

AURIL 2012 Annual Conference

11 - 12 October, Sheffield

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auril
Association for University
Research and Industry Links

Welcome Message from Chair



AURIL members and welcome guests,

As Conference Chair I am pleased to see so many of you join us here in Sheffield for AURIL2012. We have already enjoyed enormous support from the city in planning the details of this year's conference. Sheffield has an incredible industrial heritage and strong links with higher education, and I know we will be the fortunate beneficiaries of its hospitality over the next couple of days. As AURIL is a national organisation I feel it is important that we offer different parts of the UK the opportunity to host the annual conference, and your Council is always receptive to proposals regarding where we might take future conferences.

On the subject of AURIL's national coverage, this past year we have actively pursued opportunities to extend our representation of members in the devolved parts of the UK and beyond. In particular, AURIL has made formal input to Scottish Government's Single Knowledge Exchange Office SKEO consultation and also to the process for the establishment of Innovation Centres in Scotland. We have also looked to reinforce our links with universities in Ireland and in June we held a successful joint meeting of AURIL Council and the Irish university tech transfer offices, hosted at Dublin City University's Invent Innovation and Enterprise Centre.

You will be aware of the significant changes that have taken place in the running and administration of your Association this year. After long and sterling service Philip Graham stood down as Executive Director in order to concentrate on his role in regional engagement at Queen's University Belfast. Philip's huge experience and enthusiasm will be greatly missed but I am sure that he will remain an active member of the AURIL community. I am delighted to say that your new Executive Director, Alasdair Cameron, is here with us at conference so please take the opportunity to introduce yourself. Indeed, some of you may already know Alasdair through his national KTP activities. With the change of Executive Director we have also moved the AURIL office this year, from Belfast to the University of Strathclyde. This relocation (of physical and electronic assets) is now all but complete, and normal service is resumed.

We are currently advertising the opportunity for individuals to stand for Council membership. It is important that we recruit Council members who are committed, passionate and able to dedicate time to maintaining and growing the Association. If you feel willing and able to take on this challenge then please seek out Alasdair, myself or any of your current Council members for an informal and confidential discussion.

Finally, remember that AURIL is an Association run for the benefit of its member organisations, so please take the opportunity at conference to make your voice known and steer our future activities – whether in plenary session, in a workshop or informally over a social drink! Enjoy the conference and I look forward to meeting old friends and new.

Best wishes,

David McBeth
Chair of Council



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Welcome Message from

Executive Director



Dear Colleague,

I'm delighted you've been able to join us in Sheffield for AURIL2012.

We've worked hard to create a conference programme that addresses the broad range of interests within the AURIL community. I'm delighted to welcome Professor Keith Ridgway CBE and Professor Ian Hargreaves CBE as our keynote speakers and look forward to hearing from them.

Based on the feedback from last year's conference we've tried to maintain the input of the business community. I'm pleased that Richard Peckham from Astrium and C. Mark Ridgway OBE from Joseph Rhodes Limited will be joining us to share their views and experiences of working with universities.

The 2012 conference will also see the launch of the **JISC Online Handbook in CRM Good Practice**, an output from the JISC Business and Community Engagement (BCE) Programme and the **AURIL/JISC Professional Development Framework and Diagnostic Tool for BCE**, funded by the JISC BCE programme.

The breakout sessions cover many of the most topical issues that we currently face as a community. If like me you would have liked to attend all eight then you'll be pleased to hear that we plan to share summaries of the discussion from the sessions to help inform your own thinking in these areas.

As it's my first AURIL conference I'm looking forward to meeting as many of you as possible. The AURIL community has a wealth of experience and to ensure that I accurately represent your views and concerns it's important that we have an open channel of communication. Please use the conference as an opportunity to speak directly with me about AURIL and the broader KE environment.

We're interested in your ideas on how we can make next year's conference bigger and better. I would encourage you to complete the Conference Feedback Form which can be found in your delegate pack. I'm especially interested in any views you might have on additional services that AURIL could offer to you as members.

I'd like to acknowledge the support and assistance of the AURIL Council in helping to shape the conference agenda.

I hope that you enjoy the conference and I look forward to meeting you,



Dr Alasdair Cameron MInstKT
Executive Director

Hilton Hotel Sheffield, Victoria Quays, S4 7YB

CONFERENCE PROGRAMME

Wednesday 10 October 2012

15:00-16:00

AMRC

Tour of AMRC – Prior registration required

Thursday 11 October 2012

08:00-10:00

Victoria Quays Foyer

Registration and Refreshments

10:00 – 10:05

Plenary Session
Victoria Quays Suite

Conference Welcome
Dr Alasdair Cameron
Executive Director AURIL

10:05 – 10:15

Plenary Session
Victoria Quays Suite

Chair's Conference Address
Dr David McBeth
AURIL Chair

10:15 – 1045

Keynote Address
Victoria Quays Suite

The AMRC Model: A collaborative approach to research
Professor Keith Ridgway, CBE, Professor of Design and Manufacturing, Executive Dean of the AMRC AMRC with Boeing, University of Sheffield.

The session will describe the history and development of the AMRC with Boeing. After describing how the AMRC started the session will describe the approach to research collaboration and how this has stimulated the growth of the Centre to include aerospace and nuclear manufacturing, composites, structural testing and apprentice training. The future direction and development strategy will also be described

10:45 – 1115

Plenary Session
Victoria Quays Suite

The Satellite Applications Catapult
An industry perspective on catapults
Richard Peckham
Business Development Director, Astrium Ltd

Starting with a brief introduction to the space sector and space market, examining our critical dependence on space technology and the value-chain from orbital infrastructure to everyday applications and services that make use of space derived data or signals, and then moving on to the Satellite Applications Catapult centre describing how it will connect researchers, potential users and developers to provide solutions and accelerate the introduction of new applications and services.

Thursday 11 October 2012 contd

11:15 – 12:00

Victoria Quays Foyer**Coffee Break**

12:00 – 12:30

**Plenary Session
Victoria Quays Suite****Impact in the Creative Industries**

Alisdair Aldous

Research and Enterprise Collaborations Development Manager,
University of the Arts London

This presentation will explore what the impact agenda has meant for different creative disciplines, and how an arts & design institution, such as University of the Arts London, articulates its position and value to industry within the context of this agenda – examining recent shifts in industry need and policy development, as well as ongoing issues relating to how the impact and value of creative practices and design-led approaches are measured or understood, particularly in the context of technology and service innovation.

