



**DE MONTFORT UNIVERSITY
LEICESTER**

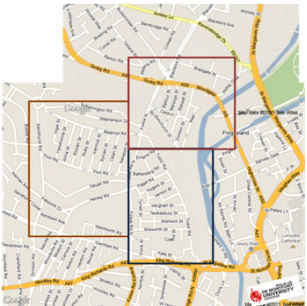
Introducing Mile²

Mark Charlton – Square Mile Manager
David Hollis – Operations Manager Square Mile

An initiative by the Vice-Chancellor:

- Demonstrating the positive impact that a university can have on a local community
- Strengthening the principle of universities as a public good
- Forging opportunities for partnership working with Leicester City Council

Context



Covers much of this map but with focus on three distinct neighbourhoods:

1. Newfoundpool
2. Fosse/Tudor Road area
3. Woodgate

Location

- Consists of three neighbourhoods within Leicester
- 7200 people around 4000 households
- Spans three wards (Fosse, Abbey and Western Park)
- Crime ranks high in deprivation indexes with high ratings also in access of health services, income, education and living environment
- Significant under-investment and lack of service provision
- Close proximity to DMU campus.
- Area of flux – population changes, mix of groups

What do we know about the area?



20 Projects divided into four areas:

Arts & Community : Community cafe, Movin'2 gether, Community gardening, Bright spaces, Threadworks, Free English lessons

Health: Free hearing screenings, Mile² run, Health Walks, Street youth workers, Diabetes: Complimentary medicines

Business: Business Works, Employability, Inspire, Play dough, School governors

Technology: Robotics club, Homework club, I.T. Training, Square Mile media, Healthy homes: healthy Square Mile

The projects

Project Aims

To provide life-changing opportunities to all ages of the community through pioneering research, skills development and greater community cohesion

- Cross faculty initiative, all departments involved in one or more projects
- Support from City-Mayor, Deputy Mayor and LCC
- Designed in consultation with residents and schools
- Opportunities to bring residents onto DMU campus

Project Aims

• After just one 12-week course of the Free English project, three residents successfully entered full time employment as result of their improved language skills




• The Play Dough project brought year 6 students onto DMU's campus, offering the chance to win cash prizes for their school, whilst learning the value and importance of the stock market. The winners of the competition had their trophy presented to them by the Duke of Edinburgh on the 8th March 2012



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Reception



• Threadworks and Movin'2Bronze well received by residents with all sessions fully booked

• Partnership with Hewlett Packard allowed Square Mile to create an I.T. Training suite at Fosse Neighbourhood Centre. Facilitated by De Montfort staff, the sessions are fully booked by residents looking to enhance their computer skills

• A renewed Free English Lessons project adds an intermediate level to its curriculum. Sessions are oversubscribed, with more tutors having to be drafted in to translate sessions into different languages

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Reception

Current partners of Square Mile project:

- **In Training:** Investing billions to tackle youth unemployment through apprenticeships, training and links with local employers
- **Hewlett Packard:** Whilst responsible for the IT infrastructure at DMU, Hewlett Packard have made numerous donations to the project, allowing Square Mile to equip primary schools in the area with new computers
- **Leicester City Council:** Vital partnership allowing us to run projects out of council facilities for free

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Partnerships

Opportunities for residents:

- **I.T. Training:** Enhanced programme, residents will receive a recognised qualification upon completion.
- **Employability:** Residents have a wealth of training and work opportunities on their doorstep through, In Training.
- **Threadworks:** Extension of the Fosse Top stitches project, will operate fortnightly out of Newfoundpool, promoting a "make do and mend" culture.

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Involvement

50 New Radicals – The Observer
Professor Shellard awarded for his commitment to the community through Square Mile

Leicestershire Diamond Jubilee award
Square Mile received the award for outstanding contribution to the local community

Green Gown awards
Higher Education award: nominated for outstanding contribution to the local community

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Awards

**Regular Leicester Mercury engagement
And BBC Radio Leicester interviews**



RADIO LEICESTER
104.9FM | DAB
Be part of it.

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Media reaction

Personal briefing to the Queen

Professor Shellard gave a personal briefing to Her Majesty the Queen on the 3rd March 2012

UK Political interest

Attendance at conferences of three main political parties. Particular interest from the Prime Minister's office

International interest

Presented to Prime Minister of Japan and the Japanese Ministry of Education (MEXT)



Interest and reaction to Mile²

mile2@dmu.ac.uk

0116 257 7102

Mark Charlton

Square Mile Manager
mcharlton@dmu.ac.uk

David Hollis

Operations Manager
dhollis@dmu.ac.uk



@DMUSquareMile



Get in touch