

# AECC University College

PRESS RELEASE

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For immediate release

## Students enrol at AECC University College, the latest addition to Bournemouth's higher education institutions

As of the 11th September, students will be enrolling at Bournemouth's latest higher education institution, **AECC University College**, formally known as Anglo-European College of Chiropractic.

Many will know the Anglo-European College of Chiropractic, established in 1965, as the institution delivering courses, hands-on clinical training, and treatment for patients in their on-site clinic. Under its previous name, the College went from strength to strength, widening their offer to students and patients to include diagnostic ultrasound services and an Access to Higher Education Diploma course. They also focused on gaining quality marks, first voluntarily inviting the QAA to assess them in 2012 which started the process of applying for Taught Degree Awarding Powers and University College designation. These achievements indicate a mature institution, and one that no longer requires another higher education provider to validate the courses it offers.

Gaining University College status meant that a rebrand was necessary in order to include the new name. The rebrand and repositioning work began in 2015, informed by the institution's strategic objectives, the primary being to expand course provision within the health sciences education field.

The new brand sees a stylish and striking new logo with a mix of modern colours and traditional emblems; with both references to the institution's illustrious past and also to its future. An additional element of the rebrand and repositioning was the introduction of a fresh, contemporary website ([www.aecc.ac.uk](http://www.aecc.ac.uk)), accomplished by digital agency Greenwood Campbell.

Professor Haymo Thiel, Principal of AECC University College commented, "Now, more than ever, and as the AECC University College grows, is it important that we tell our story and demonstrate to our audiences and stakeholders what we do, why we matter and where we aim to be in the future. We are positive that the launch of our new name and brand will mark the beginning of a successful next chapter in the growth and impact of our work, and we can all look forward to being a part of this journey. We are proud to have built a University College and now we have an identity fitting for an autonomous Higher Education Institution."

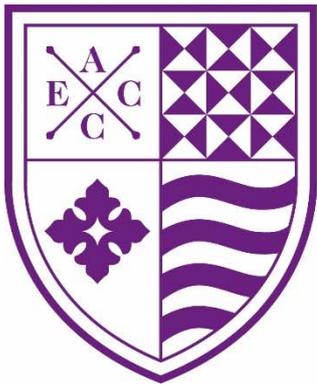
Physical changes have also been taking place on their Parkwood Campus over the summer, with nearly half a million pounds spent on renovating key spaces; all part of the University College's longer term plan to improve the learning environment for students and academic study, whilst catering for increased student numbers as course-offering expands. The refurbishments provided an opportunity for the institution to sensitively modernise spaces, improve utilisation and enhance energy efficiency within the Grade II listed building and further facilities.

Gordon McKenzie, Chief Executive of GuildHE praised the institution, "I am delighted to congratulate AECC on becoming a University College. One of the great strengths of UK higher

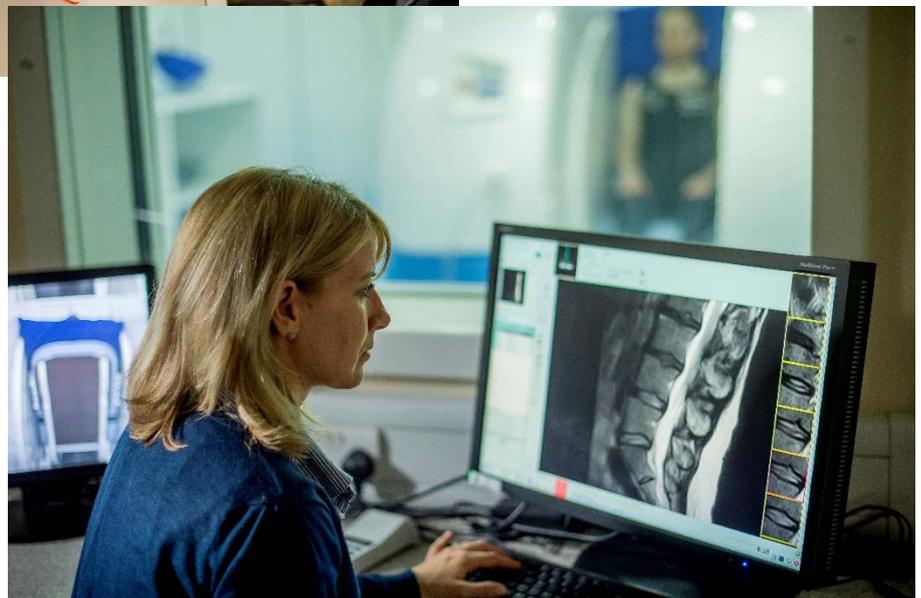
education is its diversity. Specialist institutions like AECC University College are a hugely important part of that. They provide expert staff and links to industries and professions, and offer an excellent experience for students.”

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Images: AECC University College Logo / AECC University College external shot



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## **AECC University College**

Based in Bournemouth, AECC University College is a highly esteemed, global pioneer in musculoskeletal healthcare, dedicated to excellence in education, clinical training and research. The University College provides specialist study in health sciences at both undergraduate and postgraduate level, with state-of-the-art facilities, high quality teaching and a regarded level of professionalism. With over 50% of students coming from outside of the UK, the single-campus is a thriving, supportive and inclusive community, constantly at the forefront of engaging with others, collaborating with a number of partner organisations, businesses and other universities. The continued investment in facilities, clinical teaching and higher education has been central to being awarded Taught Degree Awarding Powers and University College designation.

AECC University College's facilities include the Chiropractic Clinic, School of Medical Ultrasound with specialist imaging services, and the on-site Bournemouth Open Upright MRI facility. Alumni, research and collaborations span many countries and continents which gives emphasis to AECC University College's reputation as global leaders in their specialist areas. The University College has a history of innovation and is the sum of all its students, staff and alumni who have shaped and are shaping the fields of health sciences.

The first chiropractic college in Europe, founded in 1965, the AECC University College has a unique history and a proud heritage.

Find out more about AECC University College: [www.aecc.ac.uk](http://www.aecc.ac.uk)

For media enquiries about AECC University College, or to request further images or interview opportunities, please contact Lisa King, Head of Marketing.

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