

# T'HUD

STUDENT MAGAZINE

## ALL THINGS ELECTIONS!

Student elections are coming up! We have all the info you need right here — **ready for voting, 7am to 7pm on Tuesday 5 March**

## PANCHIKO LIVE REVIEW

“I had noticed a few familiar faces walking past me and smiling, only to realise in disbelief that it was Panchiko themselves walking past the stage”

## TOO GOOD TO GO CAN SAVE YOU MONEY

“I would usually spend about £30 on a weekly shop at Lidl, this week I spent £12.50 using the service.”

SPRING  
2024



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**Hello students!**

Welcome to the first issue of the newly revived T'Hud! We write about student interests and issues, both within and outside the University. Student life offers so much variety and our team has worked hard to create something that highlights the most important and interesting aspects of that lifestyle.

Our first issue is on this year's student election. We will be telling you everything that you need to know about the election. Our team had the opportunity to listen in to interviews with some of the candidates, conducted by Radio Hud. All the details about the candidates, their aims, hopes and ambitions for their role as representatives can be found in this issue.

We also have students writing about various aspects of student life and culture. There are articles about tattoos, music, TV, sport and events in Huddersfield, all from the perspective of fellow students. It's a glimpse of culture you won't want to miss.

We really hope that you enjoy our first issue of T'Hud (revived). Don't forget to vote!

**Sandra Ubege**

*Consulting Editor of T'Hud on behalf of the T'Hud Magazine team.*

# MEET THE TEAM



Hi, I'm Sandra, I'm a third year media student, and im the consulting editor of T'Hud. I love commenting on culture, collecting magazines and watching too many films.



Hi I'm Thomas, a 2nd year Music Journalism Student and one of the social media manager of T'Hud! I'm an avid vinyl collector and love all styles of music including R&B and Reggaeton



Hey I'm Jessica (Jess) , I'm a 2nd year Media Studies Student, Co-Lead Designer and Editor for T'Hud . I have an interest in gaming and music - specifically foo fighters and Declan Mckenna



Hi I'm Charlotte (Char), I'm a 2nd year Digital Media and Communications student, and I'm the Co-lead designer for T'Hud. I have an interest in music ( faye webster , boygenius, and clairo ) as well as film !



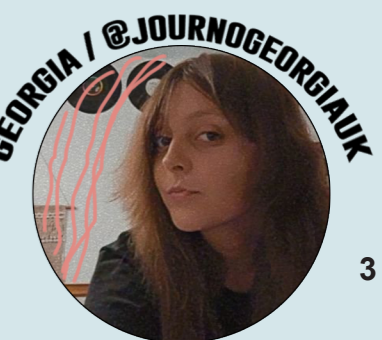
Hi I'm Sid, I'm a second year Journalism student and the Editor of T'Hud. I love books and have a minor obsession with tattoos.



Hi, I'm Lucy, a 2nd year Media, Promotional Culture and Advertising student - I am one of the Social Media Managers for T'Hud. I love indie and rock music, especially Britpop, and I'm addicted to Pepsi Max



Hi, I'm Sabih, a second year student studying Creative Media & Journalism, and I'm the editor for T'Hud. I like listening to K-POP - Big fan of stray kids



Hi !! I'm Georgia, I'm a second year music journalism student and I am head of social media here at the magazine. I love all things music and fashion, but specifically 80's and rock!

# THE WHISTLESTOP TOUR OF THE CURRENT REGGAETON SCENE

BY THOMAS MELIA

It feels like just yesterday our ears were hearing Justin Bieber fumble 'I don't know the words, so I sing Dorito' performing the smash-hit 'Despacito' back in 2017. When looking back on that grainy handheld viral video it's poignant to see the Latin genre spiking in popularity, competing with the likes of Drake and The Weeknd in the global music sphere.

You know it's something special when a 31-year-old Spanish speaking singer, who you may know as Rosalía, can sell out 20,000 seats at the O2 in London; or in the U.S where Colombian-born Karol G is playing stadiums with a 45,000 capacity, the same ones Swift's taking over for her 'Eras Tour'. Latin Music is on a high. Between 2020 and 2022, Latin music grew 55.29% in album consumption in the U.S, according to Luminate. This statistic holds even more weight when streaming force Bad Bunny is glued to the no.1 spot on Spotify's artist ranks for three years running.

With 85% of the world's population now owning a smartphone as from explodingtopics.com, and 98% of the UK's having a smartphone, according to finder.com, you can see how it's easier to access an eclectic range of content from a multitude of places across the globe. Pair this with the fact that university graduates are most likely to own a smartphone also finder.com, it's hard these days to avoid any song or trend whether you love it or hate it. In the age of social media these snippets played over videos can become the earworms you wish would just disappear or the ones that become playlist staples.

## So, who are these musicians introducing a whole new generation to Latin flows?

Touching down in Colombia to start with accompanied by the self-proclaimed Bichota (Business Woman), Karol G. 'Manana Será Bonito' (Tomorrow Will Be Beautiful), proved she was not shy about making a statement. Boasting collaborations from legend to legend such as Shakira and Sean Paul, this album made sure to root itself into pop culture. With 835 million views on YouTube and huge star-power 'TQG' which features fellow Colombian Shakira holds its own front, what more reasons do you need to love a song? 'Besties' on the other hand sees Giraldo on a cute and vibrant track. A little bit of fun helps lighten the mood and Karol provides that pick-me-up through this hidden gem nestled in the heart of the album. There are two things about this singer that you will never forget: her phenomenal rhythms and her brightly coloured hair. Qué Chimba! (How great).

Puerto Rico next and piloting our journey is Rauw Alejandro. He provides us with his spinoff project 'Playa Saturno' (Saturn Beach) released in summer which stems directly from 2022's 'Saturno'. If you're catching a chill from the -288.4 degree planet, Alejandro's album will make sure to bring some heat. 'BABY HELLO' collaborates with Argentinian producer Bizarrap. The synths used make the track bounce from ear to ear, it's not too distant from songs in the UK's dance scene right now. 'Picardía' (Sharpness) has kicks which are hypnotising, it's compulsory to move around. The melody of the track loops and weaves itself effortlessly between the record's other elements, making for a perfectly crafted hit, the musical recipe works like a charm. Everything Rauw puts his voice to turns to gold.

Time now for a layover, here's some standout singles to stamp off on your latin music passport. 'Arranca' (Drive Off) by Becky G comes in collaboration with Omega and manages to bottle up the sounds of summer by the beach. This is paired with lyrics that show she realises her worth: 'I am not your Plan B'. Feid's 'REMIX EXCLUSIVO' (Exclusive Remix) blends winning someone back over a club-style beat.

'TUYA' (Yours) by Rosalía is an ode to Japan fusing koto, the country's national instrument, with a slow-tempo beat.



'Chulo' (Cool) by Bad Gyal is a playful single where she easily takes control of the flow. The track is aided by a remix from Tokischa and Young Miko the song is an observation of a love interest with a lavish lifestyle.



Myke Towers provided last Summer with the reggaetón hit 'LALA' which gained popularity after viral dances and videos on TikTok.



As we descend back to Huddersfield, who knows where we'll jet set to this year?