12:30 – 13:00

Victoria Quays Suite**Business University Collaboration and the National Centre for Universities and Business**

Professor Philip Ternouth

Associate Director R&D & KT, Council for Industry and Higher Education and the National Centre for Universities and Business.

Over the years 2004 to the present CIHE has carried out a substantial amount of work through investigations and task forces which has revealed much about the ways in which collaboration rather than technology transfer develops economic and societal impact from the public investment in research. This session will outline some of the key findings of this work and discusses how this, feeding into the work of the National Centre for Universities and Business, which CIHE has been asked to form may influence the conduct of business university relationships.

13:00 – 14:00

Victoria Quays Foyer**LUNCH**

14:00 – 14:30

**Launch
Victoria Quays Suite****Launch of two new JISC-funded online resources for Business and Community Engagement**

- AURIL/JISC Professional Development Framework and Self Diagnostic Tool
- JISC CRM Good Practice Handbook

Philip Graham, Business Alliances Manager, Queens University, Belfast; former Exec Director, AURIL

Oisín MacNamara, former AURIL Council member

Linda Baines, AURIL CPD Chair and AURIL Council member

Simon Whittemore, Programme manager, Business and Community Engagement, JISC

These new digital resources, which are the fruit of multiple cross-sector collaborations, represent the culmination of two major strands of JISC's work in support of the third mission. They are shaped by partnerships, notably with AURIL, and a broad, inclusive array of expertise from across the entire Business and Community Engagement (BCE) spectrum.

Harnessing innovative ICT, these resources support the strategic areas of BCE professionalisation and customer relations, helping you seize opportunities to achieve greater economic and social impact. They help realise the Government's ambition to make the UK best place for business-university collaboration and reinforce the social role of institutions.

14:30 – 15:30

Breakout Session 1A**Catapults in Operation**

Professor Bill Ion

Operations Director, Advanced Forming Research Centre (Part of the High Value Manufacturing Catapult)

This session will address the formation of the HVM Catapult, and discuss the key mechanisms for engagement between the Catapult and industrial organisations.

The High Value Manufacturing Catapult opened its doors for business in July 2011. Seven partners are working together to form the new Catapult centre, bringing together their expertise in different and complementary areas of high value manufacturing. The Catapult provides an integrated capability and embraces all forms of manufacture using metals and composites, in addition to process manufacturing technologies and bio-processing.

Breakout Session 1B**HEFCE: Knowledge Exchange and Economic Recovery**

Dr Jenni Chambers

Knowledge Exchange & Skills Policy Advisor, HEFCE

An interactive session updating conference delegates on policy developments in knowledge exchange, including

- developing the KE case for the next CSR (n.b. the role of HEBCI and HEIF monitoring)
- ERDF in England: HEFCE is currently in discussion with BIS and the TSB on a role in management of the programme – update on development
- National Centre for Universities and Business (NCUB)

Breakout Session 1C

Learning the Knowledge

Linda Baines, AURIL Council member

Bob Bell, Higher Education and IT Consultant

Marc Dobson, BCE Programme Liaison Manager, JISC

Just as taxi drivers need to know the ins and outs (and short cuts) of their city, so knowledge exchange practitioners and others involved in business and community engagement need to understand what they need to know to do their jobs and help organisations deliver.

The sector's new professional development framework and online tool can help in your day-to-day navigation in business and community engagement. Described by JISC as 'a milestone project of national importance, highlighting the critical importance of the facilitator/translator/boundary-spanner function in converting knowledge to innovation' the framework is officially launching at the conference.

Come and join us to find out how it can help you, your colleagues and your organisation enhance efficiency and effectiveness, and how it can help raise awareness of your role and your professionalism.

Breakout Session 1D

Intelligent Brokerage

Dr Emily Nott, Research Base Liaison Manager, Technology Strategy Board

Dr Fiona Armstrong, Deputy Director, Policy, Resources and

Communications, Economic and Social Research Council

The Technology Strategy Board is looking to take a more active role in facilitating intelligent brokerage between business and the research base. The businesses that engage with Technology Strategy Board programmes often choose to work with partners in the research base. Working closely with RCUK, Hefce and the New Centre for Universities and Business we want to enhance our support for brokerage and to help build mutually beneficial relationships. The session will provide attendees with an opportunity to input into future plans in this area.

15:30 – 16:00

Victoria Quays Foyer

Coffee Break

16:00 – 17:00

Breakout Session 2A

Directors' Cut – Adding Value

Carole Barron

Director of Innovation & Enterprise, University of Kent

We are all being asked to demonstrate impact, return on investment, added value over and beyond our KE activities. The session will explore what we mean by adding value and help to share metrics we can all use.

Agenda will cover:

- What do we mean by Added Value;
- Additionality;
- Impact through knowledge exchange;
- Helping to shape metrics;

Directors' Cut meetings are held to encourage Directors' to share experiences, provide support and disseminate knowledge. We will therefore ask for volunteers from the Directors' Cut group to briefly talk about any success they have had in this area or to share experiences.

Breakout Session 2B

Proposals for Change to the HEBCI Survey

Sarah Grimes

Senior Business Development Analyst, HESA

HESA assumed responsibility for collection of the HEBCI survey in 2008/09 is currently under taking a review of the content of the survey. At the time of the conference proposals for change will be out for consultation with institutions. This session is intended to provide delegates with information on those proposals and allow discussion/feedback

Breakout Session 2C

How to Manage Relationships for Mutual Benefit

Simon Whittemore, Programme Manager JISC Community and Business Engagement

Karen Race, Deputy Director of Academic Enterprise Teesside University

Kate Mitchell, CRM Manager, University of Huddersfield

All successful relationships involve 'quid pro quo' – but how does an institution create a strategy and processes to manage and create mutual value from the vast range of information, partners and services involved in BCE relationships?

We can't promise marriage guidance but our new Online CRM Handbook will help you address some of the key strategic, operational and practical challenges around CRM.

