

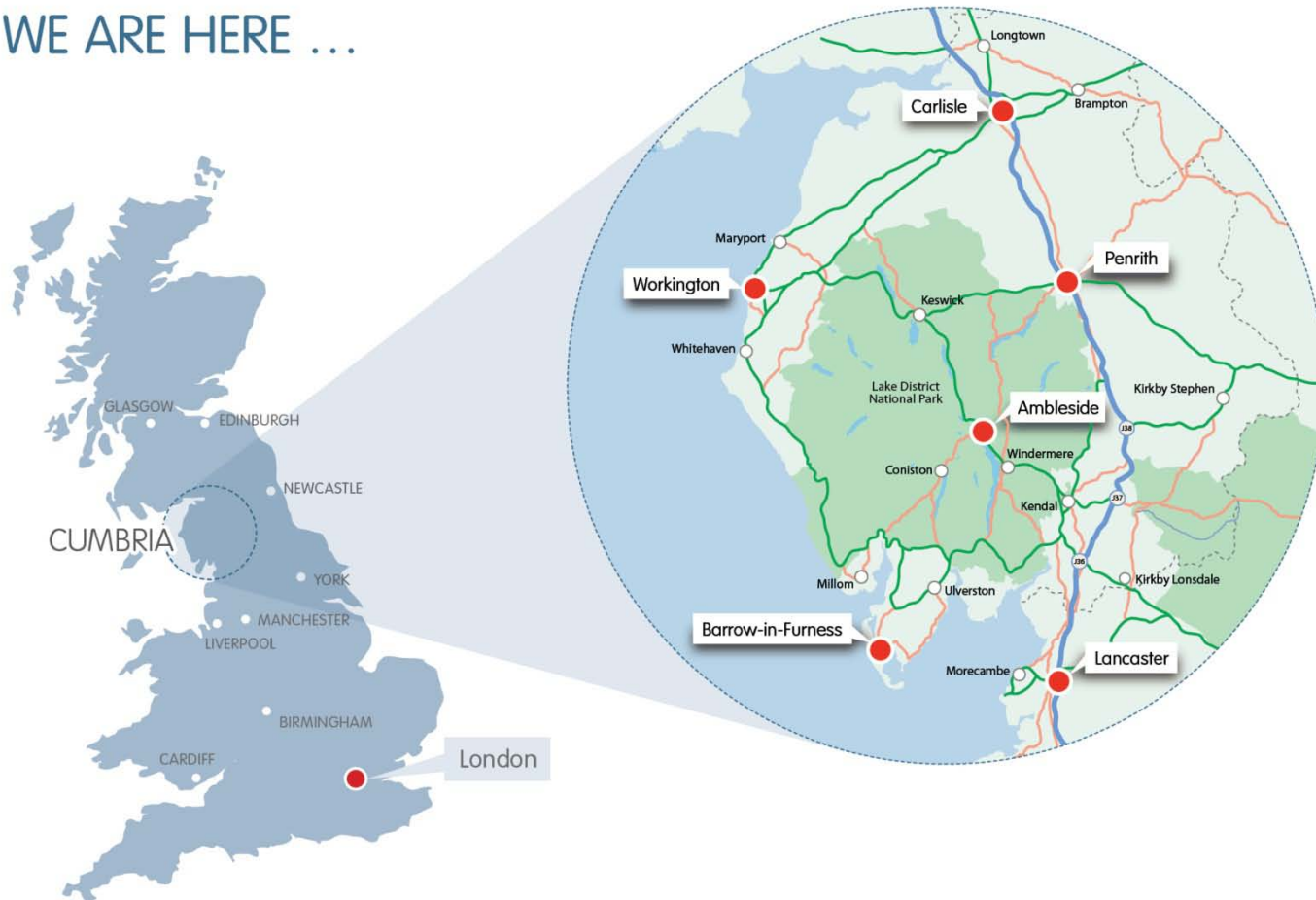
The University of Cumbria

Dr Michele
Lawty-Jones



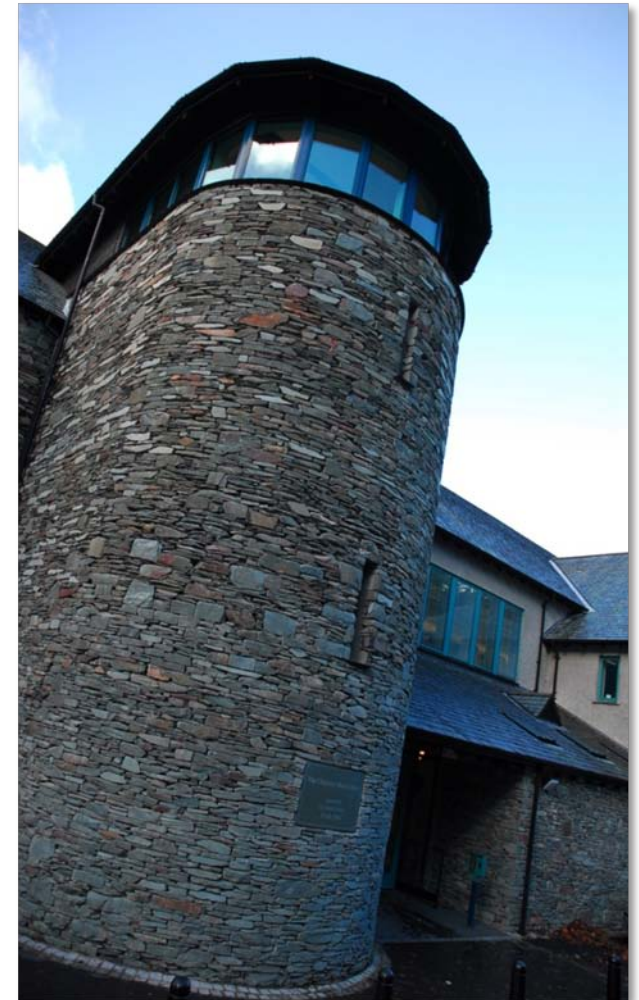
- Formed in 2007
- A university 'of and for' Cumbria with socio-economic regeneration at the core
- A modern university with a traditional past – dating back to 1822

WE ARE HERE ...



Key Facts

- Around 1200 staff
- Around 12,000 students
- Over 90% of graduates in employment or further study 6 months after graduating
- Headquarters in Carlisle – strategically placed on the M6 corridor
- Our Cumbrian ‘University City’



2 Faculties, 9 Departments, Professional Services

Faculty of Education, Arts and Business

- **Undergraduate Programmes and Partnership**
- **Postgraduate Programmes and Partnership**
- **Business, Law and Social Sciences**
- **Arts and Humanities**



Faculty of Health and Science

- **Lifelong and Interpersonal Learning**
- **Nursing and Midwifery**
- **Rehabilitation and Social Work**
- **Medical and Sport Sciences**
- **Science, Natural Resources and Outdoors**



University of Cumbria Support for Business & Employers



Access our Expertise

- Higher level skills: programmes of learning and tailor-made training – distance and part-time study, including MBA;
- Graduate recruitment;
- Knowledge exchange activities:
 - Funded and partially funded placements;
 - Consultancy – with subject experts;
 - Contract research;
 - Knowledge Transfer Partnerships.
- Knowledge Action Network;
- Physical spaces e.g. Carlisle Business Interaction Centre and the Ambleside Rural Growth Hub: interaction key!

University of Cumbria Business Interaction Centre

'The Carlisle Business Interaction Centre (CBIC) is a high profile entry point for businesses and entrepreneurs seeking to access University expertise...

through the facility the University will strengthen its presence in the City, stimulate enterprise and contribute to economic growth'



CBIC Aims

- A home for the Business School in Carlisle – to grow part-time and distance learning provision, CPD and short courses, and engagement with businesses;
- To provide a 'front door' to the University's broader offer of business-facing products and services;
- To provide a focal point for support for student, graduate and community entrepreneurs in the City Centre – recognising the need to stimulate enterprise in the Carlisle district;
