



WBCInno



University of Brighton

# WBCInno

*Knowledge & Technology Transfer  
@University of Brighton*

*Dr Mark Jones*





## Presentation Content

- Context at Brighton
- Some examples of activities
- Current support mechanisms
- Summary of our current position
- Opportunity for Questions



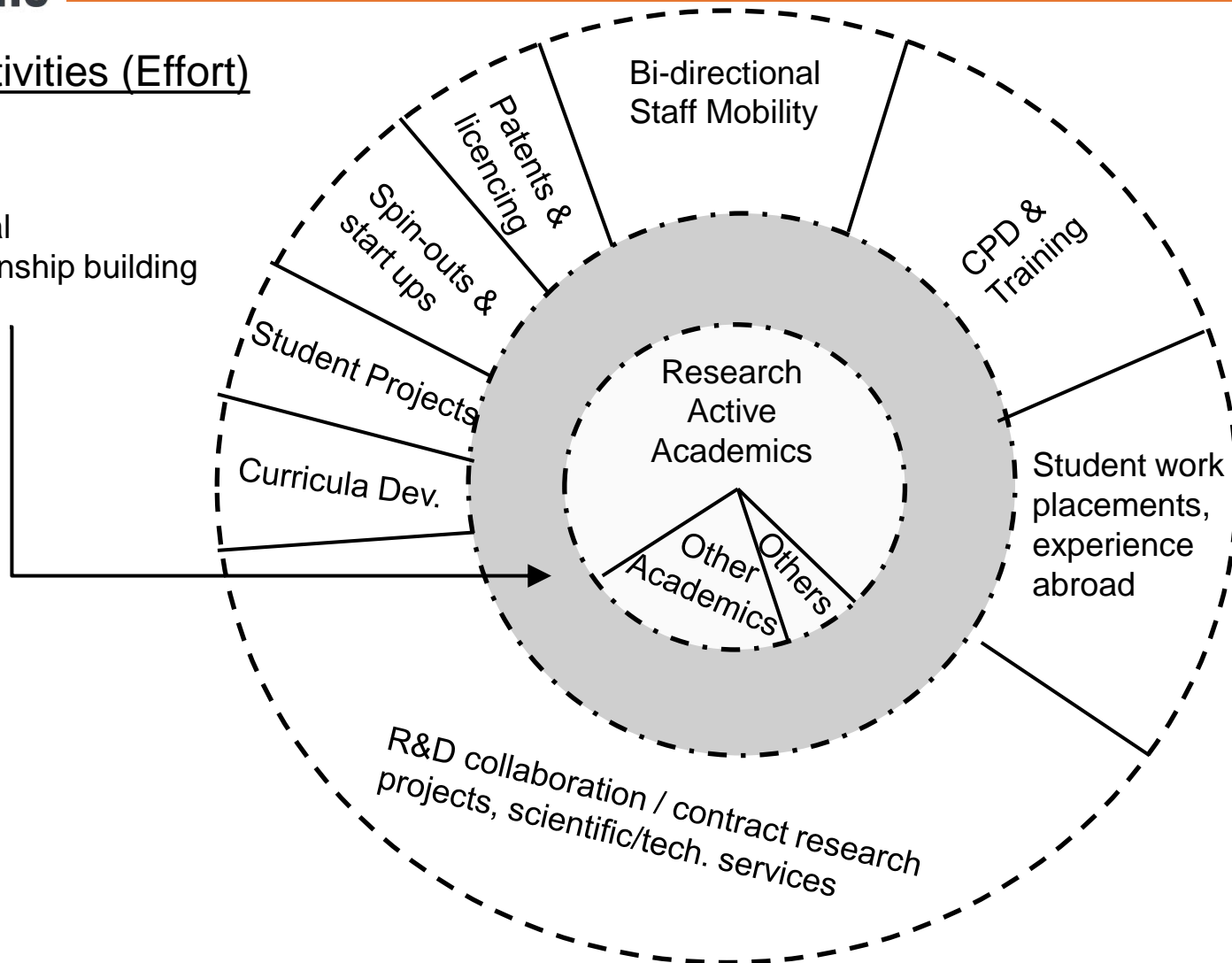


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## Activities (Effort)

