and Hyde900 hit regional, national and international news headlines when it announced the discovery of a pelvic bone thought to belong to King Alfred the Great or his son King Edward the Elder. The announcement followed an archaeological

investigation to find the final resting place of King Alfred, whose remains have been moved many times since he died in 899 AD.

## The Leadership and Management Awards 2014

**Congratulations to:**

Cumbria who were winners of the **Outstanding Finance Team** and **Outstanding Student Services Team** categories.

York St John winner of the **Outstanding Strategic Planning Team** category.

# University staff awarded MBE in Queen's Birthday Honours List

**Tommy Geddes, University Ombudsman at the University of Winchester has been awarded an MBE in the Queen's Birthday Honours List for Services to Higher Education.**

The List recognises the achievements of a wide range of extraordinary people across the UK.

Tommy joined the University of Winchester in 1993 from London South Bank University. His academic background lies in economic history, having attended the London School of Economics as a mature student on a TUC scholarship. He then studied in Stirling and Aberdeen universities before starting a second career in University

management.

Tommy retired from his role as Deputy Vice-Chancellor in January 2013. He has since taken up a new part-time post as University Ombudsman, responsible for ensuring the University's students, staff and external stakeholders have any complaints dealt with in a fair and independent way. Additionally, Tommy is the education stakeholder governor for the Hampshire Hospitals NHS Foundation Trust.

Tommy said "I want to thank my colleagues for nominating me for the honour and the staff who have worked with me over the years, helping to create this wonderful University."



# The SOACs

## **I was once Bursar of Homerton College, Cambridge.**

With my wife about to be ordained to the priesthood in the Church of England, I made two significant decisions in 1993. One was to retire at the indecently early age of 53 (plenty of incentives in those days) and to become a new thing called a “clergy husband”. The other was not to lose touch with a group of fellow bursars around the country who had become good friends over the years.

Homerton in those days stood on the brink of the status it has since achieved in Cambridge and, with its historical links to the United Reformed Church, was a member of the then Association of Voluntary Colleges, a group of mainly teacher training colleges within the ambit of the different denominations of the Christian church. The Bursars Association of Voluntary Colleges (BAVC) was formed in 1960 at the instigation of the Department of Education and Science (DES), who wanted a collective body with whom it could communicate and negotiate in matters concerning the funding and financial management of this group of colleges. Key to our

interests was an effective Executive Committee, elected at the Annual Conference, and it was in this role that today’s band of ageing brothers came together. We would meet once a term, at each college in turn, to consider issues of the day, often where the DES was looking for a response of behalf of the voluntary college sector. The 1980s in particular saw big changes in the funding of higher education with bursars being required quickly to acquire new skills and to become entrepreneurial managers. Meetings of the Executive Committee invariably entailed an overnight stay and the opportunity of sharing a few hedonistic delights. We were from a wide variety of backgrounds but the group gelled into an effective unit which I believe served well the interests of all the voluntary colleges. Changing circumstances were later reflected by a change in terminology when the Association of Voluntary Colleges was renamed the Association of Church and Associated Colleges and we acquired the snappy title “Association of Bursars of Church and Associated Colleges” (ABCAC).

For different reasons a number of us, all of whom had chaired the

Association at some stage, were contemplating retirement at around the same time and it seemed to me it would be a great pity if we drifted apart. When I proposed that we might have an annual reunion over a good dinner, all were in favour and the SOACs (Society Of AbcAc Chairmen – for we are all men) was born. We have met every year since, initially at the University Social Centre in Oxford, and these days in or around the home town of whoever’s turn it is to organise the event. Sadly, two of our original members have since died – Ray Downes of Chester and Dai Davies of Carmarthen – and both are remembered each year with great affection. The rest of us – John Carman, Malcolm Davies, Stuart Dobbin, Frank Feest, Brian O’Hare, Pat O’Neill, Ralph Wilkinson, Paul Winter and I - go on getting older together. Our reunions are always an enjoyable reminder of happy days gone by, thankful that we have each made another year and pleased to have no decisions to make more weighty than the choice of wine. We SOACs extend our best wishes to those of you running with the baton today.