**For anyone looking for new and interesting music, Panchiko, the 4chan mystery band could be for you. Having recently released a new album and are currently touring the UK, these guys are one to watch out for.**

Panchiko first appeared from the shadows when an anonymous 4chan account posted about a mysterious looking CD they had found in an Oxfam charity shop. Initially it was the manga cover art that had intrigued them, but what really perplexed them was that there was an odd distortion overlapping that of the main musical material, soon to be discovered as not intentional, and was a product of age of the CD. This sparked uproar globally across the internet, and fans of the EP set out to find the band, after only knowing first names provided on the back cover of the CD, to obtain a cleaner version of the record, as they enjoyed it so much. In short, after being reached by fans, the band decided to get back together after previously disbanding their old high school band, two decades later.

After seeing them earlier last year in March at Manchester Academy for the first time, I was excited to see what they would bring to the table at Manchester Gorilla, since they had released their first album in 20 years since then.

They were supported by CJ's Mirra Maze, psychedelic pop rockers hailing from Nottingham. As they were setting up, I had noticed a few familiar faces walking past me and smiling, only to realise in disbelief that it was Panchiko themselves walking past the stage to go out to the wing behind it, probably due to the lack of backstage space. CJ and

his troops play a set of maximalist electronic psych-pop with trippy neon visuals behind, creating an augmented viewing experience. They played such hits as "Self Medicate" and "Dreaming in the Valley" which did not fall short of opening act entertainment. With CJ's Mirra Maze being a very new project, I'll be keeping up with these guys.

Onto the main act Panchiko, opening with "Stuck" they burst through the dark room with warm purple and orange lights. Immediately, we have a stark contrast with a track from their recent album, "Failed at Math(s)" with the song "Think That's Too Wise" with an eerie minor key and darker tone than their last. Up next are fan favourites "Stabilisers for Big Boys" and "Sodium Chloride", followed by "No. 8". They play with such poise and polish, more so than their previous performance despite the gap of only a few months. It is by this point that the band points out their current illnesses and apologies for any pitchiness (which was barely noticeable!) as they say they are "on the Lemsip...HARD", the crowd chuckling sympathetically. They then follow up with "CUT", which I was particularly excited for as they had not played this track the last time that I saw them. Not disappointing, they confirm to us that that was the best reception they had received for "CUT" so far. Track such as "Untitled Demo - 1997", "Until I Know", "Failed at Math(s)" and "NeilSSong" follow. By this point, the 3 for £10 ciders were flowing and the crowd seemed to be putty in Panchiko's safe and capable hands. "Failed at Math(s)" was a particularly wise choice to place in the middle of the set, as its jangly synth-pop melody really solidifies its standout quality,

a more upbeat tone from the Thom Yorke-esque lofi shoegazey majority. The set closes with "Laputa", "Gwen Everest", "All They Wanted", "D>E>A>T>H>M>E>T>A>L", and "Kicking Cars". I think this is one of the strongest % track runs on a live performance and could not fault a single note.

"Laputa" was a particularly tender moment, probably one of the most delicate of the gig, up there with "D>E>A>T>H>M>E>T>A>L", as silence fills the room, just as the dark blue lighting does. We hear the iconic sample "This is a game CD, for SEGA Saturn System." And "Don't play the track" which catalyses cheers all around the room, the loudest cheers and the loudest the crowd had sung yet, creating an emotional listen. The disco balls on the ceiling are put on for the final track "Kicking Cars", an eerie yet suitable closing number.

Overall, Panchiko seem to be going from strength to strength at the moment, following their new album, US tour, festival appearances, and a second UK tour in the space of a year. With brilliant vocals live, and great running commentary, these guys are something to sink your teeth into if you're into Radiohead, Shoegaze, Electronic, Synth-Pop, or if you just fancy something new. Panchiko yet again fails to disappoint!



# A BEGINNERS GUIDE TO TATTOOS

WITH ADVICE FROM ACTUAL TATTOO ARTISTS OF 'NO LOVE LOST TATTOOS'

BY SID CHADWICK

So you have decided that you want to get your first tattoo? I don't blame you, tattoos are a big commitment but are a great form of expression, they allow you to have pieces of art on your body which can be either for your eyes only or for the whole world to see, so what's not to like?

Getting a tattoo with no experience can be an incredibly nerve wracking thing, I remember stumbling into a tattoo shop anxious and afraid for my first. So I enlisted the help of two talented tattoo artists from Huddersfield, Liam Pettifer and Jim Edwards, of No Love Lost tattoos. to help give you some simple tips that will make sure you don't regret your first tattoo.

Believe it or not there are some steps that you can take the night before to make your experience much more pleasurable. The first is obvious, make sure you get plenty of sleep. No artist wants their client to be sleepy and if you are nervous an utter lack of sleep won't do you any good!

Next strictly no alcohol the day before, this can thin your blood and make the whole tattoo process much more difficult for both you and the tattooist.

Always eat before you go! This will help boost your blood sugar levels and will reduce your chances of fainting (which very rarely happens so don't worry), similarly bring a sugary drink to keep you going during the tattoo.

Once you are there don't be afraid to tell us that you aren't happy with the design and we won't be offended, I promise. We want you to be 100% happy with the tattoo, it is on your body for the rest of your life after all.

Feel free to talk to your artist. Sometimes you could be sitting in the chair for hours so feel free to ask questions about the process, it can really help with any nerves.



The pain is never as bad as you imagine so don't stress yourself out.

Make sure you clean it with antibacterial soap, after removing the wrap, this helps to make sure your tattoo won't get infected.

Make sure you keep the tattoo wrapped for the first night, clingfilm and Dermalize are perfect for this. This helps with the healing process and also makes sure that if your tattoo does weep ink then it won't stain your sheets.

After the tattoo, a few times a day apply a good moisturiser. We recommend pure coconut oil or a brand called Tattoo Goo. But make sure you don't overdo it as it blocks your pores and can disrupt the healing process. You'll know it's fully healed once the flaky skin comes off and it's normal skin underneath.

And don't be afraid to contact your artist with any issues or questions, we are always happy to help. A good artist will give good advice.

Finally enjoy the process, Tattoos will be on you for the rest of your life so make sure you take every moment in.

Website [www.nolovelosttattoo.com](http://www.nolovelosttattoo.com)

Instagram [@liam\\_nolovelost](https://www.instagram.com/liam_nolovelost)

and [@jimbo\\_art](https://www.instagram.com/jimbo_art)



# AI ART VS PHOTOBASHING

BY TEODORA MANOLOVA

Photobashing is a technique used by many professionals in the creative industries. Every beautiful animation or game project you've seen has most likely benefited from photobashing during its development. But how does it work? The art director or concept artist of the team will gather images relevant to the theme that they then piece together in Photoshop, creating a brand new image that gets the key ideas across.

Despite the fact that this technique is now a concrete part of development in most industries, when it first surfaced people were outraged at how this could be considered an art form, especially one that rivals traditional pieces, similarly to how people feel about AI art at the moment. While at first it was considered 'cheating', artists still need to understand the fundamentals of art and design to produce something worthwhile. Photobashing is simply a part of the creation process being streamlined to facilitate production in high speed industries like gaming and animation.

In comes AI. At first nobody considered it a threat, rather a source for memes and reassurance that technology could never ever outdo Art. However now it can do the work of a concept artist even faster - at the click of a button. It also has the user interface to allow continued change of the image until you're happy with it. The point may stand that AI can't surpass Art but it's quickly making a space for itself in creative circles.