- To provide hot-desking and managed space for entrepreneurs and micro-businesses.



CBIC – one year on!



- Officially opened by the Chancellor of the University, the Archbishop of York Dr John Sentamu in November 2013.
- Engaged in a wide range of business and enterprise activity:
 - Received a High Impact Award for Student Enterprise activity (Global Entrepreneurship Week);
 - Quickly filled office rental space and good take up of room hire for training, networking, conference events;
 - Positive social media and editorial coverage with over 50 press articles during the year.

Business School



Current activity

- Teaching to students on a wide variety of business related modules e.g. BSc (Hons) Applied Computing and Masters in Business Administration (MBA);
- Interact with local businesses through student led consultancy projects e.g. research and IT development;
- Supporting KTPs e.g. on-line retailing provision with Carlisle Retail Consortium.

Future activity

- Increase collaborative research and knowledge exchange work and consultancy;
- Develop and deliver short courses for the business community;
- Gain the Small Business Charter through the Association of Business Schools (ABS).

Centre for Regional Economic Development (CRED)



Current activity

- Reports on skills and employment (Cumbria LEP) and inter-firm relationships in the nuclear supply chain (BEC);
- Evaluation of the regional UNITE with Business project – positive results for businesses and job creation;
- Facilitated project on 'Work-ready skills' (Inspira);
- New project working with Lancaster University and a CBIC tenant (Incorporate Digital);
- CRED seminar series e.g. Borderlands.

Future activity

- Providing a socio-economic analysis of Carlisle;
- Economic development research and studies.

Business development



Current activity

- SME business support (ERDF UNITE and Growth Hub projects):
 - Graduate placements to SMEs – over 50 businesses supported during the last year (including CBIC tenants);
 - Skills Master-classes – 170 business leaders attended events e.g. Jo Fairley of Green & Blacks.
- Collaboration with Freerange Industries to deliver activities for the Digital / Creative sector e.g. networking, business breakfasts, Code Cumbria, Young Coders Club;
- A range of business partners hosting training, networking and conference activity e.g. Chamber of Commerce, FSB, CN Group, CCC.