General  
Relationship building



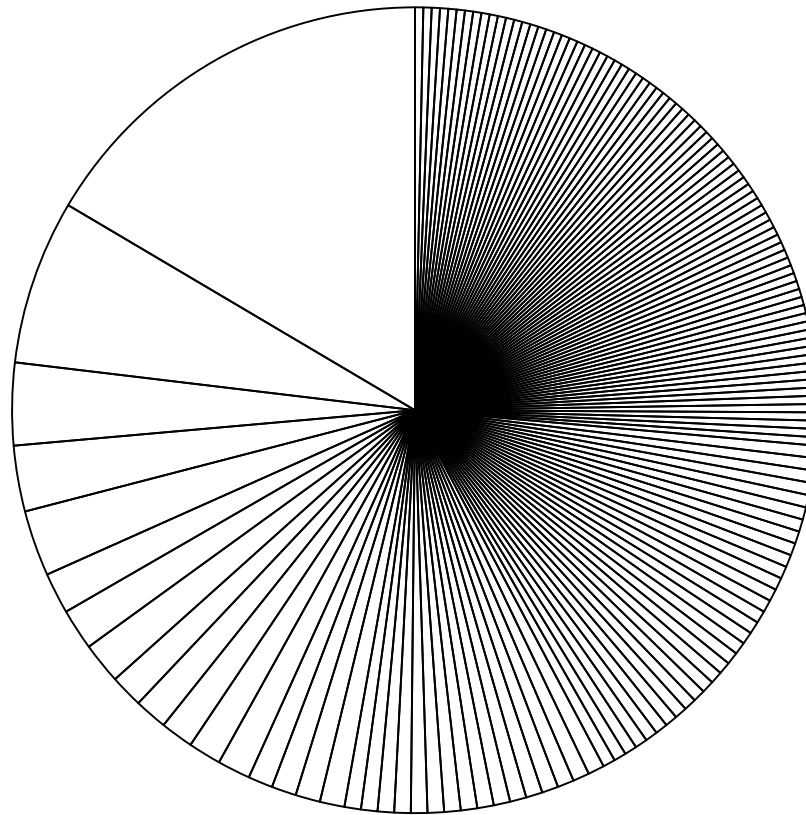
Modernization of WBC universities through strengthening of structures  
and services for knowledge transfer, research and innovation



