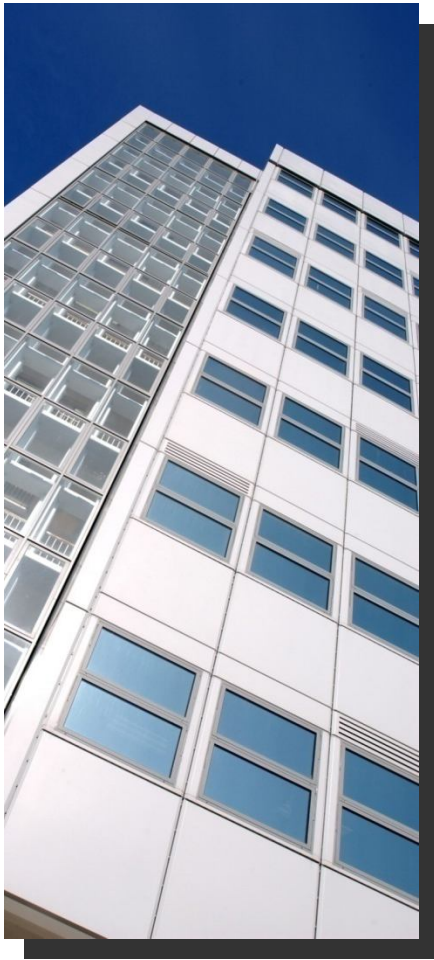


The University of
Plymouth

the enterprise
university

The **enterprise** university



The University of Plymouth *the* enterprise university

An **ambitious university** where innovation and creativity are at the heart of all our activities.

Working in partnership to develop a city that has a shared vision, **encourages talent and skills** development and is fit-for-purpose in the 21st Century.





Why Enterprise?

- Our heritage – building on our strengths
- People-centred – enabling and inclusive
- Future proofing – building a sustainable future
- Maximising our excellence





Why Enterprise?

- Aligns with city and regional aspirations to drive enterprise
- Lead the social and economic development of the region
- Diversify our income streams
- Responsive to key HE trends
- Changes in student demographics; diversify student population





*“Universities have demonstrated across the country that they are **central to the fiscal stimulus** that local communities, businesses, families and young people need.” ... “I have been very much impressed with the work being carried out at **Plymouth to encourage and foster enterprise** ... this is **vital to the success of our economy** ...”*

David Lammy MP

Minister of State for Higher Education and
Intellectual Property



The enterprise university



"A key role for the university is in unlocking social enterprise and creating in Plymouth a sustainable and future-facing knowledge city".

Linda Gilroy MP

April 2009

Co-operative and Community
Benefit Societies and Credit
Unions Bill





The University of Plymouth *the* Enterprise university

- 30,000 students and 3,000 staff
- £200M turnover
- £40M Education Faculty building
- £36M Roland Levinsky Arts building
- £11M Nancy Astor Health & Social Work building
- Established Medical & Dental Schools
- Founding partner in the Tamar Science Park
- Centre for sustainable transport





The University of Plymouth



- One of the largest employers in the SW
- ~ £167M contribution pa to the City economy
- Largest provider of health education in the SW
- 4 national Centres of Excellence in Teaching and Learning
- National Subject Centre in Geography, Earth and Environmental sciences
- 12 National Teaching Fellows
- Research of international/world class repute

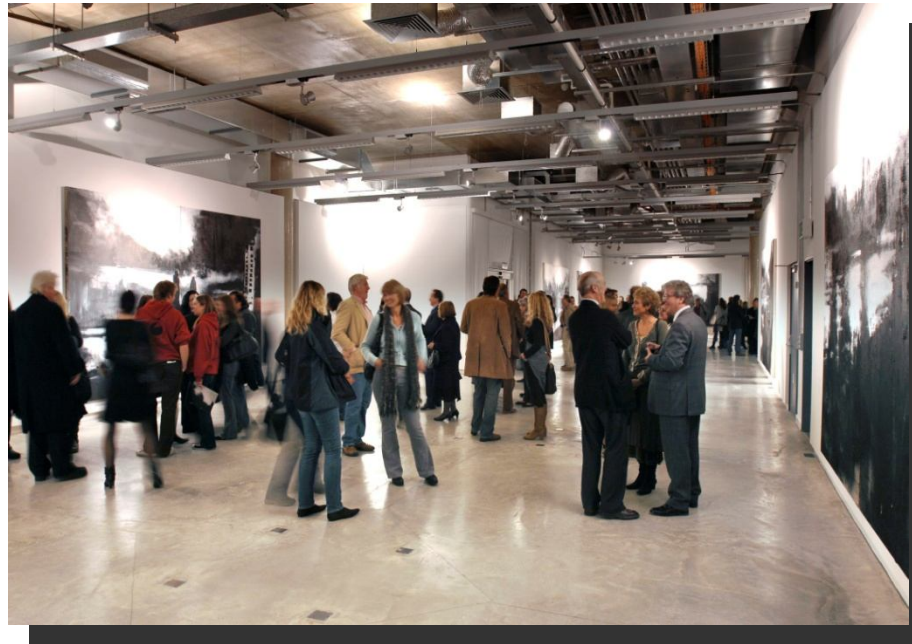




*Nationally universities contribute almost £59 billion to the economy
and provide direct employment for over half a million people*



