

**RE-P-2020-03-Annex B**

# Hartpury University

## HEIF accountability statement

**Narrative return template for HEIF funding period  
2021-22 to 2024-25**

**Return date: 21 May 2021**

Return as Microsoft Word file to: [KEPolicy@re.ukri.org](mailto:KEPolicy@re.ukri.org)

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## Question 1 – Strategic objectives

Summarise the institutional strategic objectives that relate to knowledge exchange and guide your plans for HEIF.

We expect institutions' plans for HEIF to be guided by strategic objectives for knowledge exchange. However, there is no requirement for institutions to submit or maintain a standalone knowledge exchange strategy document.

We appreciate that KE objectives may be found in a specific KE strategy document or they may be contained as part of other strategic documents such as teaching, research or overarching institutional strategies.

Whatever form your knowledge exchange objectives are in, please provide a precis of the main objectives here so that we can see the strategic context that guides your plans for HEIF and forms the basis for your monitoring and delivery of intended benefits.

We welcome the inclusion of hyperlinks to published strategies and plans that may be referenced in the summary.

*In answer to this question, you are free to use text or tabular format but please ensure that the question response is contained in no more than two pages of A4.*

Hartpury University is a unique and specialist organisation that shares a 360-hectare campus with Hartpury College (a subsidiary) and has as strong profile of commercial, community and public engagement. The campus has a commercial farm, an international equine centre and elite sports academies amongst its assets. We are the UK's newest university (since September 2018), supporting over 2000 students to study from Level 4 to Level 8 qualifications in animal, agriculture, equine and sport. These specialisms are aligned to national and regional industrial strategies and contribute considerably to society. The applied curriculum focuses on translating theory into practice and integrates education, research, community and commercial activity throughout. A culture of knowledge exchange (KE) is embedded throughout the organisation and our partnerships.

Our strategic approach to KE for the period of this accountability statement is outlined in two strategy documents, the institution wide 'Hartpury 2025' and the 'Hartpury University Academic Strategy 2025'.

Hartpury 2025 illustrates our mission has KE and Government priorities at its heart, with the Vice-Chancellor commenting:

‘As Hartpury College and Hartpury University, two outstanding specialist organisations side-by-side on one campus, with a shared mission and set of values, we will be well-positioned to meet national priorities including those raised within the government’s Industrial Strategy. Hartpury’s organisational structure strengthens our position as a leader in the delivery of high-quality applied education and research.’

The Hartpury University Academic Strategy 2025 has five key priority areas with those in bold directly relating to aspects of planned KE activity:

1. **PRIORITY ONE:** Teaching practice will provide learning opportunities that will enable students to realise their potential.
2. **PRIORITY TWO:** Our graduates will be highly employable, recognise the value in what they do, and able to make positive contributions to society.
3. **PRIORITY THREE:** Hartpury commits to developing impactful and sustainable partnerships in line with strategic priorities.
4. **PRIORITY FOUR:** Establish a vibrant and dynamic culture of research and knowledge exchange that fosters excellence, cooperation, and impact.
5. **PRIORITY FIVE:** Managing growth: Meeting the needs of the growing population; increases in student numbers will be sustainable and will never compromise on quality.

Priority Four is specifically Research and Knowledge Exchange, however Priority Two recognises the central role for students, and Priority Three the importance of partnerships (academic, industry and community) in us realising these goals. Priority Four (Research and Knowledge Exchange) aims to:

1. Increase the quality of research across research centres and ensure research has real world impact.
2. Develop an inclusive research and knowledge exchange culture that develops and retains talent, benefitting all of Hartpury.
3. Be outward looking and build research and knowledge exchange partnerships with industry and the community.
4. Increase income from research and knowledge exchange in a sustainable manner.
5. Ensure that research and evidence informed practice is adopted across all parts of the organisation through effective internal knowledge exchange.

HEIF funding is a key enabler that will allow us to allocate resources to achieve our long-term strategic aims, particularly by contributing to finance the development of key staff that will act as catalysts for KE.

The recent Knowledge Exchange Framework (KEF) results demonstrated that Hartpury is very strong in the area of local growth and regeneration (top 10%) but in other areas needs to grow. The strategic goals, KEF results and work towards the Knowledge Exchange Concordat (KEC) have led us to the following priority areas for HEIF

investment in the period to 2025 (these represent both continued and new areas of activity):

1. Agri-Tech and Digital Innovation Farm
2. Sustainability
3. Knowledge Exchange Capacity and Expertise
4. Sport and Exercise
5. Equine Therapy and Rehabilitation
6. Horse and Rider Performance
7. Animal Assisted Activities
8. Public Engagement

Detail of each activity is described in the Question 2 Table. These plans assume a level of growth (10% per year) in activity and income, therefore increasing HEIF to support these activities.

