

# LJMU TOGETHER BRAND AND NARRATIVE





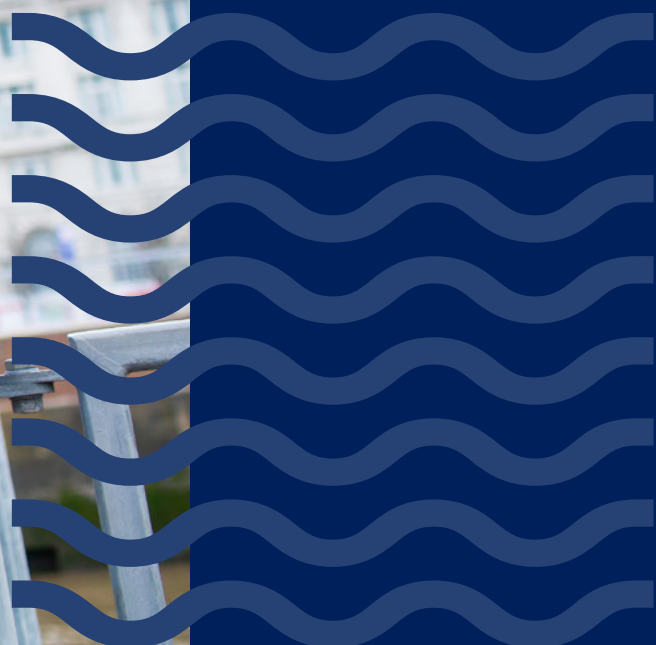
# LJMU TOGETHER MAKING A DIFFERENCE

Our city and our university stand tall together. We have grown from the confident, ambitious origins of Liverpool and have a shared history built on working hard, caring about supporting people and communities and being proud of who we are.

We have a distinct place in this lively city with our warm, friendly and open people. We share a spirit of adventure with a community striving to make a difference and put something back.

Our staff, students and alumni are the beating heart of this university, with an impact that goes beyond academic, economic and social measures. It can be seen in our physical footprint around the city, our global connections and how often you will meet someone who has been transformed by a connection with our university and has helped transform the lives of others.

Making a difference is what a university should be about. It is what we are about. It is who we are. It is Liverpool John Moores University.







# COMMUNITY



We are deeply woven into the fabric of this world-famous city and are passionate about having a positive impact in every corner and community – and around the world. Using our creativity, optimism, passion, pride and expertise we aim to make a difference to our communities.

Making that difference and being a success at LJMU is a team effort. Our staff and students all need help and support from time to time; from tutors, specialist teams of LJMU staff and each other. When you join LJMU, you join a community that provides support, encouragement and ongoing mentoring – key factors to reaching your potential. Support at LJMU takes many forms, across a range of academic and other services. We are here for each other. We build each other up. We care about each other.





By volunteering, you can show a teenage girl from a disadvantaged community that she is worth investing time in. This is such a powerful act that can potentially give them the confidence to seize opportunities and realise their potential.