Future activity

- LEP funding & other funding for SME support activities.

Student & Graduate Enterprise



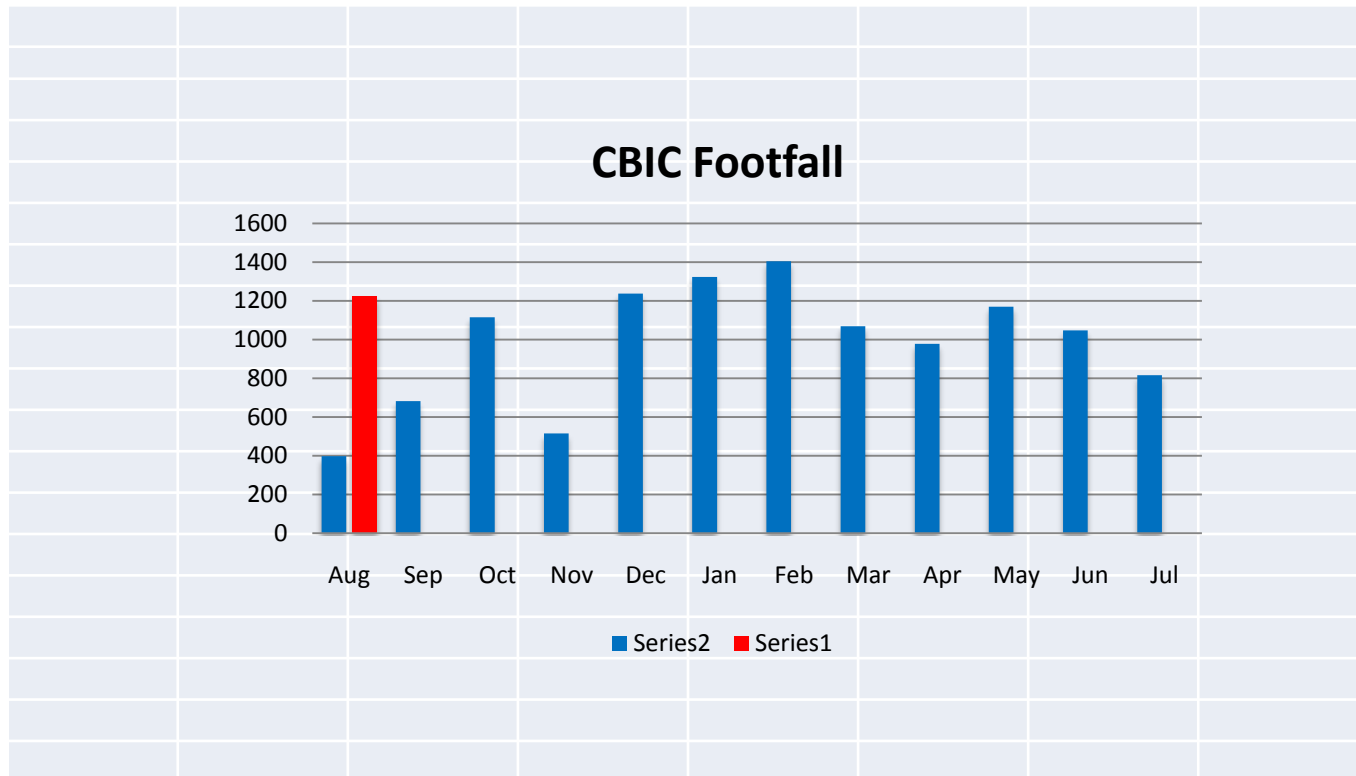
Current activity

- 1:1 support for students looking to start a business e.g. Proudman D&C (IT Graduate) now located in CBIC;
- Seminars and workshops in partnership with the Chamber of Commerce, local businesses and national organisations e.g. NCEE;
- Stimulating social enterprise working with UnLtd;
- Referrals for continued support through our partners;
- Art exhibited (C-Art exhibition space with Prism Arts).

Future activity

- Law clinics in partnership with a local Law Firm;
- Series of workshops, seminars and events;
- Mini trade fair with local businesses;
- Workshops during Global Entrepreneurship week (Nov 14).

Footfall



Future Capital Investment



Development of our Carlisle Campus:

- The University of Cumbria attracts and retains students in Cumbria, and provides a pipeline of talented graduates for Cumbrian businesses.
- We need to invest in our Carlisle Campus sites to ensure that we continue to attract students – facilities are critical.
- Growth in numbers = growth in economic impact in Carlisle and across Cumbria.
- We also need to invest in our Campus sites to support the development of our STEM portfolio & business interaction services – thereby responding to regional economic priorities and demand from employers.

Further Info

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Any Questions?