## Question 2 – Use of HEIF

### How do you intend to use your 2021-22 to 24-25 HEIF allocations?

As detailed in [RE-CL-2020-04](#) and RE-P-2020-03., in order to enable institutions to effectively respond to the Covid-19 pandemic, we will use the 2019-20 HEIF Annual Monitoring Statement submitted in February 2021 to gather information about the use of HEIF during 2020-21,

In this accountability statement return we would like to know about your plans for HEIF for the remainder of the funding period 2021-22 to 2024-25. Please include indication of the planned timescale of the activity e.g. 2021-22 only; ongoing or 2022-23 onwards.

Please use the response layout grid provided overleaf, to provide the following information:

- a) Describe the key activities supported by your HEIF allocation.
- b) Include specific reference to how you expect HEIF to support these activities – i.e. specific expenditures: funded posts, academic staff buy out, internal competitive projects; and the proportion of the activity that is supported by HEIF (e.g. x1 business development post 50% HEIF funded).
- c) How these activities relate to the government priorities and RE-OfS strategic objectives outlined in paragraphs 9 and 10 of RE-P-2020-03. Where student benefits are achieved, please include an indication of the number of students benefiting.
- d) Which strategic KE objective, as outlined in question 1, does each activity relate to.
- e) Indication of the timescale for each activity (e.g. 2021-22 only, ongoing or to be confirmed)

*In answer to this question, please use the response grid provided and ensure that the entire question response is contained in no more than six pages of A4 or A3.*

**Question 2: Use of HEIF**

(Max 6 pages of A4 or A3)

<p><b>Planned areas of HEIF supported KE activity</b></p> <p>Please provide an overview of planned KE activities or projects that will be supported by your 2021-22 and onwards HEIF allocations.</p>	<p><b>HEIF support</b></p> <p>How HEIF will be used to support the project?</p>	<p><b>HEIF priorities</b></p> <p>How does this relate to govt priorities and RE-OfS strategic objectives? (Including note of scale where student benefits are achieved.)</p>	<p><b>Strategic objectives</b></p> <p>Which institutional strategic KE objective does this relate to? (See Question 1 for Priorities in full)</p>	<p><b>Indication of timescales</b></p>
<p><b>Agri-Tech and Digital Innovation Farm:</b> The Agri-Tech Programme acts as an interface between Agri-Tech companies and agricultural users, whereas the Digital Innovation Farm is a complementary programme to agricultural incubator initiatives in the region to support established SMEs through access to our commercial farm, digital farm network, research and student support.</p> <p>Target: To engage with 75 SMEs and to have 2000 agricultural business in the digital farm network by 2025</p>	<p>Agriculture Professor and Director 30% HEIF funded</p> <p>Digital / Commercial Advisor 100% HEIF funded</p> <p>Agri-Tech Manager 50% HEIF funded</p>	<p>Addresses the 'AI and Data Economy' and 'Clean Growth' Grand Challenges in the Industrial Strategy.</p> <p>Supports 'Ideas' 'Place' and 'Business Environment' foundations of Industrial Strategy through close alignment to local industrial strategy and enabling growth and access to innovation for SMEs.</p> <p>RE/OfS objective for students to benefit, anticipate circa 100 students will be directly involved</p>	<p>University Academic Strategy:</p> <p>Priority Two</p> <p>Priority Three</p> <p>Priority Four</p>	<p>2021-22 onwards</p>
<p><b>Sustainability:</b> Hartpury is developing a sustainability strategy, which will overarch its approach across the organisations to address sustainability issues. As part of this strategy, a key aspect will be to share our learning and gather best practice from across the sectors we serve. We will develop a programme to</p>	<p>Sustainability Manager 50% HEIF funded</p>	<p>Addresses the 'Clean Growth' Grand Challenge in the Industrial Strategy and supports the goals outlined in all other projects.</p>	<p>University Academic Strategy:</p> <p>Priority Two</p> <p>Priority Three</p> <p>Priority Four</p>	<p>2022-23 onwards</p>