Thursday 11 October 2012 contd**Breakout Session 2D****Embedding Impact Analysis in Research**

David Owen

Project Manager, National Coordinating Centre for Public Engagement

This session will present and discuss emergent learning from the "Embedding impact analysis good practice in research using business and community engagement (BCE) practitioners". The project funded by JISC aims to help institutions embed capability and processes for identifying and articulating benefits and impact in their research groups.

Participants will get the opportunity to:

- Explore interpretations of the term impact and the types of evidence that can be used;
- Share experiences of overcoming the challenges of embedding impact in research;
- Examine the different ways evidence can be categorised for systems development.

The findings in the session will inform the development of a compendium of good practice being developed by the NCCPE and will form part of the University of Exeter's DESCRIBE project, exploring definitions, evidence and structures to capture research impact and benefits.

1900

Coach transfer from Hilton Hotel Sheffield to Cutlers' Hall

1930 - 2330

Cutlers Hall**Pre-dinner drinks followed by Conference Dinner & Lifetime Achievement Awards****Pre-dinner speaker: Pam Liversidge, Master Cutler****Friday 12 October 2012**

08:30-09:00

Victoria Quays Foyer**Registration and Refreshments**

09:00 – 09:10

**Plenary Session
Victoria Quays Suite****Welcome**Dr Alasdair Cameron
Executive Director AURIL

09:10 – 09:30

**Plenary Session
Victoria Quays Suite****AURIL Update**Dr David McBeth AURIL Chair, David Bembo AURIL Vice-Chair,
Alasdair Cameron, AURIL Executive Director

An update on AURIL's activities over the last year and areas of focus going forward.

09:30 – 10:00

**Plenary Session
Victoria Quays Suite****SME University Interaction**David Pollard
Chairman Education, Skills and Business Support Policy Group,
Federation of Small Businesses

David will describe the role that SMEs play in the national economy, the potential for university & SME cooperation and highlight obstacles to successful cooperation.

10:00 – 10:30

Plenary Session
Victoria Quays Suite

Developing SME Capability; a Recessionary Solution to Resource Constraint

C. Mark Ridgway, OBE
Managing Director, Rhodes Group

The recent economic downturn has prompted policy makers to rethink how the UK generates sustainable and long term economic growth, and there is increasing focus on the role that high growth SME's play in the stability and potential of the national economy.

The challenge for Universities, Government bodies and Local Enterprise Partnership's (LEP's) alike is to ensure that SME's achieve and sustain competitive advantage as a platform for growth. This session, delivered from an SME stand point looks at the practical challenges that such organisations face in the building of SME capabilities, and the subsequent creation of value that can be derived from such relationships.

10:30 – 11:00

Victoria Quays Foyer

Coffee Break

11:00 – 11:30

Plenary Session
Victoria Quays Suite

Innovative Enterprises: Putting Research into Policy and Practice

Professor Lynn Martin
Director of Centre for Enterprise, Manchester Metropolitan University and President of the Institute for Small Business and Entrepreneurship

Lynn explores how the Institute for Small Business and Entrepreneurship has put research into policy and practice with three practical small firm examples from Manchester Metropolitan University Business School.

11:30 – 12:00

Plenary Session
Victoria Quays Suite

SME Interaction with Universities: encouraging innovation

Mr John Dodds
Director of Innovation, Department for Business, Innovation and Skills

This session will discuss the various mechanisms the Government are using to encourage innovation within the SME business base and the need for interaction with Universities.

12:00 – 12:30

Keynote Address
Victoria Quays Suite

Reviewing Intellectual Property: where next?

Professor Ian Hargreaves, CBE
Professor of Digital Economy, Cardiff University

Professor Hargreaves's review of Intellectual Property and Growth was commissioned by the Prime Minister in October 2010 and published in May 2011. Its findings have been supported by the coalition government, though their full enactment remains a work in progress. There has been considerable international interest in the approach proposed in the review, particularly with regard to copyright. In this talk, Prof Hargreaves will offer an update on the reform programme and some reflections on the way the review has worked. He will also discuss his follow-up project: the construction of a Creative Economy Manifesto, in collaboration with NESTA.

12:30 – 13:15

Panel Session
Victoria Quays Suite

Panel Session

13:15 – 1330

Plenary Session
Victoria Quays Suite

Closing Remarks

Dr David McBeth, AURIL Chair
Dr Alasdair Cameron, AURIL Executive Director

LUNCH and CLOSE

***Please note that this programme may be subject to change without prior notice**

Speakers



DR ALASDAIR CAMERON

Alasdair graduated in Laser Physics and Optoelectronics from the University of Strathclyde, Glasgow, and then studied for a PhD in Semiconductor Physics at the School of Physics and Astronomy, University of St Andrews. Moving into industry in 1996 he took up an engineering position with Motorola Semiconductor Products Sector, latterly Freescale Semiconductors, in

Scotland. Over the next nine years Alasdair held a variety of posts within manufacturing and senior positions within European IT and European automotive product marketing.

Alasdair joined Scottish Enterprise in 2005 as a senior member of the national Knowledge Transfer team with a special remit for Entrepreneurship and R&D collaboration. He ran a number of national projects and was responsible for managing the Scottish Enterprise/Royal Society of Edinburgh Enterprise Fellowships Programme. This Programme seeks to equip researchers with the business skills and knowledge they need to create spin-out companies around their research or ideas, and has an unparalleled record of success in new business creation.

In 2008 Alasdair took on the position of Director with the West of Scotland KTP Centre. The Centre was established in 1996 to promote and develop Knowledge Transfer Partnerships and provide support to project participants. It is one of the leading developers of Knowledge Transfer Partnerships in the UK and works with Universities, Colleges and Research Organisations in the West of Scotland including the Universities of Glasgow, Glasgow Caledonian, Strathclyde and the West of Scotland. In addition the Centre supports a number of FE and specialist HE colleges in the region. Alasdair has represented the Scottish KTP Centres for a number of years on the UK KTP National Forum and in 2011 hosted the KTP Managers' conference in Glasgow.

