



Research
England



HEIF accountability statement

Narrative return template for HEIF funding period 2024-25

Return date: 31st January 2025

Bath Spa University

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HEIF contact information	
The contact provided here is responsible for ensuring that the head of institution has approved this HEIF Accountability Statement submission to Research England ¹	
Institution name:	Bath Spa University
Contact name:	Professor Harriet Shortt
Position:	Head of Knowledge Exchange
Email:	h.shortt@bathspa.ac.uk
Phone:	07786624435
Additional email addresses to be CC'd into correspondence (optional):	l.maythorne@bathspa.ac.uk ; a.walker@bathspa.ac.uk ; j.fort@bathspa.ac.uk ; s.priston@bathspa.ac.uk
Has this KE strategy been approved for submission to Research England by the head of institution?	<p>Yes / No</p> <p>Professor Georgina Andrews</p> <p>Vice-Chancellor of Bath Spa University</p> 

¹ We would normally expect this to be the nominated KE contact held by Research England, for confirmation of who is currently held as the nominated KE contact email KEPolicy@re.ukri.org

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.

The KE priorities for BSU are aligned to the wider university's strategic plan for 2030 - across education, widening participation, educational partnerships, international, and research – as well the broader university values of creativity, enterprise, supporting talent, and our core enablers. As such, our KE activity is rooted in 5 core commitments:

1. A commitment to leveraging creative expertise
2. A commitment to inclusive growth and social enterprise
3. A committed ally to business through professional creativity
4. A commitment to placemaking as an agile and creative partner to governance and creative organisations
5. A commitment to regional development, supporting regeneration and growth wherever needed

With a specific focus on HEIF spending, we have 6 strategic objectives that relate to KE and the broader Government's Industrial Strategy, for the next 8 months:

1. Reimagine the use of BSU Facilities and Equipment:

We plan to practically and strategically re-imagine and diversify how our spaces, places, equipment, (and associated specialist staff/ technicians), can be commercially used through knowledge exchange activities across the university. This is an emerging area of activity at BSU, so we will be investing in staff within our current 'Campus Life'/ events and conferencing team to ensure the potential of our facilities is maximised in our KE activity. We will also be investing in our current Knowledge Exchange Partnership with a local SME who specialise in placemaking – the links and networks here will enable us to think strategically about our facilities and equipment (much of which has a technology

focus) and how best they can be used by the university, communities and partners we work with.

2. Growth of the BSU Short Course Unit:

In the past, we have invested KE funding for existing staff to explore the potential for short courses and Continual Professional Development (CPD) activities with external partners and to match these to the expertise of our university community and external collaborators. Our Short Course Unit was established in September 2021 and has been successfully growing for the past 3 years. The activities undertaken have enabled us to build relationships with a range of external businesses and organisations and has led to a growing portfolio of courses that generates a significant income stream for the university. We intend to continue to grow this successful provision by investing in, for example, marketing, subscription to a customer database, and staff time to support activities and leverage our network of organisations to work with in the future, for consultancy, contract research, and internships / placements, for example. This network will also form a potential market for, and co-creators of, future short courses.

3. Social impact and social enterprise:

BSU and 3SG set up the Bath Social Impact Network (BSIN) in February 2023 to fill a gap identified for businesses and individuals working in social, community and environmental areas in Bath and Northeast Somerset (BaNES). The network currently has over 200 members from Social Enterprises, B Corps, Cultural organisation and co-ops alongside many who are looking to take the first steps in their social enterprise journey or grow their current business. More information can be found here:

<https://www.bathspa.ac.uk/about-us/culture-and-values/social-enterprise/bath-social-impact-network/>

We intend to invest further in the BSIN, including marketing and access to a business database.