George Hubbard



# University of Cumbria 50 years on

**St Martin's College was one of the three institutions which formed the University of Cumbria in August 2007. Founded in 1964 in Lancaster by the Church of England to train teachers, the gradual growth of St Martin's College accelerated rapidly in 1996 when it acquired Charlotte Mason College and again in 1998 when a new campus was opened in Carlisle.**

## **Barracks of the King's Own Royal Regiment**

The Lancaster campus of the University of Cumbria started life as a barracks for the King's Own Royal Regiment and it was this association which gave the teaching college its name - St Martin's - after a Roman soldier who converted to Christianity. View some photos of the Barracks, courtesy of the King's Own Royal Regiment Museum's website:

[www.kingsownmuseum.plus.com/galleryaccommodation02.htm](http://www.kingsownmuseum.plus.com/galleryaccommodation02.htm)

## **The formation of the College**

Post-war review of teacher training lead to the instigation of Lancaster College of Education 1962. The first intake of 89 students (supported by 13 staff) was in 1964.

The King's Own Royal Regiment had vacated the barracks in the previous decade and the site was purchased by the Church of England. Former armouries, barracks houses and other military buildings were converted and others demolished to be replaced by new buildings designed by Charles Pike.

## **Alumni Students with SMC logo**

From the start the College planned to teach degrees as well as Certificates of Education and pioneered the four year BA Hons with QTS. By 1966 the

College was teaching PGCE students.

As nursing developed as a graduate profession the College developed courses in nursing and later radiography, occupational therapy, social work and continuing professional development courses for health professionals. Strong relationships were forged with NHS trust training departments. This can be seen in the local hospital trusts where many health professionals can be seen proudly wearing both St Martin's and University of Cumbria badges on their uniforms.

The College developed courses in humanities, arts, sport and a mini building boom ensued in the late 1990s with the development of the Sports Centre, Humanities building, Hugh Pollard Lecture Theatre and new accommodation.





# St Mary's University

**Founded in 1850, St Mary's University, Twickenham started as a teacher training college for Catholic students. Since its original six students, the University has grown to approaching 6,000 undergraduate and postgraduate students across four academic Schools covering Education and Theology, Sport and Health, Business and Management, and Humanities. Although a University that has a Catholic ethos, St Mary's is inclusive of students from many faith traditions and none.**

St Mary's gained full University status in January 2014, around the same time that Francis Campbell was named as the new Vice-Chancellor. Francis, who

will take over from Dr Arthur Naylor in July, is a former advisor and secretary to Downing Street and previously the Ambassador to the Holy See.

In July, His Eminence Cardinal Vincent Nichols, Archbishop of Westminster, was appointed the University's first Chancellor. A formal installation ceremony will take place later this year.

#### **Facilities**

Students at St Mary's benefit from teaching and residential accommodation being on a single leafy campus in Strawberry Hill, just 30 minutes from central London. This offers a unique blend between getting to know peers and staff on campus in a way that might not be possible in a more urban setting, yet the opportunity to study in one of

the largest and most diverse cities in the world. There is also a 15 acre sports ground within a one mile walk.

With a growing student population, St Mary's has invested in new Library space, media production facility and strength and conditioning suite, which will open in September 2014.

#### **Teaching and Academic Excellence**

St Mary's has a reputation for academic excellence, with staff engaged in national and international research. Teaching at St Mary's is student focused, preparing students to realise their full potential with over 95% of students in full-time employment, or further education within six months of graduating (Higher Education Statistics Agency 2014). St Mary's Primary and



# city, Twickenham

Secondary Initial Education courses have been judged by Ofsted, the government department that regulates teacher training, to be 'outstanding' - the highest grade attainable in an Ofsted inspection.

The University was described as 'world leading in terms of originality, significance and rigour' in the most recent Research Assessment Exercise (RAE) and this is reflected in its nine research centres.

### **Sporting Excellence**

Alongside its academic provision in the School of Sport, Health and Applied Science, St Mary's is renowned for its sporting excellence and was voted as a 'Top University for Sport' by independent review Which? in 2013. Some of Britain's top athletes regularly

train in its Endurance, Performance and Coaching Centre (EPACC), including double Olympic Gold medallist Mo Farah and Paralympian David Weir, while international sports team such as the New Zealand Rugby Football League Team use the facilities to prepare for big games.

The University opened an £8.5 million sports centre in 2011 and was host to athletes from 10 nations during the London 2012 Olympic Games as part of their pre-Games training camps.

Students and EPACC athletes often compete in national and international sports events, with a selection of alumni participating in past Olympic and Commonwealth Games and currently preparing for Rio 2016.

### **International**

With historic buildings, world famous architecture and leafy self-contained campus, St Mary's is an attractive prospect for students across the globe. Situated in Richmond Borough, the campus is close to many places of interest such as Hampton Court Palace, Teddington Studios and the Sky TV headquarters.

The campus also has excellent transport links, with central London 30 minutes away by train, and Heathrow Airport nearby.