Social networks, open innovation, systems thinking and storytelling (through presentations, although he's also very good at Dr Seuss according to his daughter) are all things that Alasdair is passionate about. He's also very proud to have started the "I Love KTP" movement which came as a really big surprise!

Alasdair was appointed as Executive Director of AURIL in 2012 and in May 2012 was elected as a member of the Representative Board of the Institute of Knowledge Transfer.



DR DAVID MCBETH

Dr David McBeth leads the University of Strathclyde's Research and Knowledge Exchange Services ("RKES"). RKES is the professional service that supports all Strathclyde's research and knowledge exchange business. Its activities span policy and strategy development; new business development for R&KE (including international), support for all grants and

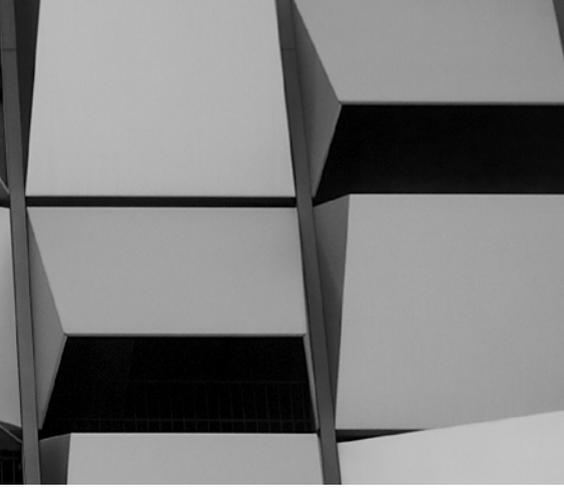
contracts; postgraduate research and commercialisation (including new venture creation).

David McBeth has led RKES, formerly Research & Innovation since 2003. Prior to that, he spent four years as Deputy Director & Intellectual Property Rights (IPR) Manager with responsibility for all Strathclyde's IPR management and licensing activity.

He has a special interest in the role of Higher Education Institutes in economic development, and in innovative ways of improving this. This approach is evident in RKES's work in the area of enterprise and commercialisation, in particular Strathclyde Entrepreneurial Network and its associated initiatives and programmes. He is also the current Chair of AURIL, the UK's premier knowledge transfer association, and uses this role to promote the Higher Education sector's contribution to politicians and policy makers at UK level.

Prior to joining Strathclyde, David was employed for four years by Edinburgh Napier University, latterly as Director of its Research Office. While there, he spent two years on secondment with the Royal Society of Edinburgh as Project Manager for the Society's joint enquiry with Scottish Enterprise into commercialising Scotland's science base. He helped champion the creation of the successful Enterprise Fellowships scheme and worked with the Society and Scottish Enterprise to devise the details of the scheme, which was launched in 1998.

In his career before joining the HE Sector in 1994, David was a Plant Manager for ICI plc in Merseyside, and he has a Ph.D in Inorganic Chemistry.



PROFESSOR KEITH RIDGWAY CBE

Keith Ridgway is the Professor of Design and Manufacture and Executive Dean of the recently formed Advanced Manufacturing Institute at the University of Sheffield. The AMI has been established to build on the success of the Advanced Manufacturing Research Centre with Boeing (AMRC) and the Nuclear AMRC and increase the opportunities for collaborative research

and high-level training. The AMRC was established in 2001 to carry out research in manufacturing technologies directly related to the aerospace industry. In addition to Boeing, the AMRC has more than 60 sponsors, including BAe Systems, Rolls-Royce, and Messier Bugatti Dowty. Application of the research developed has led to a step change in the manufacturing capability of many of the industrial sponsors and encouraged their on-going commitment and support. The Nuclear AMRC was established in February 2010 and aims to increase the competitiveness of companies in the Nuclear New Build supply chain. Founding partners include EDF, Areva, Westinghouse, Rolls-Royce, Sheffield Forgemasters International and Tata Steel.

Professor Ridgway is a Fellow of the Royal Academy of Engineering, a Fellow of the Institution of Mechanical Engineers, Royal Institute of Naval Architects and Royal Aeronautical Society and was awarded the OBE for services to UK manufacturing industry in June 2005. In January 2012 Professor Ridgway was awarded the CBE for services to Manufacturing Research. Professor Ridgway has over 160 publications including 57 journals articles.



RICHARD PECKHAM

Richard Peckham is Business Development Director for Astrium Limited in the UK.

Richard joined Astrium in 2000 having worked in the defence and aerospace sector for the last 30 years, specialising in radar, meteorology, air traffic management and navigation, across a broad range of roles in design engineering, system engineering, project management, departmental management and business unit management. Previous employers include Plessey Radar, Siemens Plessey Systems, Siemens Air traffic Management, Thales ATM and BAE Systems. Richard managed the Astrium navigation strategy and business development activities across Europe until appointment to the current post in 2007.

Richard holds a BSc degree in Electrical and Electronic Engineering and a Masters in Business Management, both from the University of Portsmouth, is a chartered engineer and member of the Institute of Engineering and Technology, and fellow of the Royal Institute of Navigation.

In his current post, Richard leads UK business acquisition, manages the company relationship with government and Parliament, leads on UK national strategy and acts as the deputy to the CEO on UK national issues. This has included working closely with BIS and other government departments to increase government and parliamentary awareness of the UK space industry – including its world-leading technology and contribution to the economy and society at large.

Richard was until recently chairman of UKspace, the trade association for the UK space industry and also Vice President - Space for AIDIS, the trade association for the UK aerospace, defence and security industries. He continues supporting UKspace as Head of IGS Delivery to ensure the Space Innovation & Growth Strategy (IGS) meets its expectations. Richard is also a non-executive director of ISIC (the International Space Innovation Centre) and Trustee and board member of INTECH.



ALISDAIR ALDOUS

Alisdair Aldous currently works across both the Enterprise and Research Management services at University of the Arts London, where he has been supporting knowledge transfer activities for over 3 years.

Previous to this he managed the Strategic Intelligence service at London Metropolitan University, having moved to London from the East Midlands, where he had held a

number of roles in the creative sector, including providing business development support to creative businesses, and commissioning artists' work for the public realm within 'regeneration scheme' contexts.