Tempus

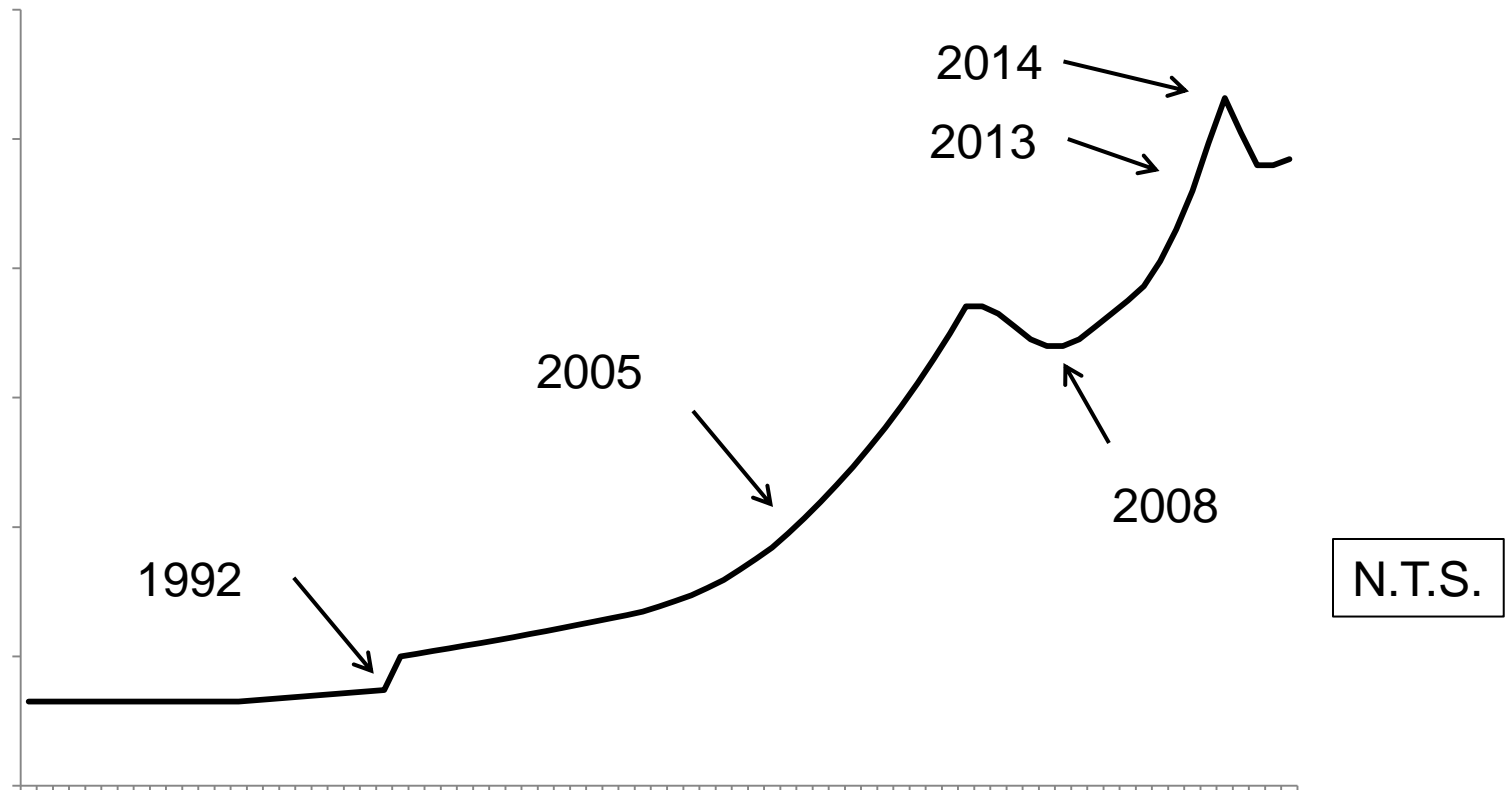


## Partner Distribution (activity volume)





## Historical 'profile' of KTT





## Some statistics for 2013/14

- **Research Income**      £12 million (3% annual growth)  
(EU: 24%; UK Government: 21%; Research Councils: 24%; Industry: 15%)
- **EASE Income**      £7.1 million (15% annual growth)  
(Courses 57%; Consultancy 16%; Facilities & Equipment 9%)
- **Total University income**      £170 million
- **Staff Numbers**      circa 2,100
  - Teachers & Researchers      900
  - Administrative      900
  - Technical      125



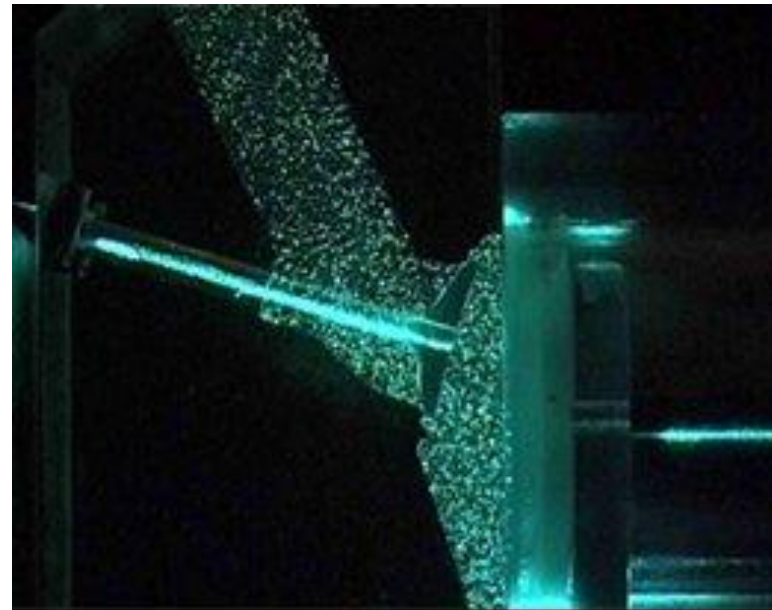
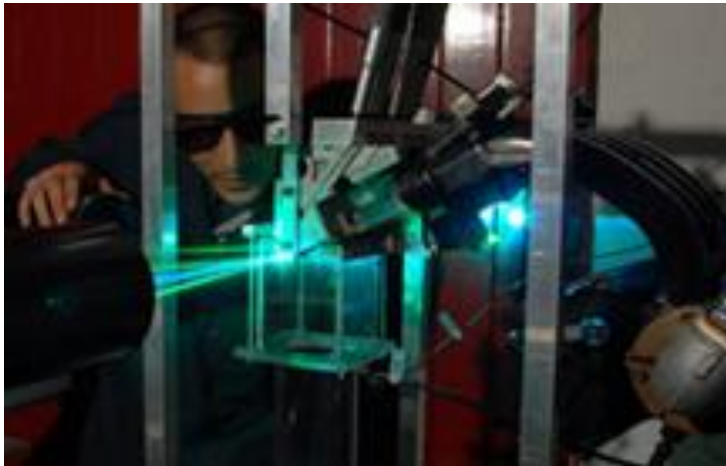
## Some examples of what we do