The enterprise university

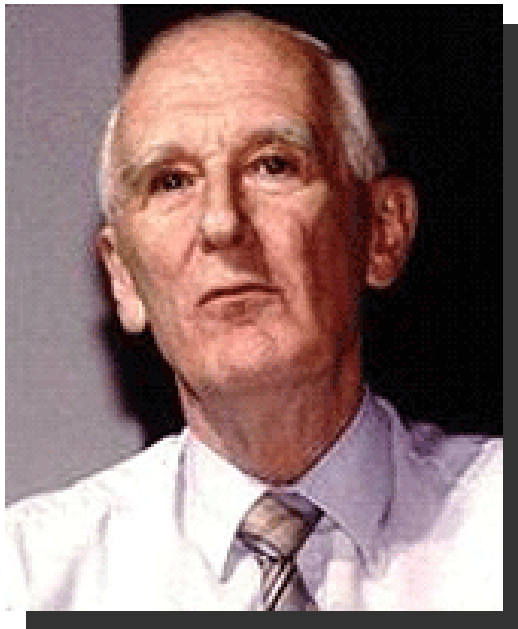


The university has a key role in supporting the development of the city and the SW region





Contributing to the growing knowledge economy



"In the middle ages, the centre of the community was the medieval castle. In the 18th century it was the mines and manufacturing industries. Today, it is the university"

Sir Ron Dearing
Life peer
1939 – 2009

**The university is now the centre of a vibrant community-
an economic and social urban innovation engine**



Innovation and knowledge transfer opportunities

- **Nationally renowned** for its Knowledge Transfer Partnership activities (KTP)
 - 20 running at any one time
- In past 3 years the university has attracted £5M for KTP with over **40 businesses** and organisations across the region
- Spin-out e.g. K2 Medical Systems won a **Queens Award in 2007** for its innovation





Creating centres of excellence in research, consultancy and advice

- Top 40 UK university for research
- Research Fortnight Journal - most improved university
- 125% increase in our core research funding from the Higher Education Funding Council for England (HEFCE)

Our researchers as innovators and entrepreneurs

**International reputation in marine and maritime innovation
e.g £28M wave energy project in Cornwall**





***The development and maintenance of a broad,
advanced knowledge base***

Universities are regional knowledge and enterprise hubs

Developing clusters with both regional and international outputs

- Tamar Science Park
- Formation Zone
- The Link – A new incubation area for STEM



Developing our enterprise brand

Change Academy – to embed enterprise across the University

- Higher Education Academy
- Leadership Foundation for HE
- Nine staff members selected – both professional and academic
- A programme of survey and promotional activities eg Café Forum
- **Enterprise enablers (x60!) + two mentors**
- VC Enterprise Awards





Vice-Chancellor's Enterprise Awards 2009

- Enterprise Award
- Outstanding New Business Award for Plymouth
- Mentor of the Year
- Alumni Engagement Award
- Social Enterprise of the Year Award
- Employer of the Year
- Enterprising Research Award
- Employability Award
- Enterprise in Cornwall Award
- Placement Student of the Year
- Placement Provider of the Year
- International Engagement Award
- Knowledge Transfer Partnership of the Year Award
- Community Engagement Award
- Student Experience Award
- University of Plymouth Outstanding Contribution Award





Developing our enterprise brand

The Change Academy worked with our SMT to look at what *the* enterprise university meant to them

Enterprise in our own words...

- Openness to new ideas and risk • Shared ownership • Alignment with international and national issues • Unlocking people's potential • Desire for excellence so that **our graduates excel** • Honesty • Driving forward • Transparency • **Agility** • Inspiration • Excitement • Impact • Thinking big • Taking pride in our achievements • Supporting ideas • Taking the initiative • Partnership working internally and externally • Listening • **Creativity** • People saying "yes" • Operating across boundaries to achieve a common purpose • Collaboration • **Permission** to review and redirect • Flexibility • Equal voice • Sustainable success • Team work • Clarity • Common understanding • **Empowerment** • Trust • Making a positive difference • Enthusiasm from colleagues • **Supportive** leadership • Shared understanding of priorities • Responsive infrastructure • **Social Responsibility** •





University Strategy – embedding enterprise





Vision

To be *the* enterprise university

Values

Our core values define our University culture. They guide how we make our decisions, and how our staff, students and stakeholders work with each other.