4. Commercialisation of research through consultancy:

Consultancy is an emerging area of activity at BSU and we are in the process of re-writing our consultancy policy in order to enable staff to take advantage of the wide and varied opportunities consultancy work offers. We intend to socialise this pilot in February 2025 across the university. Investment here ties into the investment above regarding the BSIN and Short Courses and the leveraging of our networks to support future consultancy (and contract research) opportunities. We will invest in support (including events, staff time, and collaborative activities) for staff developing their consultancy practice. This is part of a wider piece of work we are investing in regarding developing our KE Community of Practice, where we'll be identifying specific activities, training and support to enable our KE community and staff of the BSU 'K3E Career Pathway' to achieve and succeed – please see Objective 6 below.

5. Enterprise and entrepreneurship:

We are keen to improve KEF metrics regarding CPD and Start-Ups, so we plan to refine our data collection and management processes that enable us to positively and efficiently report on student start-ups from across our graduate community. We want to engage with

and understand this community better, so we will be spending some of our HEIF investment on communications and staff time to support this endeavour.

6. Growth of our Staff KE Community:

As noted above in Objective 4, we are investing in developing our KE Community of Practice, where we'll be identifying and investing in specific activities, training and support to enable our KE community and staff of the BSU 'K3E Career Pathway' to achieve and succeed.

The BSU KE Guiding Principles:

To achieve the objectives above, we'll be guided by some core principles throughout our activities and target setting. These principles are designed to reflect the university's wider culture, values, and civic responsibility:

- Knowledge exchange activities will be **collaborative and co-created** – all our KE projects will endeavour to capture the voices of staff, students, and external partners and be developed in a mutually respectful way
- Knowledge exchange activities will be **creative and bold** – our projects will be developed with innovation and creativity in mind. We'll not be afraid to take risks, experiment, and create new ways of working in order to achieve our objectives
- Knowledge exchange activities will be **inclusive and diverse** – our KE projects and activities will capture varied and diverse voices and be accessible to under-represented groups. Our activities will contribute to inclusive growth and support the widening participation agenda in the university
- Knowledge exchange activities will be **practice-led** – our KE activities will be driven by social and industry-based challenges, live briefs, and enable staff and students to work with, and impact, a wide variety of industries and sectors
- Knowledge exchange activities will be **captured, measured, and valued** – we will endeavour to capture the KE activities staff engage in, so they are seen, recognised, and valued
- Knowledge exchange activities will be **socially responsible** – all our KE activities will be ethically robust, sustainable, and we will ensure our work is conducted with civic responsibility in mind
- Knowledge exchange activities will be **celebrated** – our KE projects will be shared and acknowledged widely, across the institution and beyond. KE activities will support raising the positive profile of staff, students and the university as a whole

Question 2 – Use of HEIF

How do you intend to use your 2024-25 HEIF allocation?

In this accountability statement return we would like to know about your plans for HEIF for the remainder of the funding period 2024-25. Please include indication of the planned timescale of the activity.

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. 2024-25 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)

Planned areas of HEIF supported KE activity Please provide an overview of planned KE activities or projects that will be supported by your 2024-25 HEIF allocation.	HEIF support How HEIF will be used to support the project?	HEIF priorities How does this relate to govt priorities and RE-OfS strategic objectives? (Including note of scale where student benefits are achieved.)	Strategic objectives Which institutional strategic KE objective does this relate to?	Indication of timescales
1. Commercial Space and Equipment Utilisation: Strategic reimagining of university spaces, places, and equipment for commercial knowledge exchange activities. This will support organisations in the region through e.g. hire of specialist spaces and tech equipment	16% of our total HEIF investment will fund this priority activity. This will include marketing, operations and staff time, namely our Campaign Officer. We will also invest in external consultancy services to strategically leverage the value-added services in our specialist facilities e.g. The Studio, TV Studios, Theatre. They will look at developing an opportunity analysis and proposition report.	Supports the Government priorities: Digital and Technology sectors - leveraging technology-focused facilities and expertise to support local SME innovation and skills development. Our collaboration with a placemaking SME ties directly to the government's focus on a place-based approach to economic growth and enhancing regional strengths. By fostering commercial use of university resources, BSU contributes to the Investment and Skills Development policy pillars, enabling wider	Objective 1: Reimagine the use of BSU Facilities and Equipment Objective 3: Social impact and enterprise Objective 4: Commercialisation of research through consultancy	2024-25 with potential for continuation