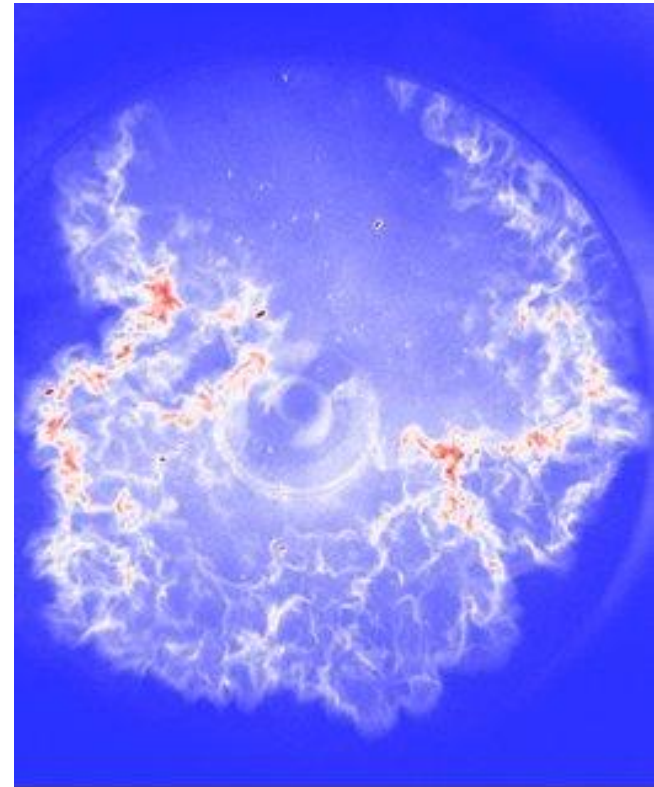
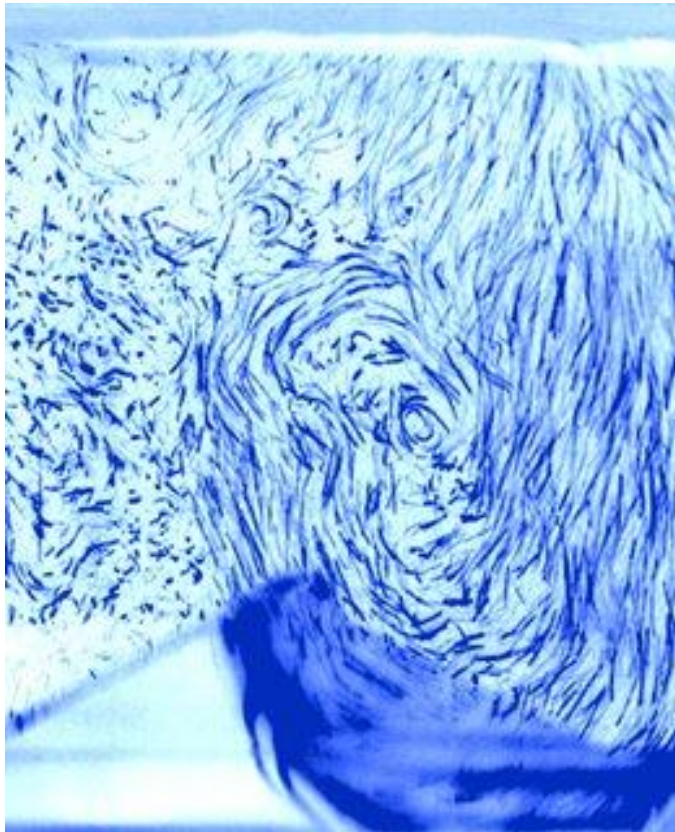