<p>ensure that our future knowledge exchange activity has a positive impact on the environment and climate change. Most notably this will be through the agricultural programme above but also reach other traditionally difficult areas such as equestrian and broader sport.</p>				
<p><b>Knowledge Exchange Capacity and Expertise:</b> Programme to grow our capacity to support SMEs, other businesses and industry in our region, and to boost productivity through access to consultancy, equipment and students. This will increase both knowledge and capacity internally.</p> <p>Target: To engage 200 businesses over 3 years.</p>	<p>Business Development post 100% HEIF funded</p> <p>RKE Administrator 50% HEIF funded</p> <p>Project Manager 100% HEIF funded</p>	<p>Supports 'Ideas' 'Place' and 'Business Environment' foundations of Industrial Strategy through close alignment to local industrial strategy and enabling growth and access to innovation for SMEs and other businesses.</p>	<p>University Academic Strategy: Priority Three</p>	<p>2021-22 onwards</p>
<p><b>Sport and Exercise:</b> Programme to support use of the Sports Academy and the wider estate as a test-bed for innovation in sport, exercise and health, providing access to world leading technology across the breadth of our facilities. Applied curriculum at both undergraduate and postgraduate levels will ensure students are engaged in KE activity.</p> <p>Target: To increase KE activity and income in the Sports Academy 25% by 2025</p>	<p>Exercise Scientist 50% HEIF funded</p>	<p>Addresses the 'Aging Society' Grand Challenge in the Industrial Strategy.</p> <p>Supports 'Ideas' foundation of Industrial Strategy by enabling growth and access to innovation for SMEs and other sport and exercise businesses.</p> <p>RE/OfS objective for students to benefit, anticipate circa 150</p>	<p>University Academic Strategy: Priority Two Priority Three Priority Four</p>	<p>2021-22 onwards</p>

		students will be directly involved		
<p><b>Equine Therapy and Rehabilitation:</b> Programme to utilise the leading research in the Equine Therapy Centre (including a new hydrotherapy facility) to promote commercial activity, exploitation of IP and support innovation. We will provide commercial support, performance analysis and welfare advice for businesses and sport horse owners riders and trainers. Applied curriculum for example MSc Veterinary Physiotherapy will ensure students are engaged in KE activity.</p> <p>Target: To increase KE activity and income in the Equine Therapy and Rehabilitation 20% by 2025</p>	Equine Scientist 50% HEIF funded	<p>Supports 'Ideas' and foundation of Industrial Strategy by enabling growth and access to innovation for SMEs and other equine businesses.</p> <p>RE/OfS objective for students to benefit, anticipate circa 100 students will be directly involved</p>	<p>University Academic Strategy:</p> <p>Priority Two</p> <p>Priority Three</p> <p>Priority Four</p>	2022-23 onwards
<p><b>Horse Rider Performance:</b> Programme to utilise our leading research in rider performance to promote commercial activity, exploitation of IP and support innovation. We will provide specialist support for professional riders and support businesses (that are predominantly SMEs). Applied curriculum for example MSc Horse Rider Musculoskeletal Therapy and Rehabilitation (and a planned MBA in Equine Business Management) will ensure students are engaged in KE activity.</p> <p>Target: To increase KE income and activity in Horse Rider Performance by 50% each year up to 2025.</p>	Exercise Scientist 50% HEIF funded	<p>Supports 'Ideas' foundation of Industrial Strategy by enabling growth and access to innovation for SMEs and other equestrian sport businesses.</p> <p>RE/OfS objective for students to benefit, anticipate circa 120 students will be directly involved</p>	<p>University Academic Strategy:</p> <p>Priority Two</p> <p>Priority Three</p> <p>Priority Four</p>	2022-23 onwards