If we go back to photobashing for a moment. We should address the differences between a professional using Photobashing and an amateur. If you right now get an image of a car and a flower, put them together in Photoshop and paint in a light bursting from the centre of the flower — you would be photobashing. Of course the image you've just created probably won't go on to inspire a game series or animated movie but you've used the same technique. So what's different? Well for one you may not understand perspective so the flower you've put on the roof of this car looks more like a sticker than like it's billowing in the wind, its roots barely holding onto the metal surface. You may not understand contrast so the light you painted shooting out of the flower looks more like a smudge. A professional can with their knowledge of perspective, contrast etc. convey their ideas clearly for others to understand. This is why Photobashing isn't used as a finished product but as the beginning of one.



Similarly despite the novel ability of AI to create professional looking images, the internet is littered with pieces which are pretty but fundamentally incorrect. Areas like light sources and anatomy are fundamentals that a professional understands no matter what technique or medium they use. They are also the largest let downs of AI's code. The tech can not understand these art principles either, on its own it can create pretty but incorrect imagery without human input all day. This is why the work of an amateur lacking this knowledge will still fall short in quality compared to an expert.

While Photobashing is now an established process in industry, AI Art is still brand new despite its fast turnover of development. The most widely considered aspect of AI is its lack of implementation into laws and regulations. Will this stop people from utilising it in their creation process? Not at all. There are already professional artists implementing it and finding ways to do it somewhat ethically in regards to the work of existing artists fed into it.

In many discussion forums like Reddit people are debating the ethics and considerations of AI day and night. There will never be an equal consensus. User u/tdmurlock points out that in the future "There will be "pure" AI artists' and artists who use it 'as a reference or... a component in... patchwork or collage" the way Photobashing is used for visualisation.

This has also not been the first wave of mass hysteria about 'art being dead' in the history of the world, nor will it be the last. We will reach some sort of balance as we always do, the way there are traditional oil painters despite the existence of photography. Media like biro and sketching despite the existence of graphic tablets and digital software.

# BINGE MODEL VS. WEEKLY RELEASE

BY SANDRA UBEGE

Streaming has completely revolutionised television. First, Netflix came into the game with its original series, House of Cards, in 2013. A decade later, we have a variety of streaming services that offer a range of TV shows. Netflix has held onto its crown with award-winning show Stranger Things (2016 - present). But HBO (now just Max), has become a streaming darling with Euphoria (2019 - present). The Bear (2022 - present) was brought to us by Hulu.

Netflix introduced the binge model to audiences with House of Cards and it's the model that many TV shows have used since. But some select shows will still use the weekly release. Netflix owns the binge-model, while shows by Max have a weekly release. Whether a show has a binge or weekly release, it doesn't impede or increase the quality of the show or improve or hinder chances at award shows. It just is. To see the differences between the binge and weekly releases, I'll be taking a look at Hulu's The Bear, a binge-released comedy-drama and Max's Euphoria, a teen drama. I'm basing my discussion on audience reactions on social media.



CARMY (JEREMY ALLEN WHITE) AND SYDNEY (AYO EDEBIRI) IN THE SECOND SEASON OF THE BEAR. PHOTO: CHUCK HODES/COPYRIGHT 2023, FX NETWORKS ON HULU.

## THE BEAR ( 2022 - PRESENT )

Created by Christopher Storer and starring Jeremy Allen White, Ayo Edeberi and Ebon Moss-Bachrach, The Bear follows a young chef from the fine dining world and his return to his home in Chicago to help run his family sandwich shop after the death of his brother. The show is beloved by fans and critics alike. It has numerous accolades including a Golden Globe and a Writers Guild of America award as well as several Emmy nominations. The show has two seasons and has been renewed for a third. The 2nd season was released in the UK on the 19th of July, almost a month later than the US release on the 22nd June.

In comparison to traditional TV, streaming means that TV series are more easily accessible after premiere. Fans are able to look back at episodes after binge watching and new fans can take their time. But not too much time. Streaming originally presented itself as an option that would give writers and audiences time and variety to create and watch new quality series. But as the strikes in America have shown, streaming is just as big a threat to artists and audiences as traditional studios, with shows lasting for just one season and even being removed from the platform, from existence forever.

## EUPHORIA ( 2019 - PRESENT )

Created by Sam Levinson and starring Zendaya, Euphoria follows Rue, a highschooler and her group of friends as they struggle with identity, drugs and relationships. The show is the definition of a hit. Its two seasons in just three years have made a huge impact on social media. Sure, many viewers came for beloved former Disney actress Zendaya but they stayed for the performances of other members of the cast such as Alexa Demie, Jacob Elordi and Hunter Schafer.

Euphoria is an interesting case, a phenomenon, really. A regular day in the week became 'Euphoria Sundays.' I didn't watch Euphoria on HBO, I watched it on X. Watching television now is seemingly incomplete without social media, especially X. The show was pervasive and the discussion of the most recent episode would continue for the entire week. Memes about the show would go viral multiple times a week. The social media buzz surrounding S1 of Euphoria was based mostly on its makeup and costumes, courtesy of Donni Day and Heidi Bivens respectively. S2's social media buzz was based more on the plot, dialogue and the characters. Many fans were led to believe characters were unnecessarily villainised.

These criticisms led to further discussion about show creator Sam Levinson's inability to write other characters well besides Rue, who is based on Levinson's own teenage years dealing with drug addiction. It becomes even more egregious when photographer Petra Collins revealed that she was invited to work with Levinson and HBO to direct the show after Levinson said that he wrote the series based on her pictures. Collins worked with them for 5 months and then they turned around to say that she would no longer be working with them. "I was like, 'I am directing the show.'" Collins told Punkt, a Hungarian art and photography magazine. "I created a whole world for it, did the casting, whatever. [And at] the last minute, HBO was like, 'We are not hiring you because you are too young.'" A source close to Levinson denied this. But even as dedicated fans of the show, people are more likely to believe Petra Collins.

Even before this allegation, there seemed to be a lot more vitriol levelled at Sam Levinson this year. Season 3 is set to air in 2025. The response online was not of excitement but of disdain. Twitter was full of cutting comments on how the already adult cast would not be able to convincingly play teenagers.

So while Euphoria's future is bright (by the mere future of proceeding with another season when many TV series don't have that anymore), audience interest seems to be at best, reluctant.



## VERDICT

The binge model has been far from a hindrance for TV but the weekly release works better. It keeps the discussion fresh, it makes every episode an event that no one wants to miss out on. However as we've seen in the individual cases between these two shows and the current climate of television that means a series progressing further than one season is rare, there's also what happens behind the show that matters. The weekly release and TV shows having the room to grow are classics. Though streaming and binge-culture may look shiny and new, we shouldn't forget why the original models worked in the first place and why they'll continue to work in the long run.

# STUDENT ELECTIONS

The following seven pages of this magazine are dedicated to the student elections that are taking place within the University of Huddersfield with voting taking place 7am to 7pm on Tuesday 5th March.

For this, T'HUD worked with the SU and RadioHud to interview candidates for this edition of the magazine / RadioHud's broadcast.

We contacted all candidates and offered them the chance to speak to us, the ones in this piece are those who took us up on the offer.

Please note that these interviews may have been edited in parts for length / clarity purposes.

To find out all about the candidates and how to vote, please scan this QR code.