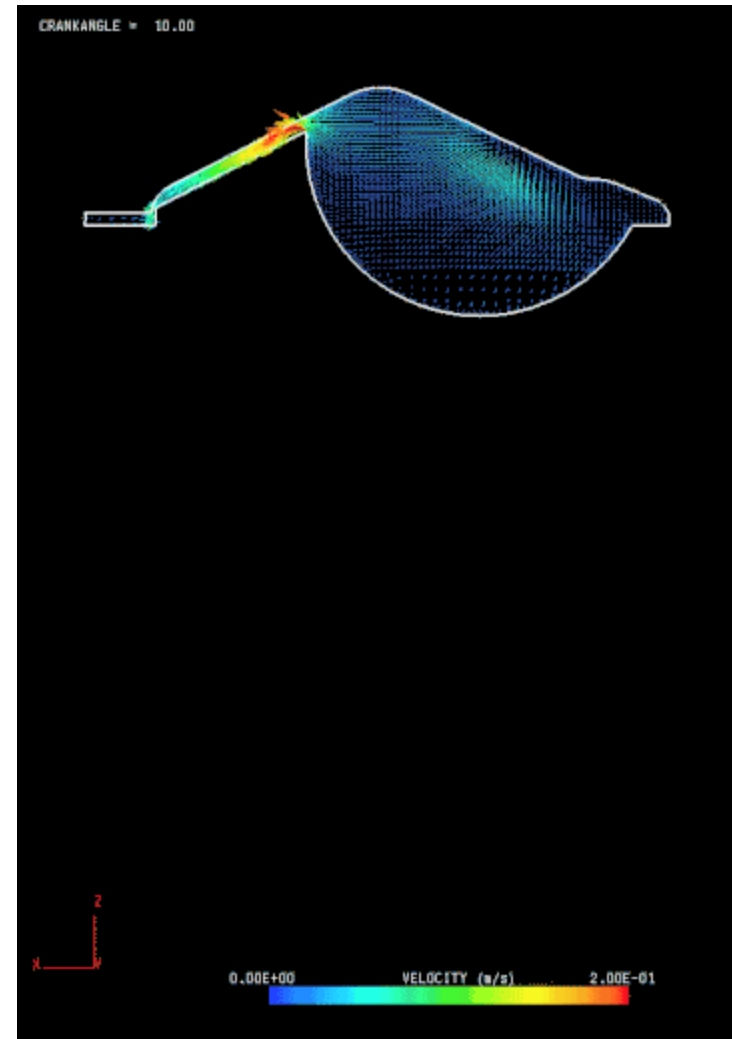
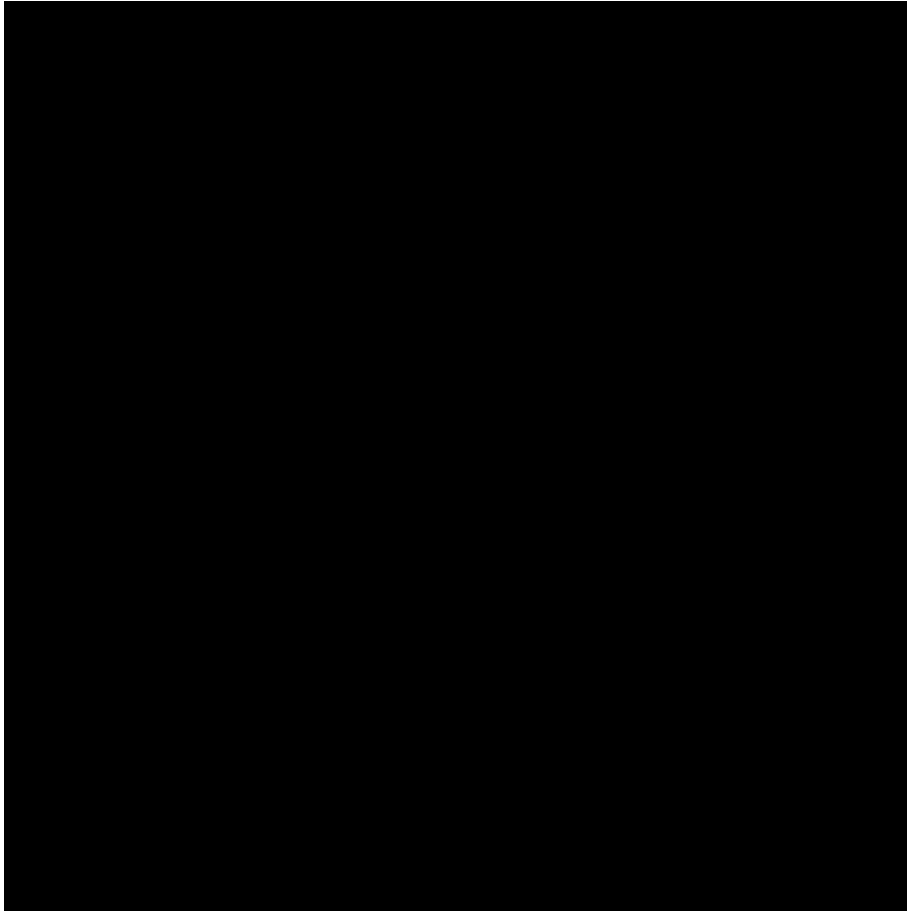


















