

# TRANSFORMING LIVES: UNIVERSITY OF SUFFOLK STRATEGY FOR BUSINESS ENGAGEMENT 2018 - 2023

Transforming lives  
through education,  
knowledge exchange,  
innovation and  
entrepreneurship



**University  
of Suffolk**

# CONTENTS

1	Introduction
2	Vision
3	Priority objectives
4	Approach
4	1. Our offer
4	2. Our people
4	3. Our community
5	4. Our partnerships
5	5. Our knoweldge exchange
5	6. Our entrepreneurialism

**£3 MILLION  
INCOME**



**80  
STUDENT/  
GRADUATE  
BUSINESSES**

**300  
INTERNSHIPS**

**20%  
ALUMNI  
ENGAGEMENT**

**20  
KNOWLEDGE  
TRANSFER  
PARTNERSHIPS**

## KEY INSTITUTIONAL PERFORMANCE INDICATORS

The business engagement strategy will contribute to the following institutional performance indicators:

Student Satisfaction  
Student Employment

Staff Engagement  
Income Diversification

# INTRODUCTION

The University of Suffolk, at the heart of the Waterfront in Ipswich, is based within one of the UK's fastest growing city economies. As the only University in Suffolk, we play a vital role in community and economic development. As a new and growing knowledge base, we will address the challenges that face our people and communities within Ipswich, Suffolk and beyond.

Higher education must work with businesses and organisations across all sectors to realise the targets of the Industrial Strategy for Research and Development, to face the challenges of our times, and to ensure our workforce and key sectors are strong and growing.

We must work collectively to ensure our businesses, organisations, students and graduates learn how to develop a competitive advantage in an increasingly volatile world. Knowledge Exchange, innovation and entrepreneurship is fundamental to the University's mission of social and community impact and to the education of our student body.

# VISION

The University of Suffolk will collaborate with businesses and stakeholders to transform local productivity and workforce development through education, knowledge exchange, innovation and entrepreneurship. Graduates of the University will be entrepreneurial and innovative, equipped with the skills and experience to create their own futures.

The business engagement strategy (2018 – 2023) presents a five-year strategy to position the University for a long-term partnership with our business communities, maximising the value of our strengths in teaching, learning and research, and catalysing our economic impact.

This strategy supports the implementation of our Academic Strategy for Sustainable Growth and Development. All of our business engagement activities are underpinned by a commitment to diversity and sustainability.

## INDUSTRIAL STRATEGY – THE GRAND CHALLENGES

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/664572/industrial-strategy-white-paper-print-ready-version.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664572/industrial-strategy-white-paper-print-ready-version.pdf)

The UK Industrial Strategy sets out a long-term plan to boost the productivity and earning power of people throughout the UK and the Government has positioned innovation and increased R&D in business as the solution to regional and national productivity issues. The Industrial Strategy sets our Grand Challenges to put the UK at the forefront of the industries of the future, ensuring the UK takes advantage of major global changes, improving

people's lives and the country's productivity. Our research and knowledge exchange activity will map onto the grand challenges

- Growing the Artificial Intelligence and data driven economy
- Clean growth
- Future of mobility
- Ageing society

# PRIORITY OBJECTIVES

1. To transform local productivity and targeted sectors through skills development, business and job creation, work based learning, student and graduate entrepreneurship and support for research and innovation.
2. To transform and enhance the student and graduate experience and employment outcomes through the development of entrepreneurship, work based learning and industry engagement with the curriculum.
3. To transform our knowledge exchange activity and gain recognition as a distinctive University leader in local and regional economic development.

## We will achieve this through:

- **Our Offer**
- **Our People**
- **Our Community**
- **Our Knowledge Exchange**
- **Our Entrepreneurialism**
- **Our Partnerships**

## NORFOLK AND SUFFOLK ECONOMIC STRATEGY TO 2036

[http://issuu.com/nakedmarketing1/docs/new\\_20anglia\\_20economic\\_20strategic?e=30940372/55099812](http://issuu.com/nakedmarketing1/docs/new_20anglia_20economic_20strategic?e=30940372/55099812)

‘We have an excellent understanding of our economy and the opportunities ahead. New technologies, techniques and collaborations across sectors will further drive growth, raising productivity and moving firms into new products and services. Our strategy is to support growth across all sectors, focusing on creating high value, highly skilled jobs and industries, whilst also providing the technical skills, access to

innovative techniques and support that all businesses and the wider workforce need to succeed’.

We will also strengthen all of the sectors identified for growth through our skills development, education and innovation offer whilst focusing specifically on the following sectors through our knowledge exchange activity as most closely aligned with our academic offer and research strengths.

# APPROACH

1. OUR OFFER  
We will provide a clear and simple offer to the needs of the local business community and workforce—improving skills, creating high value jobs and driving growth through innovation.
2. OUR PEOPLE  
We will develop our internal capacity to respond to our economic environment through enhanced support and recognition for our staff engaging with business. We will enhance our staff experience, raise their profile and augment their research, teaching and learning outputs.
3. OUR COMMUNITY  
We will create a culture of open innovation, bring the business community into a permeable learning community through business incubation, specialist facilities hire, curriculum engagement, events and networking and alumni engagement. We will reduce real and or perceived barriers between the University of Suffolk and our business partners.

#### 4. OUR KNOWLEDGE EXCHANGE

We will increase our knowledge exchange activity, leading to an increase in income and national recognition through the Knowledge Exchange Framework (KEF)/HEIF. We will deliver Continuing Professional Development (CPD), work based learning, scale-up and innovation support, knowledge transfer partnerships (KTPs) and impactful research.

#### 5. OUR ENTREPRENEURIALISM

We will embed entrepreneurship skills development within the curriculum. Every student and graduate will have the skills, mentorship and career support to either grow their own business (including social and charitable enterprises) or be the innovators within their industry of choice. We will provide entrepreneurship and innovation skills to our local community and upskill the local workforce across sectors.

#### 6. OUR PARTNERSHIPS

We will seek high value commercial and public sector collaborative partnerships to deliver local economic development and strengthen the East of England. We will identify businesses and organisations in key sectors whose needs and agendas are suited to the University of Suffolk to maximise the benefits for employers, students and the University. We will provide a forum for debate and set of challenges for the local growth agenda, connecting our capabilities across the regional and national innovation ecosystem.