PROFESSOR PHILIP TERNOUTH

Philip Ternouth is Associate Director of R&D and Knowledge Transfer with the Council for Industry and Higher Education since 2002 and is Visiting Professor in Innovation at Salford Business School. He has extensive experience in both Industry and in Knowledge Transfer in the HE sector, having been responsible for business development and IP management from

1995 to 2001 in Manchester University and acted as a KTP advisor for a number of years.

His work for CIHE has concentrated on the development of a better understanding of the detail of interactions between universities and business. This has developed a body of findings over the years from 2004 to the present. This has done much to reveal the broad range of interactions which are significant in developing impact and the importance of human, managerial and relational factors rather than technological factors in enabling this to take place.

He is currently engaged by Monash University in Australia to support the development of the John Monash Innovation Institute and by CIHE to lead a project identifying the key attributes of a support programme successful in supporting SME HEI engagement through KTP for the Technology Strategy Board.

He has extensive experience in and remains active as a board member of technology based start up companies. He has acted as a member of several RCUK grant awarding panels and has undertaken a number of consultancy assignments in the UK and overseas for research institutions to assist in developing their knowledge transfer agenda. These have included leading the development and delivery of a substantial short course curriculum in Knowledge Transfer for the whole university system in South Africa. He has recently undertaken an evaluation of the African Knowledge Transfer Partnership program in Kenya, Uganda and Ghana for the British Council and has recently led a project (for Salford University) developing, piloting and evaluating a Knowledge Transfer support program for the Czech Government.



DR PHILIP GRAHAM

Philip holds degrees in Economics, Public Policy and Law from both Queen's University of Belfast and the University of Ulster. He worked in the aerospace industry and was responsible for UK and overseas contracts. He then spent a period at the N. Ireland Small Business Institute before joining Queen's University Belfast where he was responsible for Intellectual Property

Education and Protection, Industrial Contracts and Consultancy.

He was the Executive Director of AURIL (Association for University Research and Industry links) the largest KT organisation in Europe for 12 years. Philip became an AURIL Council member in 1997 and Chairman in 2000

He was a founding Director and first Executive Director of the Institute of Knowledge Transfer and its first appointed Fellow. He is also a Fellow of the Royal Society for the Arts.

He has sat on most of the UK government KT and 3rd Mission related working activities including, HEIF & PSRE assessment panels for the competitive elements of the grants. He was one of the original 3 coordinators of the Lambert Model Contracts Group, Co-chaired the UKIPO "Managing Intellectual Property" - A Guide to Strategic Decision-Making in Universities (and its latest edition), the "Managing Consultancy Guide within Universities", and assesses grant applications for Research Councils, HEFCE/BIS and JISC (most recently on its Open Innovation and Embedding Impact calls).

He is currently Business Alliance Manager for Queens University Belfast



LINDA BAINES

Linda Baines is a member of AURIL Council and was Secretary and Treasurer of AURIL 2007 – 2012. Linda is Chair of AURIL's CPD Steering Group and AURIL's project manager on AURIL in its collaboration with JISC in the development of the Professional Development Framework for Business and Community Engagement, working with organisations across the BCE sector looking

at what KE practitioners do, how and why they do it, and the knowledge and skills they need to keep up to date.

Outside AURIL, Linda is a special advisor at the Science and Technology Facilities Council (STFC).

Until July 2010, she was a director and Head of Membership Services at the Institute of Knowledge Transfer (IKT), where she conceived and developed 'Research into KT Practice', bringing academic researchers and KT practitioners together to explore how theory and practical experience can interact. She was appointed a Fellow of IKT in October 2010.

Linda is researching the nature of the interactions between organisations and individuals involved in KE as PhD student at University of Southampton.



PROFESSOR OISÍN MACNAMARA

Oisín is currently a freelance consultant in business and community engagement, having held a number of senior roles in knowledge transfer and innovation over the last 14 years at Northumbria University such as Director of Research, Business and Innovation.

Prior to that he managed a regional consortium of universities for 11 years and started his academic career as a research microbiologist at Newcastle University. His experience over the last two decades has been primarily in building strategic partnerships across public and private sectors and more recently including the voluntary and community sector.

He designed the model and wrote the business plan for Knowledge House in 1995, a regional brokerage mechanism to enable organisations, especially SMEs, to access the expertise of the North East's six universities. Knowledge House ran successfully for 17 years and was cited by OECD in 2007 as an exemplar of best practice in knowledge transfer.

He also led a £3.2m inter-disciplinary programme on urban regeneration across Northern England in partnership with 3 universities in the North West, comprising 46 individual projects and assisting over 620 organisations. This programme was the winner of Times Higher's inaugural Knowledge Transfer/Exchange Initiative of the Year Award in 2010.

Oisín was awarded a personal chair in Enterprise by Northumbria in 2008 as a Professor of Knowledge Transfer for his achievements as a practitioner and has served on AURIL Council for 6 years, until recently. He has also been appointed as a Fellow of the Institute of Knowledge Transfer.



SIMON WHITTEMORE

Simon leads the Business and Community Engagement (BCE) programme and strategy at JISC:

<http://www.jisc.ac.uk/supportingyourinstitution/cribsheets/engagingbusiness.aspx>

The BCE programme is designed to support institutions in the efficient management of strategic partnerships with external organisations, and the associated services, through the innovative use of ICT. Simon was previously Deputy Head of the Business and Community team at HEFCE from 2003-07, developing the strategic and conceptual coherence of knowledge transfer and exchange (KT) funding policy and related good practices. Prior to that, he led multinational teams developing, authoring and deploying group-wide methods and standards at Cap Gemini headquarters in France, taught in FE and held various IT change, service and account management roles. An advocate of cross-cultural engagement and linguist, he is fluent in Italian and French.



PROFESSOR BILL ION

Currently Operations Director of the Advanced Forming Research Centre (AFRC) - a position held since August 2008. Involved in the development of AFRC from its inception in 2005. Formerly Head of the Department of Design, Manufacture and Engineering Management at the University of Strathclyde (2002 – 2008), now Deputy Head of Department and

Director of Research & Knowledge Exchange for the department (2012). Has research and teaching interests across the design and manufacture spectrum including leading the development of the University's successful Product Design Engineering programmes and international Masters programme in Global Innovation and Management. He started his career in Industry and worked with Barr and Stroud and Yarrow Shipbuilders before joining the University in 1986.



