

**How do we make the relationship work  
between business and higher education?**

**Aaron Porter**

# University-business collaboration in the UK

- 4 major national reviews in the last 15 years (Leitch, Lambert, Wilson & Witty)
- Increase in tuition fees has increased focus on employability
- Reductions in government funding has increased need for new revenue streams
- Technology changing the nature of business-university collaboration

# NCUB - Roots

## Wilson Review of Business-University Collaboration

- *The Council for Industry and Higher Education (CIHE) should be invited to develop its structure and its infrastructure to become an independent subscription-based charity that becomes the focus for information on business–university collaboration. It will gather and maintain a comprehensive repository of good practice, undertake commissioned studies and provide a reliable information source for future substantive reviews -*

## David Willetts' and BIS Response to Wilson:

- *BIS will support the Council for Industry and Higher Education (CIHE) to create a National Centre for Universities and Business. **The centre will focus on strengthening the strategic partnership between universities and business with a view to driving economic growth and recovery.***

# NCUB Vision, Mission & Method

- Vision
  - Increasing the prosperity and wellbeing of the UK through world-leading university and business collaboration.
- Mission
  - By effective collaboration, nurture the right talent, innovation and expertise for the UK's future growth.
- Method
  - The NCUB will facilitate, integrate and communicate, but will never duplicate or substitute successful work already being undertaken by others.

# UK Wide Organisation

- Core partners:
  - Higher Education Funding Councils
  - Technology Strategy Board / Innovate UK
  - Research Councils
  - 65 Universities at Vice Chancellor Level
  - 40 Corporates at CEO/Chair (largely FTSE 100)

# Business membership

accenture

AngloAmerican

AstraZeneca

BAE SYSTEMS

Balfour Beatty

BG GROUP

BOEING

bp

BT

centrica

4

CISCO

COMPASS GROUP

EADS

FINMECCANICA

gsk  
GlaxoSmithKline

HSBC

KPMG

Legal & General

McKinsey & Company

PEARSON

PRUDENTIAL

pwc

QA

Rolls-Royce

RBS  
The Royal Bank of Scotland

Santander

sky

Standard Chartered

Unilever

WPP

# Summary of Operations

Areas of  
operation

Inventiveness into  
innovation and  
prosperity

Talent, Expertise and  
Attributes

Types of  
operation

**Analysis**  
(measure  
performance)

**Inspiration**  
(best practice &  
case studies)

**Brokerage**  
(IP, Chatham House  
events &  
internships)

**Action**  
(Practical  
projects)

**Evangelising**  
(Selling the UK to  
the world)

Target  
Audience  
and  
Partners

**SMEs**

**Universities**

**Corporates**

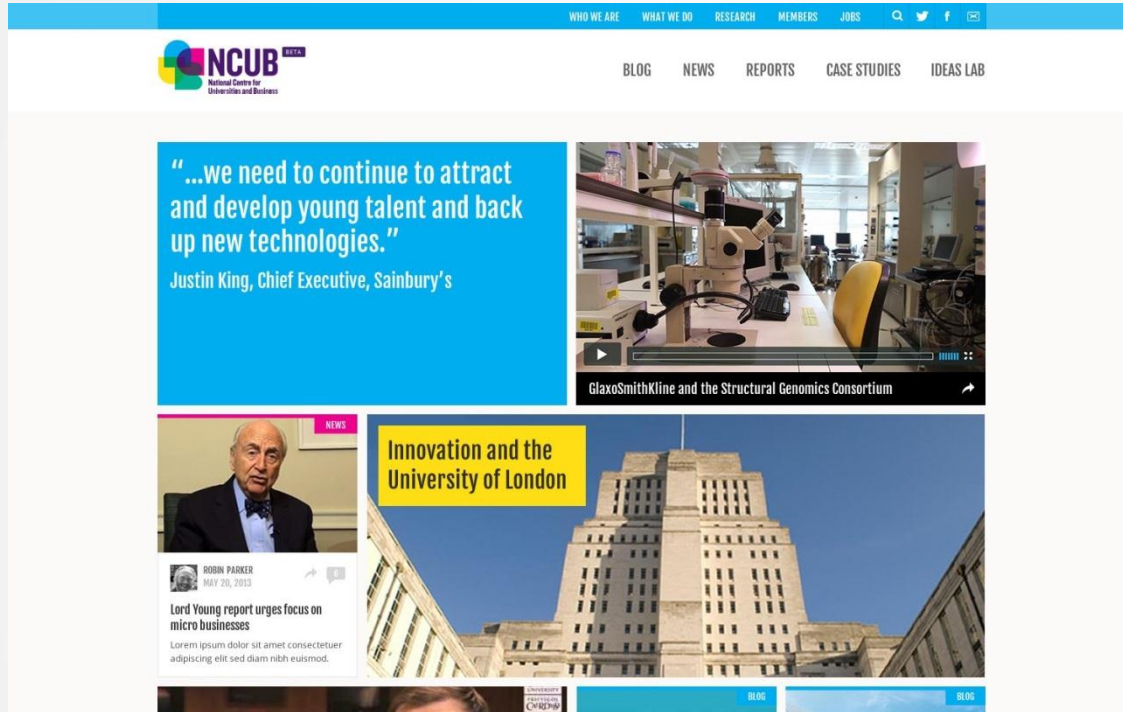
**Government &  
Devolved  
administrations**