- Transforming lives through knowledge, collaboration and partnership.
- Providing access to research-informed teaching and learning to all who can benefit.
- Undertaking world-class research of high-impact to society and the economy.
- Championing innovation, entrepreneurship and creativity.
- Using our scholarship to influence regional, national and international developments.
- Taking pride in our people and their achievements.
- Nurturing and rewarding skills and talent.
- Being transparent, open and inclusive.
- Encouraging sustainability through shared practice.
- Embracing diversity, promoting opportunity and social cohesion.
- Pursuing excellence in all that we do.



Using Café Forum meetings to exchange ideas

Top – down: discuss
enterprise-led approach

Bottom - up: ideas, blockers,
processes, shared aims

All: networking, ***co-creating
the enterprise vision ...***

Include external stakeholders –
NHS, PCC, RDA etc

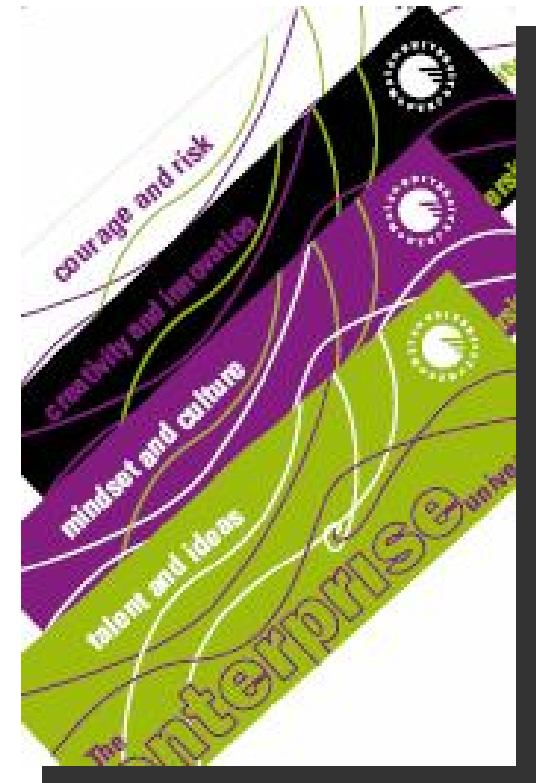


The enterprise university

Next steps

HEFCE - Leadership, Governance and Management fund

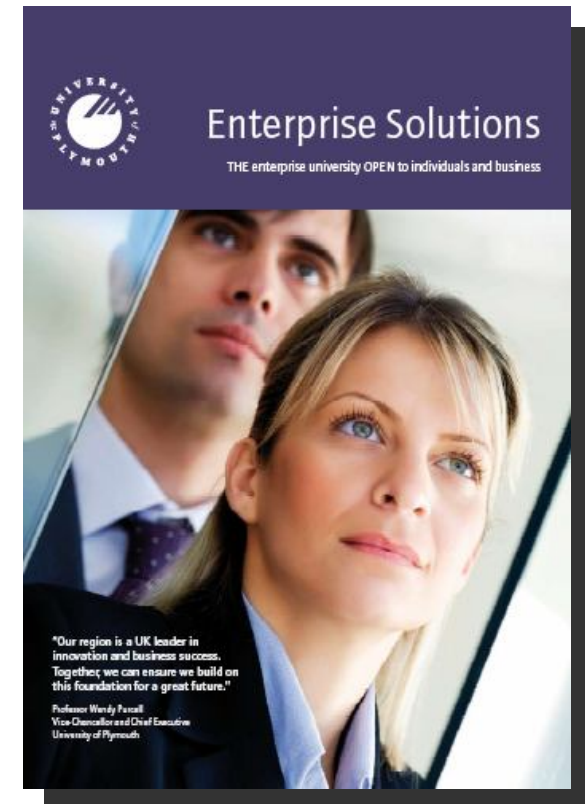
- Transformational projects at a sector level - successful.
- In the two-stage bidding process asked by HEFCE to involve several other universities
- Plymouth adopting a lead role
- Project called ***Leading, Governing and Managing Enterprising HEIs***





Enterprise Solutions

- ECIF money - £425K
- Gateway to all University services
- One-stop shop
- Enterprise vouchers (up to £3.5K)
- Internships and placements for graduates
- Help to identify higher level skill needs



65% of Plymouth businesses surveyed valued links and an opportunity to raise their profile by working with the university.



Creating useful space for business ...