DR JENNI CHAMBERS

Jenni Chambers joined HEFCE as a Policy Advisor in the Knowledge Exchange and Skills team in 2008. She is responsible for the assessment, monitoring and evaluation of the Higher Education Innovation Fund (HEIF) the Council's major fund for all types of knowledge exchange. She also leads on public, civic and community engagement for the Council. She has overseen projects

such as the Beacons for Public Engagement which sought to foster culture change within the HE sector to encourage public engagement, and South East Coastal Communities which sought to pilot new, community based, forms of knowledge exchange, both of which were funded by HEFCE's Strategic Investment Fund.



BOB BELL

Bob Bell's 45 year career has been split 50:50 between private sector IT and public sector higher education. Posts held include executive and board positions with corporate businesses (e.g. Vickers Engineering), CEO of a start-up internet business and Dean and Pro-Vice Chancellor in the university sector. For the last 7 years Bob has worked as an independent

consultant serving HEFCE, JISC and many universities, colleges, RDAs and national educational agencies. His main focus is the selection of IT systems and implementation strategies for their effective and efficient operation.



MARC DOBSON

Marc Dobson is the Programme Liaison manager within the JISC Advance Business and Community Engagement (BCE) Team, based at Newcastle University. The main aim of the JISC Advance BCE Team is to champion and advocate the work of JISC and its services and to support the JISC BCE Programme achieve its aims. In doing so the team acts as change agents in building BCE

capability and capacity within JISC by integrating and embedding BCE activity.

Marc has recently been involved in supporting project in areas including open innovation, collaboration using online tools and awareness-raising of BCE for staff in roles including IT, libraries and administration. He has also been closely involved with the AURIL/ JISC Collaborative project 'Supporting and Embedding CPD for BCE', having also worked on the AURIL CPD programme in the past.

Marc has previously worked on European Framework Programme research projects and activities funded by the European Regional Development Fund. He has also been involved in project management roles on development projects in a Regional Development Agency and Local Authority.



EMILY NOTT

Emily Nott, Research Base Liaison Manager coordinates Technology Strategy Board collaboration with the Research Councils and works closely with the academic community. She has been with Technology Strategy Board since it was established. Prior to this she held a variety of different roles with the Research Councils and RCUK with a focus on business-university collaboration.

During her time with the Research Councils she worked on secondment with Department for Health and DTI.



DR FIONA ARMSTRONG

Dr Fiona Armstrong is currently Deputy Director of Policy, Resources and Communications at the Economic and Social Research Council (ESRC). As part of this, she has strategic oversight for Knowledge Exchange and is responsible for leading the Council's engagement with users across the Business, Civil Society and Public sectors. She has recently returned from a part-time

secondment to the Technology Strategy Board.



CAROLE BARRON

Carole is a Senior Manager at the University of Kent with responsibility for the strategic development of innovation and enterprise and has extensive experience of working in partnership with the Business community.

She joined Kent Innovation & Enterprise in 2001. Carole's portfolio responsibility covers consultancy; training and

professional development; local and regional outreach; collaborative partnerships; commercialisation of the University's intellectual property; inward investment and incubation and start-up support. Prior to joining Kent Innovation & Enterprise she was Manager of one of only nine DTI Centres funded to promote electronics design expertise to businesses.

Carole is Chair of the Kent Invicta Chamber of Commerce; Chair of the Chamber's Economic Development Group; Director of the East Kent Spatial Development Company; Council member of the UK Association of University Research & Industrial Liaison and sits on numerous local and regional partnership boards. Recently Carole has been a member of the Sandwich Economic Task Force formed at the request of David Willets following the announcement by Pfizer that they would be closing down their presence at Sandwich, Kent.

Carole's current interests lie in identifying innovative and creative ways of engaging with the business community, regional economic development, demonstrating impact through knowledge transfer/ knowledge exchange and exploring new ways of working at the interface of academia and the business community. She believes that by investing in staff and encouraging innovation and creativity in the workplace businesses can help to drive economic growth.



SARAH GRIMES

Sarah has been at HESA for over eight years. She was part of the team who undertook the initial HESA implementation of HEBCI. Since then she has been responsible for reviews of a number of other of HESA's data collections including the Destinations of Leavers from HE survey and the Estates Management Records, before returning to HEBCI to manage this review.



KAREN RACE

Karen Race has worked in Academic Enterprise at Teesside University for 11 years and been Deputy Director for 5. She currently supports the University in responding to the employer engagement agenda through the management of a number of high profile projects:

- Quality of the employer interface. This work involved in achieving the 'Putting the Customer First' standard in 2010. The team produced a comprehensive Business Engagement Toolkit for use by University staff
- Corporate Customer Relationship Management System. This has involved the scoping, specification preparation, procurement, project management of the implementation and ongoing management of the system since 2008.
- Institutional Performance Management for Enterprise and Workforce Development. This involves the compilation of the HEBCIS return, the development and implementation of a quarterly review process

Karen also contributes to the operational and strategic management of the Department and delivery of the University's Business Engagement strategy

Karen is a trained adviser for both Putting the Customer First and EFQM and is a member of the Institute of Economic Development



KATE MITCHELL

Kate Mitchell is CRM Manager at University of Huddersfield, and has implemented a CRM system at the University and is responsible for relationship management in the BCE area. She has worked in Higher Education for six years, prior to this she worked in the charity sector for seven years and has spent all of her career working on CRM, data management, business processes and customer service.



DAVID OWEN

David manages a range of externally funded projects that contribute to the National Co-ordinating Centre for Public Engagement goal to increase the social impact that universities have locally, regionally and nationally. David played a leading role in managing Bursting the Bubble: Students, Volunteering and the Community and innovative study which engaged with over 5,000 students,

looking at patterns, impacts, and outcomes from student community engagement. He has co-authored a number of papers on student-community engagement, developed training in public engagement and communication and manages the JISC embedding impact in research project. His other passions include nature, sports and travel including any opportunity to combine the three. In his spare time David is co-founder and director of an arts project which looks for the 'lesser-told' stories within environmental and social conflicts. The organisation's launch project attracted more than 600 members of the public to a series of talks, workshops, exhibitions and film screenings exploring Palestinian culture.