## GABRIEL BELIBI RUNNING FOR ACTIVITIES OFFICER

I'm a second year biology student. I play tennis, I'm the President of the university's Tennis Society and Head Coach. I also play other sports such as volleyball, basketball and football. I've been playing piano since lockdown. I recently performed in the university's Vietnamese Society.

One of my premises is to grow and develop talent. That might be giving access to different music department rooms which are available. Another thing would be inclusion and diversity. The international student population is very big and they need to be included in all societies and events. I know there's many language barriers, but they can be broken by people who take that time and care for other people as well.

One of my main leadership qualities is that I'm able to listen. My tennis members, if they want something I'll provide it for them, a racket or stringing for example. I would make sure to allow everyone to give their say.

When I'm talking to many international students, it's a language barrier that stops them from communicating with others. They think they can't communicate, so they won't. I have some friends from Hong Kong, they're part of the volleyball [team] but they don't feel part of the community, so it's about bringing those outsiders inside so that there are none.

Being involved in all the activities. Whenever there's an event, I have to be there. It's not about being detached, it's about being really attached to the situation. I am in every society, I'm always around, but that is the case, that's what you have to be as Activity Officer. You have to be involved, you have to see the people talk to them as well.

Being transparent, making sure that I'm not doing anything outside of what I should be doing is important. Staying in my lane, not doing anything that will go against the policies of the university. Also keeping regular accounts on my Instagram, so can you show that they can see what I'm doing on a day-to-day basis.

Get involved. Making sure you make connections. Connections are power.



## ABDUL EDREES RUNNING FOR ACTIVITIES OFFICER

Hi everyone, I'm Abdul Edrees, most of you will probably have seen me within a certain time in the University. I've been around here for the past two years. I like playing football and futsal, and I try playing tennis once in a while. I just like activities.

My main manifesto for my campaign and everything is NOT to implement something new, as I've seen other candidates / ones in previous years before tend to promise to add something new to the system. Well, from my perspective, our system is working great. But it needs improvement.

Within time, everything needs improvement, to reach the next level.

I don't wanna add something new I just wanna see how we can level up. I'd like to see the university represented on a higher level. Students can play internationally, students only play on a university basis. Well, I can see a lot of students have higher hopes, better abilities for going abroad and playing with them.

Well, in terms of leadership qualities, this is not my first election, I had elections back home in my high school. So I'm very aware of what's going on and if we talk about leadership, back home I won my elections. In varsity, last year, I was like the mascot of every club. I was cheering from the opening ceremony to the closing ceremony. I was there. I had that passion in me, and people saw that.

I truly believe an activities officer should be there at least like in 8/10 events, or 8/10 clubs, you should be attending and listening to students. And I didn't see that within the last two years, I played last year with the football team, and this year with the futsal club, activities officers don't tend to be there, well your role is called the 'activities officer' you have to be there, you have to listen to the student issues and how you can solve them.



## BETHANY MURPHY

### RUNNING FOR ACTIVITIES OFFICER

I'm Bethany and I am a fashion student in my final year. I feel I would be well suited to the role of activities officer as I have the experience and good ideas needed. My main message is that I want to boost people's confidence and make them feel more comfortable to join societies.

Only about 10% of the students at our university are in societies. I feel there is more that can be done to put societies more out there. Improvements can be made to the freshers' fair to make it more engaging, such as putting more outside to grasp people's eyes instead of it all being inside the sports hall, as well as getting more out on social media. In addition, I want students to be more assured that they don't need to be experienced to join a society, as teaching for beginners is often available. It is also definitely important that smaller societies gain greater recognition, and big accomplishments need to be noticed in all sectors of the university.

Being president of the Pole Dance Society, along with having three years of experience of being on the committee, I have considerable experience in leadership. My society has faced struggle, however, we have been building our reputation up this year by gaining more recognition.

I believe that a major problem that students are facing is an issue in finance, particularly within societies, as Students' Union often promise things however these are often not met. I feel that there are better ways to distribute finances that will work better and fairly for everyone.

To increase engagement with the Students' Union, I feel that social media is the key. Sharing more events on social media is a simple yet effective suggestion that I feel would gain more attention from the student body. I also believe there should be more collaboration between societies for events to find common interests and help each society gain more members. Collaborating through an event also allows for less stress and pressure for members, as it is done in a fun and engaging way.

I will always be completely honest to maintain transparency with students and other members of the Students' Union. I went on to say that I will make no false promises, and will always be realistic, as well as putting measures into place to reach the goals and promises made.



## RIVEA JEFFERSON

### RUNNING FOR EDUCATION OFFICER

I'm Rivea and I'm running for the role of Education Officer. I have been at University of Huddersfield for six years. I am currently doing my master's degree; I love music and I am even in a band. My main message is that every student deserves high quality learning, and I want to be able to help students to graduate with a useful degree. I also want to be a vessel for change through breaking down barriers.

My campaign primarily focuses on students' learning, a key promise first of all being that I want to work with the students to pin down their learning to make sure they are getting the best access to their learning as possible. I plan to fulfill this by making the curricula more inclusive, for example through decolonising them. I believe that the curriculum is often not as attainable to students, particularly international students. For example, in music many students are expected to have a certain grade in a certain exam board, however this isn't always available for students overseas to complete beforehand. By making the syllabus more decolonised, I hope to represent a more diverse amount of the student body.

In terms of leadership skills, I have a wide range of experiences where I gained the skills suitable for this role. I was an A level teacher at Leeds City College, where I was a leader and focused on the educational needs of others. I was also a Students' Union Rep Assistant, where I represented student's voices, and I was a Peer Listener at the university, where I won Peer Listener of the year. I feel I am not scared of possible uncomfortable situations.

Students being very individual was an issue I called attention to. I focus on the importance of us at university being a community, and I feel it's important to bring us all together. I feel I can do so by creating a database of skills of some sort, where finding certain skills will be easier. This helps us work with one another more frequently, and in an uncomplicated way. To ensure student engagement within the Students' Union, I feel that making myself visible and out there through speaking to various groups of people will help students to get to know me and engage in conversations and questions with me. I want to represent the diverse voices of the student body by attending global events to get to know students better and to know what they get up to be able to fully represent them to the best ability.

Maintaining accountability and transparency is important to me, and I believe I can best do so through maintaining the Students' Union accountability system. As well as this, I want to simply be authentic when talking to students so that I thoroughly connect with them, allowing myself to be fully approachable for any questions they have, and to merely convey myself as communicative.



## ELLIE WILSON

### RUNNING FOR EDUCATION OFFICER

Hi, I'm Ellie! I'm a fourth year Law student doing my Masters. I enjoy tennis – I play in the Calderdale league, and I'm also the president of the Law Society this year.

My biggest focus for this year is barriers to education – Inflation and student finance are particularly important this year given that people are struggling to make their way into University, and if you're struggling at nine o'clock in the morning to just get here then you're not able to focus on what you're doing when you actually make it into University.

As for leadership skills, I'm the president of the law society this year, and it's definitely been a good leadership experience, especially as I went from Vice President to President – It was really different from what I was expecting. Being the President has built my confidence and leadership skills. On top of this I've worked for the Student union for two years in different roles, one of which meant I was dealing with a lot of student complaints – looking after the academic reps. They'd bring their cohort complaints to me and then we'd see how we could deal with them, and it really highlighted some of the failings in budgeting and teaching and students just being really confused in why decisions which really affected them were being made.

