

HEIF accountability statement

**Narrative return template for HEIF funding period
2022-23 to 2024-25**

Return date: December 2022

Arts University Bournemouth

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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.

AUB Context

Arts University Bournemouth (AUB) is a specialist art and design institution.

Our academic staff and technical specialists are bedded in the practice of their professional disciplines: their research is designed to address industry needs and make a difference through creative collaboration and sustainable impact.

We were ranked the UK's top specialist art and design university in The Sunday Times Good University Guide 2021. We have recently achieved our best ever REF return with REF 2021 seeing a 250% uptake in the number of staff submitting, returning to two UOAs and with 12% of our research classed as 'world-leading' and 42% as 'internationally excellent'. We have just become eligible for Higher Education Innovation Funding for the first time since the thresholds were set.

Meaningful Knowledge Exchange is a fundamental part of AUB's DNA and Knowledge Exchange features heavily in AUB's Strategy 2030. Research and KE activity is set out and monitored through the Research and Knowledge Exchange plans, which are the essential operational plans at the heart of the AUB 2030 Strategy. These plans are owned by the Research Manager and the

Head of AUB Open Campus, presented at Research and Knowledge Exchange Committee and reported to the AUB Governors.

AUB Strategy

[The AUB Strategy 2030](#) sets out AUB’s vision to be “A world-class arts, design, performance and media university working with professional partners to create excellence, relevance and impact.”

Research and Knowledge Exchange is one of our six Operational Plans. AUB will “expand and deepen research with relevant aligned professions and industries in the UK and overseas.” We will use our specialist technical knowledge to create partnerships that explore issues of relevance for society and industry and ensure that our research has impact. A maker culture underpinned by hi-end, hi-impact infrastructure and recourses has coalesced around the Innovation Studio and applications of Creative Technologies. We are also using our unique archives and collections, such as the Museum of Design in Plastic to drive collaborations with ‘material scientists, environmentalists and industrial designers.’

Over the last six years we have developed our role as a regional catalyst supporting research, development and innovation in the south central region through successfully managing two European Regional Development Fund Priority Axis 1 (Research and Innovation) projects and a Growth Deal funded Innovation Studio alongside our extensive Continuing Professional Development portfolio of Non-Credit Bearing courses.

Government Strategy

AUB’s activity aligns with the direction of Government strategy as outlined in [UKRI Strategy](#), the [R&D Roadmap](#) and the [Office for Students Strategy 2022-25](#).

UKRI Priorities highlight the need to respond to global and societal challenges with evidence-based interventions. AUB have been developing our work in: sustainability, looking at how new technologies can reduce consumable resources; the impact on climate change of local interventions; and health & well-being through multiple interventions with the NHS and local health care providers. We will be working on the monitoring, evaluation and impact of projects over 2022-25.

The R&D Roadmap highlights the need to support entrepreneurs and start-ups, develop talent and develop strong regional place-based centres of activity. AUB have been working with SMEs, start-ups and entrepreneurs, giving access to our resources and knowledge to support the development of new products and services. We have developed programmes to enable industry to upskill staff and experiment with the latest digital and physical manufacturing technologies.

Developing employability skills is a key priority for the Office for Students. AUB have been using our KE activity and partnerships to develop this through Open Challenges and Live Briefs with industry partners, our Graduate Start-Up programme and new micro-internships.

AUB Strategic Priorities for Knowledge Exchange 2022-25

AUB's Knowledge Exchange Plan is focussed on developing our people, our infrastructure and therefore capacity, pioneering new activity and maximising the impact of our activity. We will strengthen our focus on our civic role as a university, develop our commitment to enabling sustainability and growth in local partners, and nurture new talent and new businesses, by extending their capabilities. Our activity will enable the following priorities:

Empowering Staff

We will create opportunities for staff to collaborate with external partners. We will support staff to develop as practitioners enabling them to identify, deliver and evaluate high-quality, impactful projects.