**International & Inward Investment**



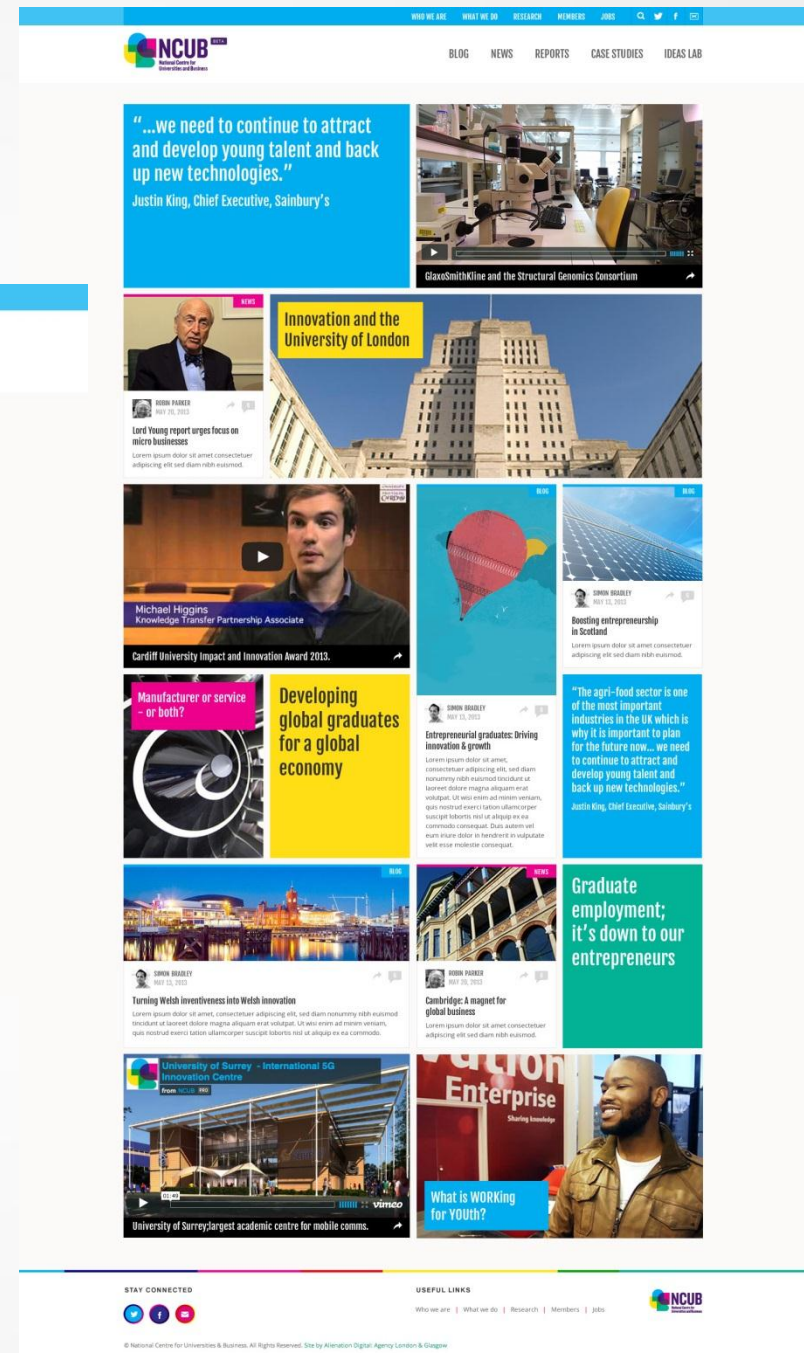
# NCUB Website

## ncub.co.uk



**Twitter:** @ncubtweets

**Facebook:** National Centre for Universities and Business





# NCUB Website

WHO WE ARE

WHAT WE DO

RESEARCH

MEMBERS

JOB

Q

NCUB

BETA

National Centre for Universities and Business

BLOG

NEWS

REPORTS

CASE STUDIES

IDEAS LAB

BUSINESS MEMBERS

Boeing UK Ltd

BP

British Council

BSkyB

BT Group plc

Centrica plc

Channel 4

Cisco UK & Ireland

Compass Group

Aegis Group, Lloyd's

FIND A MEMBER

Name

OR

Organisation

OR

Select a sector...

SEARCH MEMBERS

Become an NCUB Member

Have you seen our Ideas Lab?

HOME > MEMBERS > BUSINESS MEMBERS > BT GROUP PLC

BT

Group plc

BT is the major provider of telecommunications networks and services in the UK. But we are also a major global communications company, serving customers in more than 170 countries.

We provide services to large corporate and public sector customers with operations across the world in a wide range of sectors such as banking and financial services, consumer packaged goods, logistics, pharmaceuticals and manufacturing.

Today BT partners with the best from industry and academia from around the world

We have embraced fierce competition in our home markets and become an innovative and dynamic company competing in the converged markets of computing, IT and communications.

BT's strategy is to drive broadband-based consumer services, become the 'Brand for Business' for UK SMEs, the wholesaler of choice and the best network provider.

We aim to be a global leader through BT Global Services. And all this whilst being a responsible and sustainable business leader.

EXPAND FOR MORE

BT GROUP RELATED NEWS

JULY 20, 2013

Artificial intelligence at heart of customer care