Not only is inflation a huge issue, with people struggling to pay their rent and commuting rather than living near University because it's cheaper, there is also a huge issue with the fact that the activities policy isn't properly enforced within the University. I do think it's important that we're able to balance university experiences with the actual education aspect of it, and I think the fact that the policy is in place but it's just sort of ignored a lot of the time is just strange because there's got to be something else we can do to get that balance between people being able to get involved and you know make friends, make memories and also prioritise their education, noone should have to choose between the two.

I think I'd want people to really see the results, and transparency certainly wouldn't be such an issue because obviously you can't make everyone happy but you can certainly do your best, and if people see you doing your best then that's good enough.

Get involved, talk to as many people as you can, and most importantly just vote for what you think is right.



## IRFAN RASHID

### RUNNING FOR EDUCATION OFFICER

Hi, I'm Irfan Rashid. I'm an international business with project management masters graduate and I am running for Education Officer.

My main promise that I think should be addressed if I am elected as your education officer, is to improve affordability and employability. This is because during my time as an Academic Rep, I discovered that some international students are worried about a lack of support regarding employability within the university. At the same time there is a large amount of fees for students. Students without placement during master years for instance are not receiving the support they need whilst also paying large amounts. Students deserve a proper platform that would help connect them with future employers. Giving everyone equal opportunity.

During my time at highschool I was elected as president of my school. Here at this University I have worked as an Academic Rep and have done peer support. I am well suited to connect with students and support them with their needs.

I believe that the most pressing issue that students face today is AI marking. In the last few weeks there have been several incorrect incidents of academic malpractice, but this was in fact due to a fault with the system. I want to find a way to use AI academically, fairly and ethically for the marking of students' assignments.

If I was elected as Education Officer I would increase student representation, I would do this by correctly advertising what an Academic Rep does and how they can help make changes for other students.

I will make sure I remain accountable for my actions if I am elected, I would do this by making the panels more simple such as introducing a quarterly paper for officers to release. This would discuss what the individual has done, what they are doing and what they haven't done.

My message for students is to not be afraid to come forward and tell me what the issues are that you are facing, talk because I want to listen.



# FREYA ASKWITH-MARTIN

## RUNNING FOR EQUITY OFFICER

I'm Freya Asquith-Martin. I'm in my third year, I study a joint honours in Sociology and Psychology. I did Thai boxing for first and second year but I mainly just love spending time with my friends and my flatmates playing Mario Kart, going out for food and going to the cinema. Anything where we can just have fun and be all together.

My two most important pledges are menstrual products and men's mental health. There's only free products in six of the bathrooms across campus and none of them are gender neutral or disabled ones. I want to push for free products to reduce stigma. For men's mental health, I wanna work with male students to reduce the stigma and find out why they aren't supported and why it's not talked about as much in the university.

I have experience from campaigning because I ran for Head Girl. I have great experience in public speaking. As a senior student ambassador, I also give training to other senior student ambassadors. I'm a people's person, but I'm also confident and determined, so I'll bring that into my role as Equity Officer.

I think a lot of people just feel stressed and pressured by society, not knowing what job they want to go into, so I want to be able to make everyone's experience the best for them while they're actually at uni.

I want to be able to make sure that I'm getting all the SU services and events across on my page because I feel sometimes they can go amiss. I didn't even know there was a women's network until a couple of months ago because I didn't see it advertised. I want to make those more known.

I wanna make sure that at each stage of what I'm trying to do, I'm letting people know how I'm doing it and why. I also want to let them know the progress because if something's gone bad, I want to let people know that I tried to do this but it didn't work out and how I'm going to better myself to do it next time. For accountability, making sure that I'm reflecting their thoughts and issues in my own work. I really want to make sure everyone's voices are heard.

I'm here to help. I love helping people. It's my mission. A vote for Freya is a vote for you.



# MEGAN HORNER

## RUNNING FOR EQUITY OFFICER

Hi I'm Megan Horner, I am a final year film studies student and I am running to be your Equity Officer.

If I were to be elected as Equity Officer my first priority would be to campaign for equitable timetabling for all. This would mean that timetabling would be more flexible towards people's needs, this would include timetabling that would better suit students with disabilities, flexibility for those who need to take care of their family and implementation of a timetable that would not affect times of prayer.

My second promise as your Equity Officer would be to lobby the University to commit to being anti-racist. This would see the University follow in the footsteps of the Students' Union, and communicate with students about the anti-racist actions they take. The University currently does not consider themselves anti-racist, and this needs to change.

I would also like to see the university become more accessible for students with disabilities such as adjustable desks in classrooms and which would allow students to study easier in classes. I would also like to help introduce drop curbs and more automatic doors, making travelling across campus much easier for students.

One of the main issues that is affecting all students today is the lack of financial support for students. Student loans have not risen with inflation, this completely ruins the whole student experience as students are forced to work to be able to pay for rent and food, when they could be spending time enjoying student life.

I would be a great pick as equity officer because I have been working at the Students' Union for 18 months, I possess skills in both leadership and communication and I would not be afraid to make change within the school. Vote Megan Horner — I'm in your corner!



# MACIEJ KARWAKI

## RUNNING FOR PRESIDENT

My name is Maciej. My parents are Polish and I grew up in London. I'm a second year Business Management and Finance student. I run the 3D printing society. I'm on the Enterprise team and I have a startup that I'm working on in collaboration with them.

I want to evaluate what has been done and look to the future. I've narrowed it down to connections with neighbouring universities like Leeds, Bradford and Manchester. I'm wanting to combine the resources and create new projects for students. I want to work with the Education Officer and drive the passion through lecturers. Students will have a much better experience.

I started developing leadership skills in Army Cadets. I went up to the rank of Sergeant. I was also a Student Ambassador in college. I've always looked out for people. The fact that I've never been satisfied by myself with the level I'm at and that just keeps pushing me forward. The people around me see that and they see that if I do something, I do to show others that it's possible.

There are external parts, which are the economy, everyone is struggling with that. That's why I'm into the whole idea of unifying resources. Ideas are great, implementing them is even greater and running as President is figuring out how to actually take those ideas and create little teams or put money where I know it's going to make it work.

There's some different groups from different countries that group together because it's comforting. It's comfortable but you forget to broaden your knowledge and experiences. I've seen engagements in the student union drop massively. As President, it would be that focus of bringing us together, that unison of every culture and every individual.

Accountability has always been key. If you are going to go for one of those positions, you have to know when you're going to screw up. You can't just be putting it on other people. I cultivated a deal about some merchandise for my society and that deal didn't go as planned. It was a complicated multi step process. I was trying to kill two birds with one stone and it backfired a little bit. I was really apologetic about it. Accountability is understanding that you're responsible.

My objectives are simple, attainable and achievable. Preparation and action will be the key that determines the results.



# WAMICK AIJAZ

## RUNNING FOR PRESIDENT

I've studied a bachelor's in business management, and I was President of Jammu and Kashmir Society. I started running for elections in Final Year where I became Equalities Officer and I want to fulfil even more objectives now by running for President.

One of my promises is to create a Deduction Fee Instalment Plans for International Students and Self-Employed Students. This sparked from a post I uploaded about this problem to the student website and the feedback received encouraged me to start working on this. I have presented this idea to the International Committee here at the University and proposed an extra date to be added to the payment plan to offer an easier plan for our International Students. This is already going to be pitched in the next University Teaching and Learning Conference (UTLC).