Enriching the Knowledge Exchange infrastructure

We will invest in our externally facing infrastructure to ensure clarity for our partners and consolidate internal processes to ensure clarity for staff and support services.

Pioneering new activity

Using the Innovation Studio we will initiate innovative projects to drive new types of collaboration for AUB. This could include '...in Residence' programmes, 'Open Challenge' collaborative explorations of wicked problems, and co-created and participatory projects.

Supporting collaborative research and innovation

Through our activity in the Innovation Studio we will continue to deepen links with local, national, and international partners supporting research, innovation, prototyping and testing, experimenting with new technologies and new applications of technologies.

Enhancing the civic and social role of AUB

As a civic university, AUB will extend our public and community engagement through developing our cultural offer under the new External Engagement directorate. We will enable skills development through outreach programmes with communities that don't traditionally benefit from engagement with Higher Education. Our new investment in the Palace Court Theatre will create an exploratory arts-lab to drive innovation in performance and immersive tech, alongside support for well-being initiatives partnering with the NHS and community space for social good and economic regeneration through culture.

Developing talent and skills

We will develop AUB staff by supporting entrepreneurial ambitions through the Innovation Studio. We will support pre-start-ups and start-ups to develop robust business plans and prototypes. We will enable businesses to upskill staff in new technologies and ways of working through our CPD programme, and we will ensure access to CPD for hard to reach groups. We will

connect students to business to use and develop their skills in collaborative projects and retain talent and skills for the region.

We will also support projects that work in our key areas of participatory design, materials, creative technologies, design thinking or in key sectors including advanced manufacturing and engineering, creative industries and health and well-being.

Question 2 – Use of HEIF

How do you intend to use your 2022-22 to 2024-25 HEIF allocations?

In this accountability statement return we would like to know about your plans for HEIF for the remainder of the funding period 2022-23 to 2024-25. Please include indication of the planned timescale of the activity e.g. 2022-23 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. 2022-23 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>Planned areas of HEIF supported KE activity</p> <p>Please provide an overview of planned KE activities or projects that will be supported by your 2022-23 and onwards HEIF allocations.</p>	<p>HEIF support</p> <p>How HEIF will be used to support the project?</p>	<p>HEIF priorities</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>Strategic objectives</p> <p>Which institutional strategic KE objective does this relate to?</p>	<p>Indication of timescales</p>
<p>Enabling staff to dedicate time to collaborative projects including but not limited to; collaborative research, consultancy, entrepreneurship, collaborative and creative dissemination, and supporting graduate entrepreneurship, through a series of short secondments.</p>	<p>12% of HEIF to cover up to 10 staff led projects.</p>	<p>R&D Road Map “support early career researchers and innovators into the next stage of their careers”</p> <p>“effectively support applied research”</p> <p>“support entrepreneurs and start-ups”</p> <p>OfS</p> <p>“Students’ access, success and progression are not limited by their background, location or characteristics.”</p> <p>We will support at least 50 students on collaborative entrepreneurial projects.</p>	<p>Empowering Staff</p> <p>Pioneering new activity</p> <p>Supporting collaborative research and innovation</p>	<p>2022-23 ongoing</p>
<p>Enabling staff to dedicate time to develop new high-skills CPD offers in collaboration with external organisations.</p>	<p>4% of HEIF to cover 5 staff led projects.</p>	<p>R&D Road Map “support businesses in attracting, growing and developing their R&D workforce”</p> <p>“effectively support applied research”</p>	<p>Empowering Staff</p> <p>Pioneering new activity</p> <p>Developing talent and skills</p>	<p>2022-23 ongoing</p>