A new Corporate Plan is scheduled for 2015, when the University will celebrate its 165th anniversary. For more information on St Mary's visit [www.smuc.ac.uk](http://www.smuc.ac.uk)

# Christ Church celebrating 25 years of providing training for healthcare professionals and opens special Physic Garden

**Canterbury Christ Church University is celebrating the 25th anniversary of educating Allied Health Professions aligned with the formal opening of the University's Physic Garden.**

The Physic Garden, physic meaning the art or science of medicine, will further enhance and strengthen the values that the University is proud to have surrounding biodiversity and maintaining sustainable development and heritage. The garden is part of the University's Bioersity initiative in collaboration between the Faculty of Health and Social Care and the Faculty of Geographical and Life Sciences.

Occupational Therapy at Christ Church was the first degree programme in the country and followed by Diagnostic Radiography shortly after. Now, in 2014, the University offers programmes including Paramedics, Operating Department Practice, Speech and Language Therapy and some of the Arts Therapies.

Tom Hart Dyke, Plant Hunter and Broadcaster cut the ribbon for the formal opening of the garden and gave a talk about his planting exploits. Tom was kidnapped in the Colombian jungle on a plant hunting expedition in 2000, detailed in *The Cloud Garden*, the book co-authored with Paul Winder. His idea for a World Garden, created in captivity, is created at Lullingstone Castle, around 50 miles west of Canterbury.

Professor Kate Springett, Head of Allied Health Professions at Canterbury Christ Church University, said: "The Allied Health Professions are at the heart of health and social care, working separately and together with other

professions, we can make such a difference to peoples' lives.

"Sustainability in health and care is crucial for wellbeing, and plants are key to sustainability and health, whether improving the general environment or for their herbal and medicinal value. We were delighted that Tom could help us celebrate and we thank him for donating the Lullingstone Lavender."

The Physic Garden is located next to the Johnson building, which was originally commissioned to house the Allied Health Programmes and was opened by Princess Anne on 21st November 1991.

A significant variety of plants ranging from *Mentha x piperita*, commonly known as peppermint and associated with treating nausea, stomach cramps and liver problems, to *Salix alba*, known as the Willow tree which has been previously used to relieve pain and act

as an anti-inflammatory, can be found growing in the garden. Each plant is situated next to a QR code which allows staff and students to access information about its uses in medicine.

Professor Peter Vujakovic, Head of Geographical and Life Sciences at Canterbury Christ Church University, said: "Our Bioersity initiative is a project that nurtures Canterbury's rich cultural history through stewardship of our green spaces as part of the Canterbury UNESCO World Heritage Site.

"The site contains a number of habitat types ranging from an orchard, with local varieties of apples and Kentish cob nuts, to wildflower banks, as well as the Physic Garden, with its collection of medicinal herbs.

"The project seeks to develop a coherent 'sense of place' based on our heritage as a monastic site and centre of learning since the sixth century."





# Norwich University of the Arts student wins Penguin book design award



**A student of illustration at Norwich University of the Arts (NUA) has been announced as the winner of a national design award by Penguin Random House UK. Ellen Rockell, 22, has won the Penguin Adult Prize for her submission of a reimagined cover of Jonathan Coe's contemporary classic What A Carve Up.**

Now in its eighth year, the Penguin Random House Design Award challenges students on an art or design course at HND or degree level to design a cover for a classic adult or children's book.

Professor Hilary Carlisle, Dean of Arts and Design at NUA, says: "We are immensely proud of Ellen's success in the Penguin Random House Design Award, which is indicative of the high regard the publishing industry holds for the work produced by students and graduates of BA Illustration at NUA. We have established a reputation for exploring and challenging the breadth of

contemporary illustration practice and Ellen's work encapsulates this ethos superbly."

Ellen wins a cash prize of £1,000 and a four week work placement in the Penguin Random House design studio working on live briefs with the company's Art Directors.

Ellen says: "The initial idea for my design sparked from the mention of Cluedo by the character of Michael Owen, and the relation of this to the murder mystery-style scenario that unravels at the end of the novel. Using the title as the main structure, I created a 3D model to act as a floor plan, with strong shadows adding a sense of mystery. As the novel was set in the 1980s when Margaret Thatcher was in power, I tried to represent the era through the use of floor patterns, and to also subtly suggest the divide in class and power.

"The competition has been a fantastic way of being able to showcase my work to an audience

within the creative industry, and the placement is an incredible opportunity to gain first-hand experience working within a publishing environment."

The judging panel for the award included Penguin's in-house design experts Jo Prior, Jim Stoddart and John Hamilton as well as guest judges Rob Ryan and Petra Börner.