Having leadership is important for this role as you are representing the student body. In the Jammu and Kashmir Society when I became President there were 10 members and by the end of the same academic year there were 40 members, awarded the Best Society of the Month a few times as well. Also, being the Equalities Officer has also helped demonstrate these same leadership skills.

The biggest issues are the Cost-of-Living Crisis combined with Academic Integrity and the use of AI. There are obstacles with this as final year students who are now using AI are finding their assignments are being withdrawn. In terms of Cost of Living, this is an ongoing process which needs to be tackled. With one year's experience in the SU already I know how to handle and raise these concerns.

With my ongoing issue of dealing with Instalment Plans I have been constantly sharing updates and making sure everyone who is involved is aware of what is going on. I have been speaking with the Marketing Team to make sure students are not left out. There are many ways such as directly contacting societies and Instagram Polls which are key ways to listen to our under-represented communities.

I will have an open-door policy with me and the other officers where students can come and visit me at least twice a week and answer any urgent questions that the [student] body may have. Online counterparts such as Facebook and other platforms which allow people to get in touch whenever and keep [students] posted. If there are any concerns the open-door policy allows for direct communication. I am looking forward to feedback. We can work together and make students' lives better.



# THE CANDIDATES

## ACTIVITIES OFFICERS

**Abdul Edrees** running for Activities Officer  
**Ashhad Vohra** running for Activities Officer  
**Bethany Murphy** running for Activities Officer  
**Gabriel Belibi** running for Activities Officer and NUS Representative  
**Humail Ahsan** running for Activities Officer  
**Jagjit Singh** running for Activities Officer and NUS Representative  
**Jaskirat Kaur** running for Activities Officer and NUS Representative  
**Pawel Mateusz Przedaszek** running for Activities Officer and NUS Representative

## EDUCATION OFFICERS

**Ahad Butt** running for Education Officer and NUS Representative  
**Ellie Wilson** running for Education Officer and NUS Representative  
**Irfan Rashid** running for Education Officer  
**Muhammad Hashim** running for Education Officer  
**Nimra Baig** running for Education Officer and NUS Representative  
**Rivea Jefferson** running for Education Officer and NUS Representative  
**Waleed Ahmad Baloch** running for Education Officer and NUS Representative

## EQUITY OFFICERS

**Anu Alias** running for Equity Officer and NUS Representative  
**Freya Askwith-Martin** running for Equity Officer  
**Megan Horner** running for Equity Officer and NUS Representative  
**Muhammad UneeB** running for Equity Officer  
**Najam ul Hassan** running for Equity Officer  
**Raheem Bakhsh** running for Equity Officer and NUS Representative  
**Umer Munir** running for Equity Officer and NUS Representative

## PRESIDENT

**Hadiqa Amjad** running for President  
**Maciej Karwacki** running for President  
**Muhammad Saad Butt** running for President and NUS Representative  
**Sohail Arshed** running for President and NUS Representative  
**Syeda Arishba Jaffri** running for President and NUS Representative  
**Wamick Aijaz** running for President

## NUS REPRESENTATIVES

**Faheema Bhamji** running for NUS Representative  
**Hanimsah Tezel** running for NUS Representative  
**Hansi Dewan** running for NUS Representative  
**Jiyaad Junaid Vohra** running for NUS Representative  
**Masif Muhammad Virk** running for NUS Representative  
**Misbah Khalil** running for NUS Representative  
**Moeed Ur Rehman** running for NUS Representative  
**Mrudhula Lawrence Antony** running for NUS Representative  
**Najam Us Saquib** running for NUS Representative  
**Sameer Ali** running for NUS Representative  
**Syeda Hareem Tariq** running for NUS Representative  
**Taiwo Williams** running for NUS Representative



# BEAR GRYLLS: A LEGACY

BY DUR-E-SHEYWAAR AHMED



Bear Grylls rose to fame through his popular show *Man Vs Wild*, a show focused on surviving in the wilderness, being the youngest British man to reach the summit of Mount Everest at only 23 years old, while holding several World Records, such as the Guinness 2008 World record of the longest indoor freefall. This man has thrown himself into every dangerous scenario imaginable and has survived. This is what holding onto hope in a hopeless time looks like.

The 49-year-old British daring adventurer has had his fair share of strife, he was nearly left paralysed when he was 21, breaking his back in three different places and nearly severing his spinal cord, after surviving a fall of 1700 ft in Africa, where his Parachute would not open while skydiving with friends in Zimbabwe. It was an intense and gripping time in the adventurers' life.

Grylls described his 'world went black' to the Daily Mail, after the parachuting incident, and discussed the 'difficult time' in physiotherapy. He opened up about feeling hopeless, and that returning to normal was impossible. From being an aspiring skydiver to being in 'agonising pain' when going to the bathroom. Grylls saw the life he was crafting for himself slip through his fingers.

The TV star, who has survived deadly bee stings and overwhelming conditions in the wild, claimed in an Interview with the Guardian, that he was 'lucky to survive, let alone walk again'. Yet, in less

than two years, Grylls would have scaled Everest, despite escaping near death in Africa, Grylls threw himself in harsher conditions to achieve his lifelong dream of mountaineering Everest.

There are many lessons to take from this TV star, survival expert, and past British SAS troopers' life; however, the lesson to not ignore is that he ploughed through the hard times and that after difficulty, there is ease, and giving up is not an option. If Grylls had given up after his skydiving attempt, he wouldn't have been one of the youngest people to tackle Everest.

No one expected Everest to be an easy climb, and it wasn't. The climber, almost died again when the ground collapsed in on itself, leaving Bear swinging on the end of a rope. However, was later rescued by Nepalese climbers and his partner Mick, who faced a devastating death, when his oxygen tank ran out less than an hour away from the summit. Grylls reached the summit without him.

Since then Grylls has hosted extreme adventure shows, reaching a higher number than anyone else in the world, and accomplished six seasons of 'Running Wild with Bear Grylls' and currently is the ambassador of Prince Trust, which provides training, financial and practical support for young people. Bear Grylls has had hope in the most hopeless times, an inspiring recount, detailing the rawness of recovery and beating the odds, when they are not in your favour.

# 7 WAYS TO GO GREEN AS A STUDENT

BY LUCY HAYNES

Being green is more important than ever in 2024, with the latest UN report on climate change citing that accelerated action is essential to close the gap between existing adaptation and what is needed. From reducing pollution to saving wildlife, there are countless reasons to make an effort into becoming more environmentally friendly. The personal benefits are clear too – the UN writes that 'access to clean energy and technologies improves health, especially for women and children; low-carbon electrification, walking, cycling and public transport enhance air quality, improve health, employment opportunities and deliver equity.' Additionally, it can save you money by reducing your energy costs. Universities have also been turning their attention towards becoming more eco-friendly. It is clear that the younger generations are taking climate change seriously, in the knowledge that there is no Planet B.

## 1. CONSIDER YOUR TRANSPORT.

Travelling often by car can have a huge impact on your carbon footprint – if you commute to university, try an eco-friendly alternative, such as using public transport like the train or bus. Make the most of a student railcard. If you find yourself doing the weekly shop in your car, consider purchasing a shopping trolley on wheels – they're not just for grannies!