<p><b>Animal Assisted Activities:</b> Programme to coincide with the completion of the new Animal Assisted Activity Centre. Working with commercial sector and charity sector to inform evidence informed practice, improve productivity and effective therapies through access to consultancy equipment and students. Applied curriculum at both undergraduate and postgraduate levels will ensure students are engaged in KE activity.</p> <p>Target: To establish Animal Assisted Activity as a growth area for KE</p>	<p>Clinical Practitioner 50% HEIF funded</p>	<p>Addresses the 'Aging Society' Grand Challenge in the Industrial Strategy.</p> <p>Supports 'Ideas' foundation of Industrial Strategy by enabling growth and access to innovation for SMEs and sport and exercise businesses.</p> <p>RE/OfS objective for students to benefit, anticipate circa 50 students will be directly involved</p>	<p>University Academic Strategy: Priority Two Priority Three Priority Four</p>	<p>2023-24 onwards</p>
<p><b>Public Engagement:</b> Programme to ensure a joined up programme of public and community engagement. Communities are both geographical and industry specific. The programme will promote aspiration, STEM expertise in marginalised groups, innovation and industry engagement.</p> <p>Target: To engage with 5000 community groups, charities and industry groups (including businesses) by 2025</p>	<p>Public engagement post 25% HEIF funded</p>	<p>Supports 'Place' pillar of IS through engagement and support of identified communities and industries.</p> <p>RE/OfS objective for students to benefit, anticipate circa 50 students will be directly involved</p>	<p>University Academic Strategy: Priority Two Priority Three Priority Four</p>	<p>2022-23 onwards</p>

### Question 3 – Monitoring success

How do you manage your HEIF funding and monitor the success of your activities against the strategic objectives set out in question 1, and in line with delivering Government priorities?

Describe the policies, procedures and approach you have in place in the context of your strategic objectives to:

- i. manage your HEIF spending
- ii. measure progress
- iii. evaluate outcomes and
- iv. identify lessons learned.

*In answer to this question, you are free to use text or tabular format but please ensure that the entire question response is contained in no more than four pages of A4.*

*(Max 4 pages of A4)*

All knowledge exchange activity at Hartpury is approved, implemented and evaluated by the Research and Knowledge Exchange Committee. The Committee is responsible for allocating funding, setting annual research and knowledge exchange targets and overseeing the University Ethics Committee. The Research and Knowledge Exchange Committee is Chaired by the Academic Dean and reports directly to Academic Board, chaired by the Vice-Chancellor. Hartpury also has a Business Development Group (chaired by the Director of Business Engagement), which is a cross-institution group which identifies new opportunities for business and community partnerships and monitors progress of these partnerships. The Chair of the Research and Knowledge Exchange Committee also sits on the Business Development Group, and visa-versa to ensure that activities are synchronised and that the links between research and knowledge exchange are real and strong. This ensures that opportunities for research and knowledge exchange are rooted in industry and community need and add value. Reports on progress and development from the Research and Knowledge Exchange Committee are provided to Business Development Group and a co-authored report on progress aligned with our knowledge exchange strategic priorities are provided to the Academic Board annually. It is through this committee structure that knowledge exchange is monitored and synergies with Hartpury 2025 and Hartpury University Academic Strategy are founded. Oversight from the Corporation through regular updates on Research and Knowledge Exchange activity at each meeting and the annual appointment of a link governor for Research and Knowledge Exchange who meets periodically with the

Academic Dean to discuss the strategic approach and progress. This Statement has been approved by the Research and Knowledge Exchange Committee and the Hartpury Senior Management Team that includes both the Vice Chancellor and the Chief Operating Officer.

The Research and Knowledge Exchange Committee is responsible for reviewing applications for funding and managing the research and knowledge exchange budget. All applications for funding are reviewed and approved by the Academic Dean for strategic fit with the wider RKE strategies and by the Chief Operating Officer to ensure the financial and other risks have been appropriately assessed. The RKE Committee is also responsible for initiating, monitoring and assessing the impact of activities supported through research and knowledge exchange funding, in conjunction with the Business Development Group and Hartpury's strategic priorities. These activities are monitored at each meeting and ensure the timely management of the research and knowledge exchange budget, including the spending of HEIF funding, and its subsequent reporting to HE Executive.

Progress reports from research and knowledge exchange projects and activities are presented at each RKE Committee as a standing item on the agenda. This is to ensure compliance and progress is measured and recorded. These progress measures are reported to Academic Board in the annual report relative to the Key Performance Indicators identified in the Hartpury University Academic Strategy. On the conclusion of a project or activity, the outcomes are presented to the Committee, and to a wider audience of interested parties such as industry experts, funders, business or community stakeholders, as required. It is expected that all stakeholders are included in the evaluation of projects, and this is scrutinised at proposal and reporting stages. Through this process, the outcomes are scrutinised by the RKE Committee and improvements are identified for future projects.

Outcomes are measured on a number of Performance Indicators situated in our Academic Strategy. Successful outcomes are based on increasing research and knowledge exchange income, which can be achieved through building research, industry and community partnerships. Alongside this, success can be measured by the number of staff engaged in research and knowledge exchange activity.