Formation2.0 - Creating new incubation space for science, technology and engineering-based businesses

Formation Zone - Developing existing pre-incubation area in the creative industries

Dedicated meeting rooms for use by:

- Chamber of Commerce
- Institute of Directors
- Local businesses





Pre-incubation space – Formation Zone (creative)

- **Space** - a workstation or office and professional meeting room
- **Support** - practical business advice, support and mentoring
- **Profile** - a creative industries specialist environment
- **IT** - desktop PC or Mac, internet phone and a wireless broadband
- **Resources** - access to university facilities and resources
- **Networking** - events with other businesses and potential clients
- **Help** - make many useful connections





“Is a university a community of scholars, devoted to research and teaching?

Or a commercially focused sector of the modern knowledge economy, which celebrates enterprise and innovation?

Or both?”

The New Enlightenment?

The Future of the University in the Knowledge Economy

The Work Foundation

November 2008





Sell2Plymouth

Partnership between

- Plymouth's public sector buyers
 - Local business support agencies
 - Chamber of Commerce
 - The Federation of Small Businesses
-
- Promotes business relationships between micro and small businesses and the public sector.
 - Public sector partners have committed access to contracts for goods and services up to £20K in a single place





Higher level skills

- Higher-level skilled jobs will **increase** from **30%** in 2004 to **42%** in 2020 *
- Low-skilled jobs will decrease from **50%** in 2004 to **32%** in 2020*
- Business spent £39BN in 2007 on workforce training but in the same year university income from workforce training was £480M. **
- 66% of businesses want to improve productivity and performance through **updating the skills** of staff. **
- A quarter of firms highlighted **raising workforce skills** as a key priority. **

51% of Plymouth businesses surveyed were interested in gaining information about access and funding for skills.

*Warwick Institute for Employment Research

**CBI-HE Task Force





What business says ...1

"As a direct result of the links forged between Rigibore and the University of Plymouth, we have **been transformed** from a mechanical engineering specialist into a leading-edge mechatronics technology company."

Roger Bassett, Managing Director of RigiboreLtd, Cornwall

"The support we have received from the University of Plymouth has been, in a word, **brilliant**. They have demonstrated a clear understanding of our business, **re-focused us** for the future ..."

Matt Bettesworth

Bettesworths Property Agents and Chartered Surveyors, Torquay





What business says ...2

“As a result of our successful collaboration with the University of Plymouth through KTP, the joint team developed a **cutting-edge product** that is innovative and marketable and has already **secured a market lead** over its world-wide competitors”.

Andy Millar, Bombardier Transportation

“Having a dedicated Energy Engineer through our KTP collaboration with the University of Plymouth has been tremendously beneficial to BD and has resulted in a **cost saving of more than £870,000** and a reduction in CO2 emissions of 3,218 tonnes.”

David Slade, Becton Dickinson UK Ltd

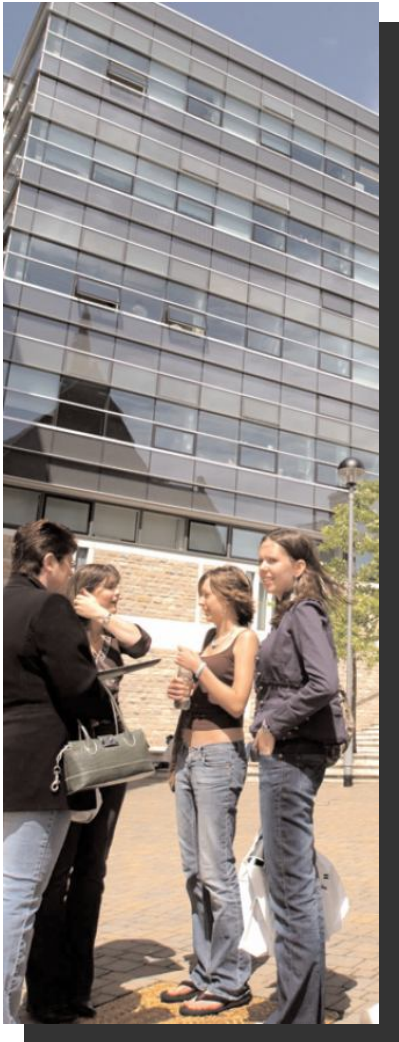


Some thoughts ...

The CBI's Director-General, Richard Lambert, said recently in response to their education-skills survey:

"In testing economic times, many firms are looking to **target their training spend** more effectively to achieve the greatest returns and emerge from the downturn in good shape ... **competitiveness helps firms come through the recession stronger** and those operating in a global market recognise that **higher skills are crucial** to staying ahead of the pack longer term."





In summary

- Focus on excellence and heritage
- Increase connectedness with stakeholders
- **Co-create solutions**
- Capture innovation and creativity
- Brand offer and strategic agility

... integral to our enterprise-led direction...