## 2. USE REUSABLE CONTAINERS.

Limit single-use containers by prioritising a durable water bottle, or a reliable shopping bag that can be used many times. Reducing your waste can cut your contribution to landfill and your carbon footprint.

## 3. DROP BOTTLED WATER.

Bottled water is 500 times as expensive as tap water – this is a tip that will save the planet as well as your wallet. Ditching bottled water will reduce your plastic waste; you can put the tap water in your new, reusable water bottle. Plus, students can take advantage of free water fountains around campus.

## 4. RECYCLE WHAT YOU DO WASTE.

It's no secret that some university accommodations don't recycle, but where you can it's important to do so. Giving new life to rubbish will decrease your carbon footprint, lessening the need for brand new items to be produced.

## 5. SHOP GREEN.

When you do your food shop, prioritise local and seasonal foods – foods that aren't will require shipping from other countries, again increasing your carbon footprint. Paying attention to packaging on foods can also help you be more eco-friendly. Avoid fresh produce wrapped in excessive plastic.

## 6. REDUCE YOUR FOOD WASTE.

Pay attention to how much you buy and when it will expire – and don't overcook when it comes to dinner time. The UN Environment Programme's Food Waste Index revealed that 17% of the food available to consumers goes directly into the bin.

## 7. EVALUATE YOUR SHOPPING HABITS.

Where you can, shop second-hand and don't over consume – you don't need to buy a pack of 30 lipliners from TikTok shop! Charity shops are essential for a student as they save the planet, as well as your money – buying second-hand is always more ethical than buying brand new. The world consumes over 80 billion pieces of clothing every year, many of which end up in landfill.

**"STOP WASTE. STOP WASTE OF ANY KIND. STOP WASTING ENERGY, STOP WASTING FOOD, STOP WASTING PLASTIC AND STOP WASTING TIME. THIS IS A PRECIOUS WORLD AND EACH OF US CAN USE OUR ACTIONS AND OUR VOICE TO SAVE OUR PLANET."**

**- DAVID ATTENBOROUGH**

# I SAVED £17.50 ON MY FOOD SHOP FOR THE WEEK USING THE “TOO GOOD TO GO” APP AND THIS IS HOW I DID IT

BY JAYME CRESSWELL

Too Good To Go (TGTG) was founded in 2016 and has recently become more popular given the cost-of-living crisis and the economic impact of the pandemic. Mother of two, Jody Froggatt, told me that “the cost-of-living crisis has made it hard for me to put food on the table for my family.” TGTG provides a sustainable solution to help those in need.

Restaurants and supermarkets including Costa, Bagel Factory and Co-op, provide the option to buy a ‘magic bag’ of goods that have not sold on the day and would otherwise be thrown out.

You simply turn up at an allocated slot and are given the bag of food.

Many students use this app and have had successful experiences. I spoke with Yasmin Marrow, and she commented, “It is my weekly treat! TGTG is convenient. I finish my day at university, pop into town, get the bag and I do not have to worry about cooking, it is already done.” As a student myself, I decided to try TGTG for a week. In total I bought three bags. I would usually spend about £30 on a weekly shop at Lidl, this week I spent £12.50 using the service. I have rated my experience based on three categories: convenience, cost, and food quality.



## COST AND VALUE FOR MONEY

Each bag averages at around £3.50 and in my experience, you most definitely get your money’s worth. From the Panini Shack in Huddersfield, I was lucky enough to receive two pizza subs, three baguettes of different flavours, a pasty, and a packet of crisps.

I interviewed, Jamie Burke, an employee of Panini Shack about the motivation behind being involved in the TGTG scheme. He said, “being involved in something so sustainable is important to us as a company, we make our food fresh so it would end up going to waste without this scheme.”

Another outlet from which I ordered was Little Lotus in Huddersfield, in which I received two trays of sushi. Customers would usually pay £6.50 for one tray. I received the two and more for £4.50!

## FOOD QUALITY

Doing this challenge, I have realised I am more of a fussy eater than I thought. I received my bag from Costa Coffee, which I believe would have made someone else incredibly happy. However, I did not like the sandwich as it contained prawns, I did not like the panini as it contained bacon, and I did not like the desserts as they contained sultanas! This particular experience highlighted one draw-back with the scheme as consumers have very little control over what they receive in their order. Regardless of the content, the food was fresh and lasted a couple of days, despite products nearing their sell-by-date being common in TGTG bags.

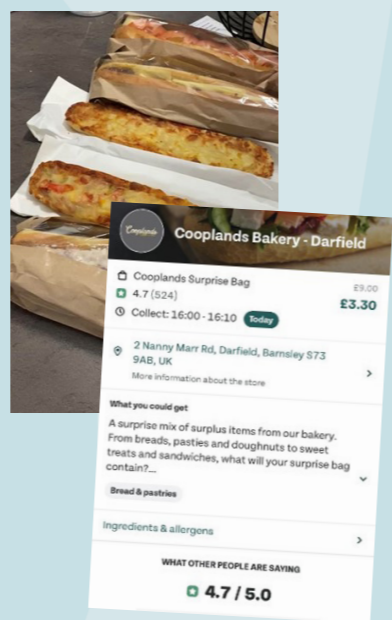
While TGTG offers a glimmer of hope for the future there are downsides. The unpredictability of the products received, and effort exerted by the consumer to collect them make the experience unsuitable for large shops, and so one could not solely replace their weekly shopping trip with the TGTG scheme. It is, however, an impactful app, that not only addresses the issue of food waste but makes a positive difference to local communities by supporting small businesses and allowing people to enjoy delicious meals at affordable prices. I would rate the app 8/10 and invite you to try.

## CONVENIENCE

Living so close to a town centre, the majority of places were in walking distance from my home. However, the British weather was not always on my side and walking to pick up my food at a specific time did mean getting a little bit wet... especially when the umbrella breaks!

The time slots themselves tend to be fine and range between 3:00-5:00pm, perfect for teatime. However, some companies offer slots around 9:00pm which I felt was inconvenient for myself as I did not want to be out late at night walking alone. I also felt this would not work well for families with younger children. I therefore only ordered from the earlier slots which dictated from which places I could order. This was a little bit restricting.

Placing an order was as easy as the app is simple and intuitive. Yet, you do compete against other app users for the best products as there is usually limited availability at each store and therefore the time at which you place your orders is crucial. I found that the best time to order is the day before around 4:00pm.



# A LOOK AT SOCIAL MEDIA’S IMPACT ON FORMULA ONE

BY TALIA HILL

Regarded as the ‘highest class of international racing for open-wheel single-seater formula racing cars’, ten teams made up of twenty drivers race at twenty-four circuits around the world, each with an attendance of over 400,000 fans per weekend. But how did it go from being classed as a very “upper class” sport to one that is watched by fans of all ages, all over the world?

The simple answer is social media. In the UK, Formula 1 is broadcast on Sky Sports, with Channel 4 holding broadcasting rights to race highlights and also the rights to broadcast its British home race of ‘Silverstone’ in England. But you can watch streams and clips on TikTok, where the hashtag #Formulaone has over 9.5 billion videos. If you speak to people on the platform, you will soon realize that they get most of their content (like clips and interviews) here.