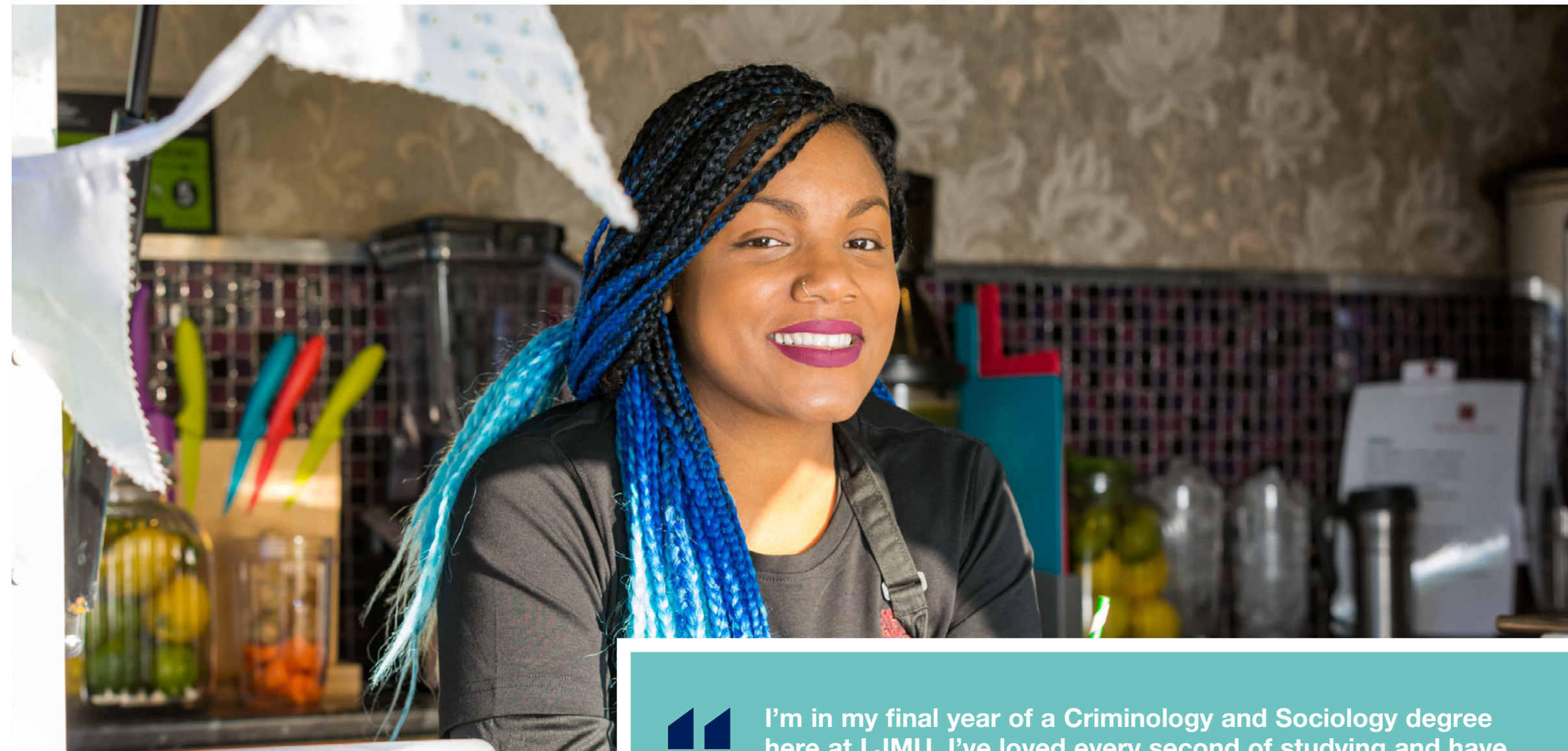
Tori Sprung, a lecturer within the School of Sport and Exercise Sciences, makes time to volunteer as a mentor for a charity close to her heart: The Girls' Network, one of LJMU's corporate charities.



This has shown me that something very positive can come out of something very negative. We now have a different type of knowledge and we can bring with us a different perspective on some of the challenges that face us – not just clinical but also being supportive of colleagues, working in teams, how to develop resilience, being kind to yourself and taking care of yourself.



Dr Colin Jones, Senior Lecturer within the School of Nursing and Allied Health, answered the call to return to practice as a rapid response nurse during the coronavirus pandemic.



I'm in my final year of a Criminology and Sociology degree here at LJMU. I've loved every second of studying and have learned so much about social structures and race. This knowledge is what motivated me to take positive action for racial equality.



Chantelle Lunt talks about her drive to set up the Merseyside BLM Alliance, a Facebook group formed to address the issue of racism in Merseyside.



# ADVANCEMENT



The competitive job market contains great uncertainties. We are focused on helping to prepare our students to face the massive challenges of an ever-evolving economic landscape. By embedding ‘must have’ career experience within core teaching, learning and assessment, we are providing students with skills, self-awareness and confidence that will be invaluable to future employers or for starting a business.

We put everything in place to help students get ready for the world of work; from volunteer opportunities to work-based learning and links to industry and professional networks. We aim to help students realise their potential, uncover their talent and passion, challenge conventional thinking and gain the confidence to stand out from the crowd.





It's been massively beneficial for me to be able to play football professionally and still continue with my studies at the same time. The support the university has given me has been great. It was certainly a challenging experience but it's one that definitely enabled me to better myself as a person, improve my time-management skills and further develop qualities that I hope will continue to set me up for future success.



**Niamh Charles**, Sports Scholar and Sport and Exercise Science graduate, played for Liverpool FC for three years until recently signing for Chelsea.



The Legal Advice Centre strives to empower communities to understand and enforce their own rights. As a student, it can be difficult to gain legal experience, so it was great that the Centre could provide us with real opportunities to learn from solicitors first hand. It also made me realise just how much having a career in law can make a difference to other people's lives.



**Eve Salter**, Law graduate, describes the rewarding experience of volunteering at the School of Law's Legal Advice Centre, which provides free legal advice to the local community.



Teaching presented the opportunity to do something that was rewarding and genuinely made a change to my community and wider society. I have always tried to have the ethos of making a positive difference and in teaching you get to do that on a daily and hourly basis in every lesson. LJMU gave me the confidence to face the classroom early in my training year and make progress quickly.



