

## School of Arts and Social Sciences HEIF Plans 2015-16

### School HEIF Strategy 2015-16

The School strategy will continue for a further year as agreed for HEIF Round 5 and included in the Institutional Plans which commenced on 1 August 2011.

Develop our professional enterprise activities in order to build and enhance our reputation with the professions, business and government in order to increase our income from this source and also significantly enhance our reputation and increase our impact on these sectors.

Identify and understand our target markets and to market these more actively and effectively.

Continue to develop and encourage academic collaborations, partnerships and participation in networks and fully develop and strengthen our professional alumni networks.

Increase delivery of high calibre CPD. Market CPD for alumni, and this might count towards CPD points. Offer CPD in Journalism to meet employers' needs in emerging international markets.

Provide knowledge sharing events, conferences and concerts and ensure this activity is visible and accountable. Aim to disseminate academic work to inform public policy and engage with the business community and the public to significantly enhance our reputation and impact for future REF submissions.

Use Entrepreneurship Programmes team to provide enterprise training in relevant UG and PG courses, and encourage students to participate in CityStarters extra-curricular activities.

### Financial bid and Plans for 2015-16

Detailed below is an expenditure breakdown for the £55,000 allocated to the School.

Item	Amount
School pump-priming for collaborations, knowledge exchange and research impact activities (Enterprise Seed Fund project proposals to be delivered within the academic year)	£35,000
CPD development – short courses and bespoke training	£5,000
General expenses and resources for academic engagement with external, non-academic audiences; and staff to attend relevant KE network events and conferences	£15,000
Total	£55,000

The School wishes to capitalise on the potential contribution of enterprise activities coming out of research, to encourage academics to disseminate influential research outputs and knowledge exchange to businesses and for wider public benefit. This will meet the requirements of funders looking for more economic, social and cultural engagement and enhance the impact contribution for future REF submissions.

Research income grants will remain the primary mechanism through which we expect opportunities for knowledge exchange and impact from research to be funded. HEIF will be used in the short term

to provide funding for public engagement and knowledge exchange activities. These initiatives sometimes enable researchers to submit collaborative proposals for long-term funding.

The School Enterprise Seed Fund will continue to operate an open call which enables a quick response to proposals. The School has benefitted from allocating relatively small amounts of money to academic projects, for collaborations, dissemination of research to non-academic audiences through conferences, seminars, roundtable debates and performances. The activity has assisted in raising the research profile and impact beyond the academic community, building networks and partnerships with other institutions, as well as businesses and organisations.

The School aims to continue to build upon existing relationships with businesses and proactively seek opportunities for new partnerships. External funding opportunities to encourage development of relations with business will be disseminated to academic staff such as Knowledge Transfer Partnerships.

The BDM will encourage and provide support to academic colleagues for the dissemination of research in an engaging way to business and the wider community. The School will work with marketing colleagues to showcase research and communicate impact in an engaging way and use materials from case studies for PR, research and business web pages.

The School will continue to encourage staff to undertake consultancy through the University highlighting the incentives provided by the current University Consultancy Policy. Consultancy records for University and Private Consultancy will be held by the School Office to inform the HE-BIC survey.

The School intends to deliver specialist professional development short courses already established in the Department of Psychology including Counselling Skills Workshops. Department of Journalism will continue to deliver CPD courses aimed at mid-career managers developed in 2014-15. Proposals for the delivery of new courses will be assessed by the School and where appropriate market research will be used to understand potential interest of CPD short courses to potential clients before launching new programmes. Delivery of bespoke training for individual organisations will be in response to enquiries.

During 2014-15 the School engaged in two networks for the Creative Industries: Creative Industries Federation (CIF) and The Culture Capital Exchange (TCCE). The CIF membership covers all areas of the creative industries and brings together commercial companies and publicly funded cultural organisations, think tanks and education bodies, large and small, across the whole country. TCCE provides a network between Higher Education, business and the cultural and creative sectors across London. Benefits of membership to CIF and TCCE will continue into 2015-16 and can be accessed by academics across the University who wish to engage with the sector. Information on events and other business engagement opportunities will be circulated. The continuation of the membership to The Culture Capital Exchange beyond July 2016 has not been included in the SASS HEIF allocation.