



UNIVERSITY
OF HULL

Knowledge Exchange Strategy 2020-2025



Introduction

Effective knowledge exchange has never been more important to universities. Knowledge exchange brings us together with non-academic partners to exchange research, ideas, skills or expertise. By engaging with, and being informed by, businesses, communities, the third sector and government, we are able to increase the impact of our work - its influence on how questions, events, challenges and opportunities are addressed around the globe.

At the University of Hull we know that high-quality knowledge exchange delivers mutual benefit, learning and satisfaction. It informs, and is informed by, our teaching and research – a symbiotic trinity of activity. It fosters opportunities for multi-faceted relationships and interactions. It contributes to our financial sustainability, either through income generation or through improving the data returns which drive our knowledge exchange funding. It enriches the experience, skillsets and employability of our students and staff. It extends and enhances our stature and reputation.

Cultivation and growth of our knowledge exchange activities is therefore critically important in our endeavours to build a better world and shape a fairer, brighter, and carbon neutral future for us all. We will build on our recognised research strengths and momentum, including in renewable energy, the environment, social justice, and health and wellbeing. This strategy sets out the agenda and priorities that will guide our work over the next five years, ensuring that our knowledge continues to be exchanged effectively with our community, our partners, and our world, for the benefit of all.

Knowledge Exchange Vision

As an actively engaged civic university we want to benefit our place as well as tackling the challenges faced by the wider world. We know that we can make the greatest contribution regionally by continuing to enhance our international reputation and by connecting our work with businesses, communities, the third sector and government.

Our vision is to foster a thriving community of staff, students and external partners engaged in knowledge exchange, to generate social, economic, environmental and cultural benefit in our place, and in our wider, interconnected world.

We will promote a positive culture of engagement with our research and knowledge exchange activities, connecting businesses, communities and the public with what we do. We will be responsive to societal, cultural and economic challenges and we will identify and nurture talent to help develop socially responsible, financially stable and viable enterprises.

Our strengths and priorities will be clear and our successes celebrated. We will be a university that welcomes collaboration and partnership, values the exchange of ideas, expertise, insight and skills, and welcomes robust challenge in all that we do.

Strategic Aims

- 1. To sharpen our institutional focus on knowledge exchange**
- 2. To foster and reward talent:** to be an institution of innovation, creativity and enterprise that encourages and celebrates knowledge exchange talent and collaboration amongst staff, students and partners.
- 3. To put partners at the heart of what we do:** to develop and strengthen high-quality relationships with external stakeholders and position the University as a partner of choice regionally, nationally and internationally.
- 4. To develop effective infrastructure:** to make our internal knowledge exchange infrastructure simple, accessible, informative, and efficient. We will provide timely advice and expertise, ensure we are agile and proactive, and seek to continuously improve our practices.
- 5. To create a vibrant environment and secure financial benefit:** to develop a vibrant commercialisation environment and secure financial benefit from our entrepreneurial, enterprise and research activities.



Key Objectives

To achieve our strategic aims we have identified a number of objectives, which will be supported by a Knowledge Exchange Strategy Implementation Plan.

1. To sharpen our institutional focus on knowledge exchange

We will do this by:

- 1.1 Taking a structured approach to horizon scanning and sector intelligence to identify target areas strategically in fields where we can derive significant benefit for partners and the University
- 1.2 Mapping our expertise, encouraging interdisciplinary activities and responding quickly and effectively to opportunities, or cross-referring opportunities where relevant
- 1.3 Ensuring that our internal resources support our knowledge exchange priorities, and continuously reviewing our performance against the sector
- 1.4 Developing and showcasing areas of strength in knowledge exchange to inform and influence external funding calls
- 1.5 Establishing mechanisms for departments and institutes to benefit financially where they have created value
- 1.6 Ensuring an active presence of 'knowledge exchange' in our internal and external communications, promotional activities, and on our digital platforms
- 1.7 Establishing a University Knowledge Exchange committee reporting through Senate and Council

2. To foster and reward talent

We will do this by:

- 2.1 Recognising and rewarding high-quality knowledge exchange
- 2.2 Attracting, supporting and developing talent in our knowledge exchange community
- 2.3 Supporting students with opportunities to develop knowledge exchange and enterprise skills in our undergraduate and post graduate curricula, and offering extracurricular activities to develop the application of these skills
- 2.4 Developing and publicising knowledge exchange career pathways, establishing peer mentoring networks and celebrating success
- 2.5 Ensuring that those undertaking or supporting knowledge exchange have the capacity to deliver and that workload models, timetables and resource allocations are effective in providing space for knowledge exchange opportunities to be pursued
- 2.6 Ensuring that those participating in knowledge exchange can access professional development support through resources, training, mentoring and networks

3. To put partners at the heart of what we do

We will do this by:

- 3.1 Being an approachable, proactive and coherent organisation which is 'open for business' and responsive to partner needs
- 3.2 Ensuring our collaborations are strategically aligned, mutually productive and delivered effectively
- 3.3 Recognising and responding to our partners' expertise, experiences, and requirements, and enhancing opportunities for effective knowledge exchange and excellence in delivery

- 3.4 Continuing to shape and support local economic development strategies and funding opportunities through: our research; our expertise; our memberships; our collaborative endeavours and initiatives; and attracting talent to the region and contributing to its retention
- 3.5 Continuing our engagement with North of England regeneration initiatives and contributing to the economic rebalancing of the UK economy
- 3.6 Utilising our international teaching and research collaborations to identify and develop opportunities for effective knowledge exchange and positive impact on economies and communities

4. To develop effective infrastructure

We will do this by:

- 4.1 Building a team of customer focussed specialists to support our knowledge exchange community
- 4.2 Providing simple, effective and agile systems to enable timely responses to all engagements and opportunities
- 4.3 Providing clearly signposted, dedicated and welcoming innovation spaces where students can explore and co-create, with access to training, events, seed funding, peer networks, and professional advice

- 4.4 Developing, implementing and embedding clear policies, procedures and systems with embedded risk management approaches and effective delegations of authority to enable efficient and well-supported decision making
- 4.5 Investing in facilities, equipment, and technical expertise to enable the consistent delivery of high-quality knowledge exchange
- 4.6 Routinely and accurately recording and reporting data on our knowledge exchange activities to direct interventions, drive improved performance, and position us favourably in sector-wide knowledge exchange frameworks

5. To create a vibrant environment and secure financial benefit

We will do this by:

- 5.1 Providing training for our knowledge exchange community in understanding commercial opportunities
- 5.2 Providing support and facilities for new start-ups, spin-out companies, and fledgling companies, with an onward pipeline to external support, innovation and growth space at an appropriate stage of maturity

- 5.3 Assessing opportunities to commercialise appropriate specialist facilities, assets and services whilst actively managing institutional risk
- 5.4 Working with our community to identify and protect intellectual property of value
- 5.5 Utilising external funding to support the development of products and services and the opportunities for structured collaborations



University of Hull Vision

Motivated by society's challenges and inspired by the power of our global community, we are shaping a fairer, brighter and carbon neutral future.

Get in touch to find out more about how we can work with you.

CONTACT US

Email: ke@hull.ac.uk

Internal: <https://share.hull.ac.uk/WorkSpace/KEF/>

Web: hull.ac.uk/collaborate