BT has developed an intelligent new system to respond to customer complaints and improve customer service by picking up messages from social networking sites. Called Debatescape, it uses sophisticated artificial intelligence to search out customers on places such as Facebook or Twitter who might need help but don't know how to get it...

JULY 1, 2013

BT CAREERS

AUGUST 1, 2013

About the BT Graduate Programme

Lots of our senior leaders have come through our graduate programme. Some have even become CEOs. If you've got the drive, and raw talent, we'll give you the foundations to kick start your career in a leadership role with us... Our recruitment campaign for the 2014

# State of the Relationship

- Annual publication which captures the state of university-business collaboration in the UK
- Spirit of continuous improvement
- Case studies and examples of where it is done well
- Metrics to measure ongoing performance (short and long run; spin-outs and IP)

# Food Economy Task Force

- Co-chairs:
  - Justin King, Chief Executive, Sainsbury's Plc
  - Professor Quintin McKellar, Vice-Chancellor, University of Hertfordshire
- Challenge:
- “How do we ensure that universities are able to provide the high-quality intellectual and innovative graduates and research the UK needs to contribute to a highly competitive food industry?”
  - All stages of the food supply chain will be considered
  - Explore issues through workshops, research reviews, online collaboration channels and interviews
  - Aim to present recommendations to Government in winter 2014

# NCUB Research

- Currently building to SoR Report
  - Myth busting
  - Reflecting breath of partnership
- Dynamic view of the partnership
  - Nurturing the talent base
  - Translating inventiveness into innovation
  - Demonstrating a step change in culture
- Balanced view of the partnership
  - Based on robust evidence
  - Objective systematic methodologies
  - Representative of sectors and focussed on need

Thank you