DAVID POLLARD

After graduating from the RAF College Cranwell with a degree in aeronautical engineering and management, David's early career was in production management and engineering staff roles as an engineer officer in the RAF. This was followed by assignments in sales, project management, marketing and business planning with British and US multinationals.

After gaining an MBA from Cranfield he moved into SMEs. He has run a plant maintenance consultancy, an industrial electronics manufacturer and his own personal consultancy and project management company.

He is also a director of Centaur Seaplanes, a start up trying to raise funds to launch a new design of seaplane and is supporting his son's efforts to launch a computer games company.

He is a member of the FSB and chairman of their policy group on education, skills and business support.



C. MARK RIDGWAY OBE

Mark Ridgway is Managing Director of Group Rhodes, a Wakefield headquartered group of six engineering companies serving the aerospace, metalforming, precision engineering, environmental, heavy ceramics and oil and gas markets respectively.

Generically the Group designs and develops capital equipment and has expanded through a series of strategic acquisitions to become one of the UK's leading manufacturers in its field. In 2010 the Company won the Queens Award for Enterprise in the Innovation category for the development of Superplastic Forming and Diffusion Bonding machinery, and in 2012 it achieved the same accolade for International Trade.

Underlining his long-standing commitment to manufacturing, Mark is a Council member of the Metalforming Machinery Manufacturers' Association (MMMA), and is the incoming President of the Manufacturing Technologies Association (MTA), the trade association for companies operating in the UK's engineering based manufacturing sector.

Mark also sits on UKTI's Advanced Engineering Sector Advisory Board, which covers the UK aerospace, automotive and engineering sectors. In 2010, as Interim Chair of the Board, Mark represented the sector during the World Trade Fair showcase event in China and in 2011 he led UKTI's Aerospace Mission to India, focused on developing sector trading links between the two countries. In 2012 Mark accepted an invitation to join the Advanced Manufacturing Supply Chain Initiative (AMSCI) Investment Board which seeks to strengthen UK manufacturing supply chains.

On a regional level Mark represents manufacturing businesses on the Board of the Leeds City Region Local Enterprise Partnership (LEP) and served as a Director of Wakefield First, the Development Agency for the District from 2004 - 2011. He now Chairs the Wakefield Enterprise Partnership and has previously completed a two year term in the Chair of the West Yorkshire branch of the Institute of Clay Technology (now a division of The Institute of Materials, Minerals and Mining).

Developing his interest in athletics, Mark was appointed the UK's Advanced Engineering Sector Champion for the London 2012 Olympics, his role being to encourage business engagement within this sector and to develop a business legacy. Mark himself ran internationally as a student and held several Yorkshire distance titles. He is also a qualified Sky Diver and Open Water Diver.

Mark was awarded an OBE in the Queen's Birthday Honours List 2011 for Services to Industry. He holds an MSc in Manufacturing Leadership from Leeds University Business School and is proud to have been appointed both a "Yorkshire Patron" and Patron of a local brain injuries charity, Move Ahead.



LYNN MARTIN

Professor Lynn Martin PhD is an experienced entrepreneur working within a university whose role involves research and development in enterprise. With over 60 publications in the small firms field and three ESRC fellowship awards for Knowledge Exchange, she has a considerable track record in knowledge transfer, working with companies, third sector and public sector

authorities at international and national level.

Her background includes management in a large organisation and small firm ownership as well as a range of teaching and research expertise. Appointed as Director for the Centre for Enterprise at Manchester Metropolitan University Business School in May 2009, the centre has grown its annual turnover from 200000 to over 2 million in 3 years. She is well known for her ability to bring together business and industry, developing knowledge transfer activities across these boundaries for mutual benefit. Elected President of the Institute of Small Business and Entrepreneurship in May 2012, she is exploring new ways and new partnerships to connect research with policy and practice effectively.



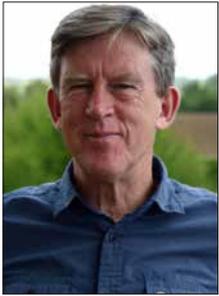
JOHN DODDS

John has been the Director of Innovation at the Department for Business, Innovation and Skills since March 2011. John and his teams work to support Ministers in their objective that Britain should be one of the most innovative economies in the world – with innovation making a major contribution to growth.

From 2006-2011 John was Director of the United Kingdom's Better Regulation Executive with the objective of reducing the impact of red tape on business. Previously, John carried out a broad range of roles in HM Treasury including spells as:

- Head of the Defence, Diplomacy and Intelligence Team (2002-2006), leading Treasury interests in defence spending and procurement;
- Head of Information Services (1997-2002), leading the Treasury's internal information strategy and with responsibility for delivery of IT, library and records management services.
- Head of the Budget Coordination Team (1994-1997), project managing the Chancellor of the Exchequer's Budget for Ken Clarke and Gordon Brown and editor of the Budget 'Red Book'.
- Policy Adviser in the European Community Division (1991-1994) playing a key role in the negotiation of the 1992 European Community financing settlement and the accession of Sweden, Finland and Austria to the European Union.

John studied Mathematics at Christ's College, Cambridge from 1979-1982 and has an MSc in Statistics from Manchester University where he won the M S Bartlett prize in 1983.



PROFESSOR IAN HARGREAVES CBE

Ian Hargreaves spent most of his career as a professional journalist. He worked in local newspapers in Yorkshire; spent 15 years on the Financial Times (becoming Deputy Editor); edited the Independent and then the New Statesman; and ran BBC News and Current Affairs in the late 1980s. He has been associated with Cardiff University's School of Journalism, Media and Cultural

Studies since 1999 and in 2010 took a new position as Professor of Digital Economy, based jointly in the journalism and business schools. He has also worked in corporate public affairs (for BAA plc) and as Director of Strategic Communications at the Foreign and Commonwealth Office. His current research interests centre upon the development of the UK's creative economy.



