

Made in Sheffield

MADE IN SHEFFIELD

Sheffield Hallam University

It's people that make the city great

Made in Sheffield. Three words that are synonymous with quality, craftsmanship and tradition. But what is it that makes Made in Sheffield such a special phrase today?

At Sheffield Hallam University we believe that people are what makes the city great. Our success is built around giving people the tools and the opportunities to fulfil their potential – be that in creative industries, sport, healthcare, science, business or almost any other area you could think of.

That means 1,000 new teachers a year. It means 2,000 trained in healthcare over the past five years, and an extra 1,000 nurses and midwives trained at the University from 2006. It means new engineers, designers, sports scientists, environmentalists and business people.

Wallace and Gromit creator Nick Park; Cutlery Designer David Mellor; the first Chief executive of the National Offender Management Service Martin Narey; Sports Minister Richard Caborn; author and raconteur Gervase Phinn and fashion designer Bruce Oldfield all studied with us.

It isn't just our students who benefit from Sheffield Hallam's success. We also work with local, national and international businesses to deliver the products, developments and innovations of the future, creating jobs, bringing inward investment and building the confidence of the city.

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Locally, we have worked with Sheffield company Gripple to develop Loadhog, a new reusable lid that removes the need for the packaging used to strap loads to pallets. We have also just completed a study looking at how psychological techniques can help obese teenagers to develop and stick to the diet and exercise programmes that will help them to lose weight.

Nationally, we work with a broad range of organisations, developing specific courses to meet their needs. These include Network Rail and the

Army. International partners include companies such as Microsoft, Sony and Seiko-Epson.

We offer our experts' abilities to look at things differently and see the possibilities for improvement in everyday items. For example, we have developed an innovative sandwich wrapping for M&S that is easy to use and doubles up as a tray.



Richard Caborn: Studied



Loadhog: A new innovation

Not quite so everyday is our work with NASA, who are using our revolutionary artificial arm to help develop a robot skeleton with plastic muscles for use on future space missions. Our work coupled anatomy from renaissance artists with modern engineering to develop the arm, which has joints that move like real ones. As well as being used in space, it is hoped that the arm will lead to robotic surgery, reducing risks and costs for complex operations.

We also have close relationships with the city, local businesses and other local organisations to help Sheffield to continue its regeneration. We are firmly linked with the city's aim of attracting investment into the area in 2012 and our sports research into exercise science, sports medicine and sports industry economics are part of Sportspulse – an initiative to promote sport as a catalyst for the economic and social regeneration of the City.

Combine our local involvement and investment with the fact that one in three of our graduates choose to stay on in the region once they graduate, and we feel that we are truly part of what makes those three little words – Made in Sheffield – mean so much.



Ex student: Wallace and Gromit creator Nick Park started with us

Those three little words...

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*Sheffield
Hallam University*