Releasing its media figures in February 2021, it was revealed that F1 was the fastest-growing sporting championship across social media. With the COVID pandemic and fewer races in the 2020 season, shouldn’t there have been a decrease? But with the help of a 2019 Netflix documentary series called ‘Drive to Survive’, old and new fans were allowed a glimpse into these elite sports while the world was shut down around them. This series became so popular that it is in its fifth season. It was only in early 2019, through a reddit post made by motorsport series’ global research director, that he revealed ‘F1 was struggling to attract a younger audience’; but no later than a few months passed, and this was starting to change, with a record of 20.1 million younger fans watching and interacting in 2022.

Helping with the rise is the involvement of F1 content creators. Throughout the COVID pandemic, we saw an increase in home-produced videos that caused new faces to rise to fame, and some of these people were seen on the Formula One side of TikTok. From using viral sounds over clips from previous races,

fashion videos, information guides on topics of the sport, and more, users were given lots of different videos to increase their knowledge and awareness of Formula One. Accounts range from having hundreds of thousands of followers to just a few hundred, but all have a loyal fanbase that are sure to interact with their content. A few of these big content creators are: Lissie Mackintosh, a content creator and now F1 track presenter; and Toni Cowan-Brown, who has amassed over 100,000 followers for her love for the sport. Through several surveys, it has become apparent that F1 is now largely driven by the 18–24 demographic, accounting for almost 40% of mentions—a huge bridge between the 30–40 demographic that ruled the sport only a few years ago.

However, despite its reach on social media, the sport is still classified as a very expensive and unreachable sport for most to achieve. It comes with a price tag of upwards of £2 million to try and even get into the sport, and out of all 20 drivers, none are women; this is the demographic the sport is trying to appeal to more than anything. There is a new female-only single-seater racing championship called ‘Formula Academy’, sponsored by all teams on the F1 grid, but it is still a struggle to try and compete to get into the championship. When looking at the #F1Academy hashtag on TikTok, there are +274 million videos related to the topic, but compare this with a simple hashtag like #F1, and the numbers in comparison are miniscule.

Changing a sport that is over 100 years old will forever be a hard task, as like in any sport, there are loyal fans that never want it to change. But it is a positive trend that is noticeable in the F1 media. Freelance journalists and presenters that grew their platforms in the COVID pandemic are now being recruited off of platforms like TikTok and Instagram and setting the idea of positive inspirations for fans younger than themselves.

# I TOOK “SUPPORT YOUR LOCAL” TO THE EXTREME AND THIS IS WHAT HAPPENED

By Callum Petterson

**#supportyourlocal** is a popular trend within the football community on social media, typically aimed at fans of big football clubs in England, in particular Manchester United and Liverpool, essentially mocking them for living hundreds of miles away from the ground and not going to games.

I have always supported what I consider to be my local team, which is Huddersfield Town, but this statement gets me wondering something. How far away can your 'local' team be away from where you live before it's no longer considered your local team.

I live approximately a ten minute drive from the John Smith's Stadium where Huddersfield Town play, which is 100% the closest professional club to me. However at semi professional level there is Golcar United who are a seven minute drive away, and who I have been to watch on numerous occasions before. Then there's Sunday league level where Lindley Taps are as little as two minutes around the corner.

Now, the point was to watch all three teams play in one weekend which is usually pretty difficult considering Huddersfield and Golcar typically both play on a Saturday at 3pm. However, on this particular weekend Golcar's fixture was moved to the Friday night and Huddersfield played at dinner time on the Saturday. The aim of this challenge is to be able to compare all three levels of football to see which I prefer the most.

Now technically, whilst I was supporting my 'local team' in all three game, the team I was supporting was playing away from home in all three fixtures but this was something that needed to be done to complete the challenge in one weekend. Something that did work in my favour though was the fact that all three of these games were against local rivals.

Starting with the first game of the weekend, a relatively short journey to Garforth Town to watch Golcar on the Friday evening. The football, food and beverages were all cheap, I met up with plenty of familiar faces and I spoke to all players and staff pre and post match. Golcar's club secretary Ben Senior told me "clubs at Golcar's level appreciate the hundreds of fans that choose to watch

us way more than Huddersfield would ever appreciate them, no matter how much they say they do on social media." The same can't be said about Saturday's game where Huddersfield Town travelled to Leeds United. The price was originally supposed to be £40, however it was luckily changed to £25, otherwise I would've had to move out of my accommodation and remortgage my parents' house to be able to afford the ticket and food in the ground, which cost £7 for a burger and a bottle of water.

I spoke to Golcar and Huddersfield fan Connor Kavanagh who also attended both games and he said "honestly, most weeks I choose to watch Golcar over Huddersfield because it's cheaper, it's a really positive environment and the people around the club are so nice."

Sunday at Lindley Taps involved free entry, free food at the pub after the game, and cheap drinks, albeit in miserable weather. Usually, I would play for this team on a Sunday but I wasn't in the squad this week so I was able to watch instead. Was the standard of football any good? Absolutely not, but I got to witness a 7-6 game to make up for me standing in the pouring rain.

I spoke to Lindley Taps captain Korey Dunston, asking why people would bother to play at such a low level, never mind watch, and he replied "It's just pure love of the game, I support Liverpool but I watch or play football at every possible opportunity, no matter the level."

The factors which I believe are most important when going to a football match are price, quality of football, atmosphere/friendliness, and food and drink.

In summary, Golcar United was pound for pound the best value and in my opinion, the best level of football to watch was actually semi professional. Even Sunday league ranked the same or higher than professional in everything other than the quality of football.

As well as this, like Ben Senior said in his interview, my support for Golcar United means much more to them as a club than it might for a bigger club, as really does contribute to keeping the club alive. *Would you be willing to try this challenge to support a local club?*



RANKINGS	
<b>HUDDERSFIELD</b> PRICE- 2/5 QUALITY OF FOOTBALL- 5/5 ATMOSPHERE/ FRIENDLINESS- 3/5 FOOD & DRINK- 1/5 TOTAL- 11/20	<b>GOLCAR</b> PRICE- 4.5/5 QUALITY OF FOOTBALL- 3.5/5 ATMOSPHERE/ FRIENDLINESS-4/5 FOOD & DRINK- 3.5/5 TOTAL- 16.5/20
<b>LINDLEY TAP</b> PRICE- 5/5 QUALITY OF FOOTBALL- 2/5 ATMOSPHERE/ FRIENDLINESS- 3/5 FOOD & DRINK- 4.5/5 TOTAL- 14.5/20	



# THANK YOU FOR READING

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Thomas Melia  
Holly Jenkins  
Sid Chadwick  
Teodora Manolava  
Sandra Ubege  
Jessica Sellars  
Charlotte Sharp  
Amilia Garside  
Dur-E-Sheywaar Ahmed  
Lucy Haynes  
Jayme Cresswell  
Talia Hill  
Callum Petterson

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# HOW CAN YOU GET INVOLVED WITH T'HUD?

Get in contact with us and let us know how you'd like to get involved with future editions of T'Hud

You can contact us at:

@Thud.mag on instagram

*Alternatively, Email somebody on the committee!*

**Jessica Sellars** U2254938@unimail.hud.ac.uk

**Charlotte Sharp** U2267908@unimail.hud.ac.uk

**Sabih Nadeem** U2157320@unimail.hud.ac.uk

**Sid Chadwick** U2262618@unimail.hud.ac.uk

**Georgia Phillips** U2263730@unimail.hud.ac.uk