<p>Extending AUB’s capabilities by bringing in expertise with an ‘...in Residence’ programme enabling staff and external partners to work with Mixed Reality, Immersive, Product Design, Coding and Entrepreneurs. This will develop in house skills, galvanise external collaborations and create new CPD opportunities.</p>	<p>20% of HEIF to cover equivalent of 2 * 0.2 FTE positions and 1 * 0.1 FTE</p>	<p>R&D Road Map “support entrepreneurs and start-ups” “attract, retain and develop the talented, diverse people and teams” “effectively support applied research”</p>	<p>Empowering Staff Pioneering new activity Developing talent and skills Supporting collaborative research and innovation</p>	<p>2022-23 ongoing</p>
<p>Investing in our staff and external partners by providing training on:</p> <ul style="list-style-type: none"> • Monitoring and Evaluation • Generating and evidencing social and economic Impact • Embedding sustainability and equality and diversity and inclusion into project design and working methods. 	<p>4% of HEIF to cover dedicated training and mentoring.</p>	<p>R&D Road Map “support early career researchers and innovators into the next stage of their careers” “capture the economic and social benefit from research”</p>	<p>Empowering Staff Enriching the Knowledge Exchange infrastructure Developing talent and skills</p>	<p>2022-23 ongoing</p>
<p>Enable the development of a programme of creative collaborative events through the Palace Court Theatre ‘Exploratory Laboratory’ development. This role will support programming the space to enable *Experimental collaborations with practitioners and external organisations, *Impactful projects testing innovative creative technology</p>	<p>12% of HEIF to cover 0.2 FTE Programme Development role.</p>	<p>R&D Road Map “support entrepreneurs and start-ups” “capture the economic and social benefit from research” “attract, retain and develop the talented, diverse people and teams” “effectively support applied research”</p>	<p>Pioneering new activity Developing talent and skills Supporting collaborative research and innovation</p>	<p>2022-23 ongoing</p>

<p>*Health and well-being projects in collaboration with the NHS and other health-care providers</p> <p>*Community access.</p> <p>*Participatory design.</p>			<p>Enhancing the civic and social role of AUB</p>	
<p>Creating opportunities for students to benefit from Knowledge Exchange projects through working with external companies on Open Challenges and through Micro-Internships. This includes activity ring-fenced for students from Access & Participation backgrounds.</p>	<p>4% of HEIF to support Micro-Internships. 1..5% of HEIF to support Open Challenges</p>	<p>R&D Road Map “support entrepreneurs and start-ups”</p> <p>OfS</p> <p>“Students’ access, success and progression are not limited by their background, location or characteristics.”</p> <p>“Graduates contribute to local and national prosperity, and the government’s ‘levelling up’ agenda.”</p> <p>In 2022-23 we will work with 20 students on the micro-internships pilot, 200 students on Open Challenges.</p>	<p>Developing talent and skills</p> <p>Pioneering new activity</p> <p>Supporting collaborative research and innovation</p>	<p>2022-23 ongoing</p>
<p>Supporting the development of high-quality projects and fruitful partnerships by investing in dedicated, experienced staff to develop relationships and manage Knowledge Exchange and Innovation activity for AUB. Supporting staff, external partners and developing the resident businesses in the Innovation Studio.</p>	<p>28% of HEIF to support 0.2 FTE Head of AUB Open 0.5 FTE Innovation Manager 0.5 FTE Innovation Officer</p>	<p>R&D Road Map “support early career researchers and innovators into the next stage of their careers”</p> <p>“support entrepreneurs and start-ups”</p> <p>OfS</p>	<p>Enriching the Knowledge Exchange infrastructure</p> <p>Empowering Staff</p>	<p>2022-23 ongoing</p>