Bowers & Wilkins













Grays International





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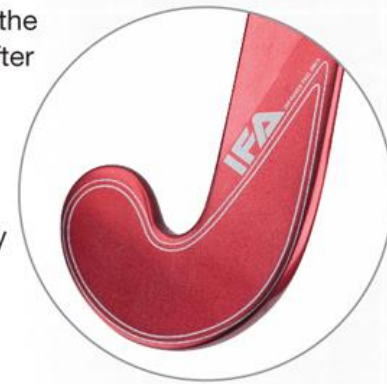




# IFA

## IMPROVED FEEL AREA

The IFA absorbs the initial ball contact with the surface of the stick head and provides a softer feel. Our special combination of shock absorbing aramid and fibreglass fibres improves first touch control and creates a better feel. The textured finish helps give more grip and control of the ball, particularly on water based surfaces.



# PP ENHANCED

## PREPREG ENHANCED ZONE

The new PP Enhanced zone has been introduced to strengthen and improve the performance of the low backhand area of the stick. The specially formulated combination of fracture-resistant resin and impact-resistant fibres are positioned to give improved performance consistency whether shooting at goal, passing or dribbling.







## Biocompatibles



## South East 7: MSc Highways Engineering





## Current Support Structures

- University level
  - Research Office
    - Recording of output, income etc
    - Dealing with documentation
    - Supporting bids/applications
  - EASE department
    - Some recording of output, income etc
    - Dealing with documentation
    - Seeking partners
    - Seeking & bidding for funds
    - Specialist sections for supporting IP, KTP, Courses.
    - KPI extraction from raw data





## Current Support Structures

- University level

### Marketing

Still very 'teaching' focussed though some move to R.

### Student Services

Support for student placements

Support for overseas exchanges

### Finance

Supportive and well set up for monitoring grant income, spend & payments.

Support for costing activities

Financial modelling

Financial KPI recording







## Current Support Structures

- School and 'Faculty' level

Some limited administrative support

Sources of advice & guidance

Project leadership available

Enabling focussed periods of KTT activity

Setting clear expectations

Workload modelling

"Academic Freedom"





## Where are we now?

- Areas of strong activity, especially in STEM areas
- Some areas of minimal (zero!) activity
- Support available, but this is limited and needs to grow
- The university wants and supports KTT activities
- Significant and growing profile within university
- Part of expected activity and considered as part of promotion criteria
- Still often perceived as third priority behind R and T but this is changing
- We have room for growth but this needs to be carefully planned and managed
- We are dependant upon the engagement of academics and hence the university must support them in their endeavours





*Thank you for your attention.....*