Dr Michael Wykes

Michael Wykes is responsible for the University of Exeter's REF submission, Doctoral Training Centre initiatives and Research Integrity. He is involved in the Exeter Catalyst for Public Engagement with Research and several JISC projects at Exeter including his role as Project Director of 'DESCRIBE'. He joined the University of Exeter in 2004 following a D.Phil. at

the University of Oxford which explored the ethical aspects of Intellectual Property Rights with reference to global access to Essential Medicines, and he has acted as an external PhD examiner in this field. In between his academic studies, Michael has also worked for the pharmaceutical industry and in public sector executive search.



Kent McClymont

Kent is a researcher in computer science, hydroinformatics and systems biology at the University of Exeter. Kent was an investigator in two projects under both of the two rounds of the JISC/NCCPE embedding business and community engagement programme. In addition to developing his BCE skills during these two projects, Kent has had a long involvement

with engagement and outreach programmes at Exeter and has developed new projects, such as the annual Games:Exeter learning programming through computer games events which he initiated in 2008.

General Information

Registration

A registration desk will be open from 8am on Thursday 11 October and 8.30am on Friday 12th October. We will endeavour to have someone available on the desk to assist you at all times. Please remember to leave your badge and evaluation form at the desk when the conference ends.

Venue

The conference will be held in the Hilton Hotel, Sheffield. The hotel is a 15 minute walk or 5 minute taxi journey from Sheffield Railway Station. Parking is available at a charge. Plenary sessions will take place in the Victoria Quay Suite, situated on the ground floor.

Breakout Sessions

Breakout sessions will take place in syndicate rooms: Attercliffe Suite, Tinsley Suite, Sheaf Suite and Porter Suite. The Attercliffe and Tinsley Suites can be found on the ground floor near the main conference area; the Sheaf and Porter Suites are located on the First Floor. You will find details of your breakout sessions in your delegate pack.

Conference Dinner

The Conference Dinner and Lifetime Achievement Awards will take place at 1930 on 11th October 2012 at Cutlers Hall, a prestigious grade II listed venue in the heart of Sheffield city centre. We are delighted to announce that Mrs Pam Liversidge, Master Cutler 2011-2012, will provide some pre-dinner words of welcome. Transport will be available between the Hilton Hotel and Cutlers' Hall. Further details will be announced. Dress Code is smart/lounge suit (black tie not necessary).

Please note that photographs will be taken throughout both the conference and the dinner. These images may be used for future AURIL marketing.

Please keep your belongings with you at all time. AURIL and the conference venue cannot accept liability for loss or damage to your valuables.

Auril

AURIL is the professional association representing all practitioners involved in knowledge creation, development and exchange in the UK and Ireland who work to ensure that new ideas, technologies and innovations flow from their institution into the market place. It is the largest knowledge transfer association in Europe, with more than 1600 members from universities, NHS Trusts and public sector research establishments.

The Association enjoys widespread international recognition through its success in influencing UK government policy. It has strong working relations with the Confederation of British Industry, Universities UK, the UKIPO, the Department of Business, Innovation and Skills (BIS), HM Treasury and Higher Education Funding Councils, in partnership with whom it has produced many publications.

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Thursday 11 October 2012

10:00 – 10:05	10:05 – 10:15	10:15 – 10:45	10:45 – 11:15	11:15 – 12:00	12:00 – 12:30	12:30 – 13:00
Conference Welcome Dr Alasdair Cameron Executive Director AURIL	Chair's Conference Address Dr David McBeth AURIL Chair	The AMRC Model: A collaborative approach to research Professor Keith Ridgway, CBE, Professor of Design and Manufacturing, Executive Dean of the AMRC AMRC with Boeing, University of Sheffield.	The Satellite Applications Catapult An industry perspective on catapults Richard Peckham Business Development Director, Astrium Ltd	Coffee Break	Impact in the Creative Industries Alisdair Aldous Research and Enterprise Collaborations Development Manager, University of the Arts London	Business University Collaboration and the National Centre for Universities and Business Philip Ternouth Associate Director R&D & KT, Council for Industry and Higher Education
13:00 – 14:00	14:00 – 14:30	14:30 – 15:30	15:30 – 16:00	16:00 – 17:00	19:00	19:30 - 23:30
LUNCH	Launch of two new JISC-funded online resources for Business and Community Engagement	Breakout Session 1A Catapults in Operation Breakout Session 1B HEFCE: Knowledge Exchange and Economic Recovery Breakout Session 1C Learning the Knowledge Breakout Session 1D Intelligent Brokerage	Coffee Break	Breakout Session 2A Directors' Cut – Adding Value Breakout Session 2B Proposals for Change to the HEBCI Survey Breakout Session 2C How to Manage Relationships for Mutual Benefit Breakout Session 2D Embedding Impact Analysis in Research	Coach transfer from Hilton Hotel Sheffield to Cutlers' Hall	Pre-dinner drinks followed by Conference Dinner & Lifetime Achievement Awards Pre-dinner speaker: Pam Liversidge, Master Cutler

Friday 12 October 2012

09:00 – 09:10	09:10 – 09:30	09:30 – 10:00	10:00 – 10:30	10:30 – 11:00	11:00 – 11:30	11:30 – 12:00
Welcome Dr Alasdair Cameron Executive Director AURIL	AURIL Update Dr David McBeth AURIL Chair, David Bembo AURIL Vice-Chair, Alasdair Cameron, AURIL Executive Director	SME University Interaction David Pollard Chairman Education, Skills and Business Support Policy Group, Federation of Small Businesses	Developing SME Capability; a Recessionary Solution to Resource Constraint C. Mark Ridgway, OBE Managing Director, Rhodes Group	Coffee Break	Innovative Enterprises: Putting Research into Policy and Practice Professor Lynn Martin Director of Centre for Enterprise, Manchester Metropolitan University and President of the Institute for Small Business and Entrepreneurship	SME Interaction with Universities: encouraging innovation Mr John Dodds Director of Innovation, Department for Business, Innovation and Skills
12:00 – 12:30	12:30 – 13:15	13:15 – 13:30				
Reviewing Intellectual Property: where next? Professor Ian Hargreaves, CBE Professor of Digital Economy, Cardiff University	Panel Session	Closing Remarks Dr David McBeth, AURIL Chair Dr Alasdair Cameron, AURIL Executive Director				



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