Petra comments: "The clear winner – this had it all. A great concept, striking design, strong colour ways and brilliantly executed." Rob Ryan describes the winning entry as: "Brilliant – far and away the strongest cover. I would immediately be drawn to it in a shop. Clever and brilliantly executed."

Penguin Press Art Director Jim Stoddart adds: "I loved this from the moment I first saw it! An amazing cover – innovative concept and very well finished."



# A Robert Grosseteste Statue for Lincoln?

**A campaign has been launched calling for a statue to be erected of the man who should be considered Lincoln's most famous son: Bishop Robert Grosseteste.**

The great mediaeval thinker, who gave his name to one of the city's two universities, was ahead of his time according to the theologian leading the campaign.

His ideas about how the universe was created are close to the Big Bang Theory, he was the first scientist to identify the cause of the rainbow as refraction and he seems to have understood centuries before anyone else that the universe is expanding.

Now Dr Jack Cunningham, a theology lecturer at Bishop Grosseteste University, is calling for a statue to be erected in Lincoln to pay tribute to Britain's forgotten scientist philosopher.

The weekend (18th to 20th July) at the third international Robert Grosseteste Conference at BGU in Lincoln, Dr Cunningham launched his campaign with a petition which he hopes will be signed by leading academic figures.

"Robert Grosseteste was undoubtedly the most eminent figure associated with our city," he said. "One of his most famous biographers, Sir Richard Southern, called him the greatest product of Oxford University.

"Grosseteste was revolutionary in the history of science because he knew that everything was about mathematics and that good scientists should base their knowledge on what they observe and not what they think.

"He has been called the founder of the tradition of scientific thought and a minor planet has even been named after him!

"And yet very few people have even heard of Robert Grosseteste, and even in his home city of Lincoln his name is only known because of the University which took his name."

The Ordered Universe Project at Durham and Oxford Universities is dedicated to re-examining mediaeval science using readings of the scientific works of Robert Grosseteste; scholars are currently translating, explaining and publishing his works, which were written in Latin.

The conference is entitled Robert Grosseteste and the pursuit of Religious and Scientific Learning in the Middle Ages and will be attended by scholars from all over the globe.

"We're sure they will have a marvellous time in Lincoln but we will not be at all surprised if many of them go home wondering why there is no statue of the city's greatest thinker," said Dr Cunningham.

"It is inconceivable that this would happen if Grosseteste had been born in Paris, Madrid or Milan.

"We're calling on the city's authorities to mark the achievements and growing recognition of Robert Grosseteste properly. A statue or appropriate commemoration of the great scientist and philosopher would not only be a wonderful addition to our city, it would also be a fitting tribute to a hugely important figure."

The Guild of Robert Grosseteste will be established soon as the driving force behind the campaign, which in turn will lend greater weight to Dr Cunningham's campaign for Robert Grosseteste to be canonised.

Bishop Grosseteste University was established in January 1862 and celebrated its 150th anniversary in 2012.

It is an independent higher education institution based in Lincoln which awards its own undergraduate and postgraduate degrees.



It changed its name from Bishop Grosseteste University College to Bishop Grosseteste University in November 2012.

Jack Cunningham is the Academic Co-ordinator for Theology at BGU and runs a degree in Theology and Ethics in Society. He's a church historian by profession and previously worked on the Reformations in Iceland and Ireland. Jack has written numerous academic articles and two books.

Robert Grosseteste was an English statesman, scholastic philosopher, theologian, scientist and Bishop of Lincoln from 1235 to 1253, born of humble parents in Suffolk in 1175.

The third international Robert Gordon Conference brought together Grosseteste scholars from all over the world including the United States, Italy, Israel and the Lebanon.

Keynote speakers included Professor Tom McLeish and Dr Giles Gasper from the Ordered Universe Project at Durham University who reported to the conference on important work they are doing on the scientific works of Grosseteste.

Dr Amanda Power from the University of Sheffield also spoke and is a world renowned expert on the famous 13th-century thinker and scientist Roger Bacon.

# University plans to double number of students it takes in 10 years

## **PLANS have been revealed for Plymouth's second University to double in size.**

The University Of St Mark and St John – known as Marjon – will expand from 2,500 to 5,000 students.

Annual turnover is scheduled to grow by £16m to £40m over the next ten years.

The ten year plan – already in effect – will also see more building on the Derriford campus.

Vice-Chancellor Professor Cara Aitchison said the expansion was needed to make the University more stable and sustainable.

“We are too small to be effective in some areas, to get economies of scale,” she said. “We cannot stand still.”