Having been in the military for almost 24 years, **Tony Grogan** decided to take on a new challenge. After gaining his teaching qualification with LJMU, he now teaches history at Turton School in Bolton.





# WELLBEING



Everything at LJMU is built around our students and staff. We put people before processes. We care deeply about each other's health and wellbeing. Taking care of yourself and each other is especially important during times of uncertainty and change, including moving home or starting university.



We care passionately about your health and wellbeing and will be there for you throughout your journey with us. Whatever challenges come your way, our teams of dedicated staff and students will help guide you towards good health and happiness in your academic, social and student life; finding things that work for you. You're not on your own at LJMU, someone is always on hand to help. Someone who cares is standing with you.





We talked for hours about his love of photography and looked at some of his work. That was really special to me as he was sharing his passion and you could see his eyes light up as he talked about it.



Dominique Aspey, who works in LJMU's Centre for Entrepreneurship, describes one of her meaningful experiences volunteering at Sean's Place, a men's mental health and wellbeing centre that aims to reduce social isolation.



As someone who has mild Asperger traits, volunteering has allowed me to develop more confidence talking to people, as well as helping me to understand and feel part of a community within a new city, enabling me to make new friends and forge new relationships.



Brett Duffy, Science and Football graduate, talks about how volunteering has made a difference to his overall wellbeing and sense of belonging.



People can come to class every day, a smile etched on their face, while their minds are filled with cobwebs. Exam stress, money worries, social pressure, deadlines. These four things can consume the lives of a student. But it's not all doom and gloom. Student Advice and Wellbeing services can help a great deal and talking to trained professionals can clear away the mental cobwebs.

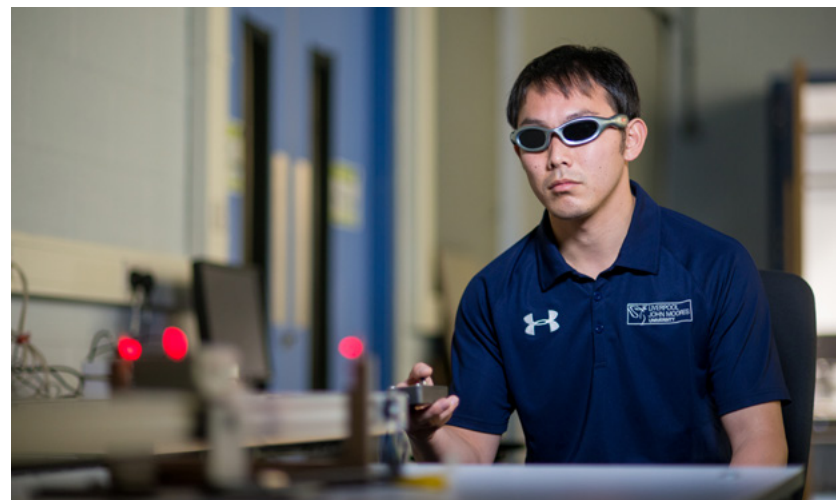


Daniel Williams, Journalism graduate, on maintaining good mental health and wellbeing while at university.





# IMPACT



Drawing on our world-leading research, we aim to see the results of our ideas, effort and collaboration take shape and have a meaningful impact, whether it's supporting vulnerable members of society, helping improve people's daily lives or creating sustainable solutions for the future. Research at LJMU not only makes a real difference to society - in the UK and around the world - but it also greatly enhances the learning experience of our students. Our academics' innovative thought, commitment and pursuit of excellence inspires our students to discover their passions and seek their own pathway to success.





Malaria is a serious health problem. Around 400,000 people, mostly children under five, die each year as a result of the disease. My research is looking for molecules from plants that can be used as templates for the development of new antimalarials.



Stephanie Tamdem Guetchueng, PhD student in the Centre for Natural Products Discovery within the School of Pharmacy and Biomolecular Sciences



Forest School sessions help participants build confidence, independence and teamworking skills. Studies suggest that learning outside in general is beneficial due to the novelty of being away from the classroom, the interaction with others, the fresh air and generally being active in a natural setting – we are designed to be in nature, so we thrive in natural settings.



Dr Avril Rowley, Senior Lecturer in Primary Education and project lead for the Forest School programme at LJMU, talks about the positive impact of children learning in and about nature.



The support that we are receiving from Low Carbon Eco-Innovatory is critical because sustainability is at the heart of our expansion, but the R&D is far beyond our expertise. They have been brilliant in helping us find where science meets commercial needs.



Ged MacDomhnaill, Managing Director at The Climbing Hangar praises the Low Carbon Eco-Innovatory for the help his company received developing a product that reduces 10,000 tonnes of waste.





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