	0.5% FTE Post Doc Participatory Design	<p>“Graduates contribute to local and national prosperity, and the government’s ‘levelling up’ agenda.”</p> <p>In 2022/23 we will work with at least 20 graduates to create start-up businesses.</p>		
Supporting Innovation, Research, prototyping and testing projects with external partners and internal colleagues through dedicated technical staff and practitioners with skills in design, VR/MR, Additive Printing, CNC Machining etc.	12% of HEIF for the equivalent of 2 * 0.5 FTE Senior Technician and Technician roles.	<p>R&D Road Map</p> <p>“effectively support applied research”</p> <p>“support entrepreneurs and start-ups”</p>	<p>Supporting collaborative research and innovation</p> <p>Pioneering new activity</p> <p>Developing talent and skills</p>	2022-23 ongoing
Supporting pre-trade and pre-start-up businesses by providing small match funded grants to enable take up of training, developmental opportunities, protect IP etc. These opportunities to develop a business will be open to AUB graduates, graduates of other HEIs and people who have not experienced higher education.	5% of HEIF for small match-funded support grant.	<p>R&D Road Map “support entrepreneurs and start-ups”</p> <p>OfS</p> <p>“Graduates contribute to local and national prosperity, and the government’s ‘levelling up’ agenda.”</p>	<p>Developing talent and skills</p> <p>Pioneering new activity</p> <p>Supporting collaborative research and innovation</p>	2022-23 ongoing

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.

Allocations

This is the first year that we have received HEIF since thresholds were introduced. We will allocate HEIF according to our overarching strategy. We will use the funding to develop our staff, enhance our infrastructure and capabilities, create opportunities for our students and our external partners. We will align allocations with strategically important areas i.e. participatory design and making, materials and creative technologies and sectors i.e. health and well-being, advanced manufacturing and engineering, creative and digital industries. We will support projects that align with AUB values around sustainability and equality and inclusion. Our approach will not be exclusionary and we will ensure that activities offered through the funding will also support the development of colleagues new to KE activity.

Applications will be considered through AUB's established KE funding application process. These will be developed with guidance from the Head of Open Campus and the Innovation Manager as appropriate. Requests will be considered by a working group comprising Head of Open Campus, the Innovation Manager, Director of Research and Development, Research Manager, Head of one of the Schools and Post Doc Researcher. Projects to be taken forward will be approved by the Vice Chancellor, Director of Civic and Cultural Engagement and Head of Finance. Funding will be managed in line with AUB's financial regulations.

Measuring effectiveness

We are creating a Monitoring and Evaluation Framework to understand how to grow colleagues as Knowledge Exchange practitioners and understand barriers and facilitators to their development.

Individual projects will set aims and objectives and, where appropriate, theory of change models, and will be evaluated against their own standards. The working group will work closely with

colleagues to ensure we are maximising potential impact and encouraging appropriate documentation. We will pull in guidance from our Equality Diversity and Inclusion team and Access and Participation as required.

Using reporting tools developed as part of our ERDF and Growth Deal programmes we will also capture data against the following outputs:

Number of external partners supported

Number of start-ups and pre-start-ups supported

New to firm products or services to market

Jobs created or safeguarded

Match-funding generated

Consultancy income

Joint papers with external partners

Partnerships developing collaborative bids.

Public community engagement number of attendees (alongside qualitative data on the experience)

These measures will help inform institutional performance against the Knowledge Exchange Plan reported on termly to the Research and Knowledge Exchange Committee. We will also judge institutional performance against assessment of our strengths in KE using a tool based on the National Co-ordinating Centre for Public Engagement's EDGE tool.

Lessons Learned

Lessons learned from the process will be shared in formal and informal ways. Academic spaces to share learning include the Innovation Studio's Bitesize Info Group (BIG) sessions, Research Groups and nascent Research Groups meetings, regular RKE seminars and annual internal RKE Conference.

AUB are also connected to the region and the nation through our involvement with LEP Boards, including Skills development and Inward Investment as well as the governing body. We also work closely with the Cultural Compact. We are developing our relationships with AECC University College and Bournemouth University locally through informal RKE meetings. We will share lessons learned and the outcomes and impact of activity with our wider community.

Reporting structure

The working group will report up to the Research and Knowledge Exchange Committee (RKE) chaired by the Vice-Chancellor, held and comprising representation of Research and KE active staff from across the university. Reports from RKE are taken up through Academic Board which is AUB's sovereign body and ultimately reported to the Board of Governors who monitor progress against the Research and Knowledge Exchange plans.