Marjon, which gained the top higher education status in 2012, is the third-smallest of the UK's 120 universities.

But the University is one the best in the country on a range of measures.

Marjon is:

1st in the UK for social mobility, with the strongest record in securing graduate level jobs for students recruited from poorer backgrounds;

4th in the UK for student satisfaction including teaching quality (Times newspaper University Guide 2014);

6th in the UK in the most recent National Student Survey;

1st in Devon and Cornwall and 18th in the UK for employability, based on the number of graduates who are in work six months after finishing their studies.

The University will still be relatively small after the ten-year expansion programme – Plymouth University has 30,000 students.

The future for Marjon is spelled out in the ten-year strategy programme, Challenging Horizons, which has been approved by the University's board of governors.

Expansion is needed “to enable the University to develop a credible and critical mass in each of its specialist subject areas, make economies of scale and invest in development.

“Achieving the ambitions set out in the plan will enable the University to secure its long-term future by achieving its ambition of becoming an academically credible and financially sustainable institution.”

The number of academic staff will rise in parallel to student growth as Marjon promises to maintain its high staff- to-pupil ratio.

Investment and refurbishment will be modest.

Plans so far announced will see £1.5m spent. Prof Aitchison said that little building work was needed as there was spare capacity and more than £20m had been spent in recent years including on sports facilities which were “as good as at any UK University”.

Marjon will not need to borrow to fund the work: the University has a surplus.

More students will come from overseas as the University targets China, South Asia and South America, using its international reputation for the training of English teachers as a particular draw.

Links with universities abroad will be reduced, though, as Marjon seeks to educate students in Plymouth rather than by distance learning.

Prof Aitchison said that the majority of Marjon students would continue to come from Devon and Cornwall.

As part of the changes, the University is being reorganised into three faculties: education and social services; sport and health sciences, and language and creative industries. There will be more research by staff and students, including through higher degrees. A new top post, Dean of Student Experience, is being created to secure Marjon's reputation as a popular and efficient place to study

There are no plans for a large growth in the number of subjects taught. Marjon would continue to concentrate on its strengths, as reflected in the faculty title, said Prof Aitchison.

The city is due to get its third University this autumn when Plymouth College of Art gains the top higher education status.



# AMHEC

**AMHEC members enjoyed an informative day at the Annual Dialogue Day which focused on two key issues at this significant time for the sector as we approach an open, competitive market.**

Opened by Andy Westwood, Chief Executive of GuildHE, with an overview of the sector post 2014-15 recruitment Andy spoke about "The

Changing HE Landscape: Threats and Opportunities?"

In an engaging morning session Jim Tudor, The Future Index, discussed how Universities respond to the removal of student number controls in terms of the marketability of our offer, competition and differentiation in a context of high regulation in a presentation entitled "Making HE Marketing Brilliant - Trends, Inspiration and Ideas".

The afternoon session moved onto risk benchmarking, the profile of risks for the sector and how we as managers and leaders need to manage and respond to them, presented by Chris Monk, PricewaterhouseCoopers.

Andy Westwood ended the day sharing his thoughts on the key risks and threats for the sector and why, despite these, we should be optimistic about the future of UK higher education.

## AMHEC Mailbase

AMHEC members benefit from access to the mailbase. This is a jiscmail forum through which members discuss and share practice on a wide-range of relevant topics. The mailbase provides an opportunity to raise concerns and queries and also provides a two-way feedback mechanism between AMHEC Members and the Executive Committee.

If you have not used this forum before and would like to know more please contact the AMHEC Administrator at [amhec1960@gmail.com](mailto:amhec1960@gmail.com)

## Current Members

- Bishop Grosseteste University
- Canterbury Christ Church University
- Edge Hill University
- Leeds Trinity University
- Liverpool Hope University
- Newman University
- Norwich University of the Arts
- St Mary's University College Belfast
- St Mary's University, Twickenham
- Stranmillis University College
- The Arts University Bournemouth
- Trinity Laban Conservatoire of Music & Dance
- University for the Creative Arts
- University of Chester
- University of Chichester
- University of Cumbria
- University of St Mark & St John
- University of Winchester
- York St John University

## AMHEC Executive Team

The AGM meeting held on 2nd May 2014 ratified the membership of your Executive Team:

### **Anthony Parker, Chair**

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If you would like to discuss any questions about the organisation, please don't hesitate to contact one of us.

## Save the date

### **Annual Conference 2015**

We are pleased to announce the 2015 Annual AMHEC Conference will take place at the University of Chester on Thursday 16th and Friday 17th April 2015.