

# Knowledge Exchange at Cass Business School: HEIF Budget 2015-16

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## KE SUPPORT STAFF

Item	Amount
Business Development Manager (SALC, Grade 7)	£63k including employer's on-costs
Cass Knowledge Web Content Editor (Clerical, Grade 5) – <i>a KE-focussed role not funded via HEIF currently</i>	£45k including employer's on-costs
<b>TOTAL</b>	<b>£105k</b>

## NON-STAFF BUDGET

Item	Provision
School Business Development Manager training and networking costs	£4,000
Expert Leadership Programme for Physicians	£10,000
Event hosting	£6,000
Impact Fund	£35,000
<b>TOTAL</b>	<b>£55,000</b>

# Cass Business School HEIF Budget 2015-16

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## 1.0 INTRODUCTION

The knowledge exchange activities undertaken at Cass Business School and supported by HEIF funding are diverse and span the entire engagement and innovation agenda. These range from small grants for workshops, through to the public lecture programme, to pump-priming collaborative projects, early stage commercialisation and staff training. Our academics engage with a commercial partners, Government, public sector bodies and not-for-profit organisations in including charities and think tanks. All of these interactions are generative: they are valuable not only for financial gain but because of additional opportunities for research, access to novel data sets, project and internship opportunities for our students and introductions to further partners which emerge as we engage with the non-academic community. We consider research impact to be a key element of our KE support portfolio, therefore by facilitating certain KE activities now we are readying ourselves for REF 2020.

## **2.0 THE SCHOOL'S HEIF STRATEGY AND BUDGET**

The 2015-16 School HEIF strategy and budget has been prepared by Clare Avery, Business Development Manager at Cass and approved by Professor Igor Filatochev, Associate Dean for Research and Enterprise and Professor Steve Haberman, Dean of Cass.

## **3.0 CASS'S KE SUPPORT STAFF**

**Business Development Manager** [£64k including on-costs] – funded from centre

**Cass Knowledge Editor** [£43k including employer's on-costs] – a KE-focussed role currently funded by the School but which we seek additional support from HEIF funds, if available.

[www.cassknowledge.com](http://www.cassknowledge.com) is the online portal for Cass research for business and the professions. Since 2009 the website has promoted research by Cass's world-class academic experts and practitioners. Summarised to be readily accessible, the research is intended to help professionals tackle everyday business issues, and demonstrate the School's thought leadership. The site allows users to share, rate and comment on content to engage with the audience, drive thinking and create a sense of community. It is currently the only UK business school to offer such a resource, and has a community of followers of over 1200 registered users, over 4,500 unique visitors a month, up to 3,000 views a week, has a devoted Twitter feed with 1,900 followers and a monthly newsletter.

This website offers intelligent resources on issues related to business/finance/management by showcasing Cass's research expertise. Cass Knowledge raises the School's profile in the business community, fosters research collaborations with businesses, attracts sponsorship and helps us build our reputation as a leading school with expertise in finance and management for the financial/professional services industry.

## **4.0 NON-STAFF BUDGET**

The 2015-16 School HEIF budget is dedicated to facilitating the impact of selected research endeavour at Cass, in preparation for REF 2020. We also plan to support an important initiative linked to expert leadership of Physicians, in collaboration with colleagues from the School of Health. We will also continue to support those events, with a non-academic audience, which our academics wish to host. In more detail:

### **BUSINESS DEVELOPMENT MANAGER TRAINING AND NETWORKING COSTS (£4,000)**

To support the training needs of Cass's Business Development Manager (BDM) including conference fees. A budget is needed to cover the costs incurred by the BDM attending events or organisations around the UK which might lead to business and community engagement. Most of these are likely to be in London but some will not. The budget will cover travel, accommodation and reimbursement of travel of key contacts where necessary.

### **Expert Leadership Programme for Physicians (£10,000)**

In collaboration with the School of Health we are investing in the creation a new programme of study and community of practice aimed at developing the leadership and management skills of

doctors employed with the NHS. This work builds on the research of Cass academic Amanda Goodall. This effort requires the engagement and convening power of significant stakeholders such as NHS England, the Faculty of Leadership and Management, Health Education England, Care Quality Commission and Monitor. Supported by a newly appointed, dedicated Research and Development Fellow, the total HEIF funding for this initiative in 2015/16 is £40,000 (with £10k provided from each School's HEIF allocation; £20k from the central HEIF fund).

### **School Impact Fund (£35,000)**

Having identified academics whose current research has the potential to inform REF case studies, the BDM will be working with them (individually or teams as appropriate) to identify and facilitate those activities and relationships which can best expedite impact. How HEIF funding might be applied will also be considered and funding from this allocation will be awarded on a case-by-case basis.

### **Events Fund (£6,000)**

Hosting of events have proved to be a very effective means of introducing our research to non-academic audiences and developing new partnerships. We will use this allocation to enable 6-8 events to be held this year and will encourage academics to submit their plans for consideration for funding.