		access to infrastructure that supports growth sectors.		
2. Short Course Unit Expansion: Growth of existing Short Course Unit including new Skills Bootcamps. In 2024 – 2025 period we will aim for 6 Skills Bootcamps to be delivered to an estimated 211 learners.	<p>49% of our HEIF investment will fund this priority activity.</p> <p>This will include marketing support, access to an external customer database, operations, and staff time. This includes time from our Head of Business Development who will facilitate a variety of events, and externally facing activities to grow short course opportunities, our Bids and Grants Support Officer, and our Senior Campaign Officer, who will work across Schools and the CFIKE, on course development and delivery.</p>	<p>Supports the Government priorities: Developing CPD and short courses directly supports the government's commitment to Skills and Workforce Development, addressing regional skills gaps and enabling access to quality employment. By collaborating with local external businesses and tailoring courses to local industry needs, BSU aligns with the Innovation and R&D pillar, ensuring the commercialization of academic expertise to meet economic priorities. The focus on professional upskilling addresses the needs of priority sectors, including Creative Industries and</p>	<p>Objective 2: Growth of BSU Short Course Unit</p> <p>Objective 3: Social impact and enterprise</p> <p>Objective 4: Commercialisation of research through consultancy</p>	2024-25 with potential for continuation

		Professional and Business Services		
3. Bath Social Impact Network (BSIN) Development: Growth of business development opportunities through BSIN membership.	<p>13% of our HEIF investment will fund this priority activity.</p> <p>Investment here will be in staff time, namely, our Head of Business Development, who will strategically identify and engage with key partners through the Network. HEIF investment will also support marketing networking activities and events for BSIN, as well as access to a business database.</p>	<p>Supports the Government priorities: The BSIN aligns with the government's goals for Social and Clean Energy Industries by fostering environmentally focused businesses and social enterprises that contribute to a sustainable economy. This initiative supports the International Partnerships and Trade pillar by creating a network that can drive local collaborations with socially conscious businesses. Investing in this network advances the Regulatory Environment pillar by promoting ethical/ value-based business practices through the development of CICs, B Corps, and co-ops in BaNES.</p>	<p>Objective 1: Reimagine the use of BSU Facilities and Equipment</p> <p>Objective 2: Growth of the BSU Short Course Unit</p> <p>Objective 4: Commercialisation of research through consultancy</p> <p>Objective 5: Enterprise and entrepreneurship</p>	2024-25 with potential for continuation

<p>4. Consultancy Development for Staff: this is an emerging area of activity in the university. Supporting staff in the commercialisation of their research</p>	<p>18% of our HEIF investment will fund this priority activity.</p> <p>This will include developing a programme of support for staff consultancy, as well as facilitating links between external partners/ organisations and staff. It will include marketing costs and staff time, including our Campaign Officer, and Head of Communications.</p>	<p>Supports the Government priorities: Updating the consultancy policy and enhancing this area of activity aligns with the Innovation and R&D pillar, enabling BSU to provide solutions to real-world challenges faced by businesses. This objective supports the Investment policy pillar by creating revenue streams through partnerships with SMEs and other enterprises in sectors such as Digital and Technology and Creative Industries. Encouraging consultancy at BSU enhances the university's capacity to drive regional economic growth in alignment with a place-based approach to innovation</p>	<p>Objective 1: Reimagine the use of BSU Facilities and Equipment</p> <p>Objective 2: Growth of the BSU Short Course Unit</p> <p>Objective 3: Social impact and enterprise</p> <p>Objective 5: Enterprise and entrepreneurship</p>	<p>2024-25 with potential for continuation</p>
<p>5. Graduate Start-up Tracking: Enhanced data collection and management for graduate entrepreneurship/ start up data</p>	<p>3% of our HEIF investment will fund this priority activity.</p> <p>We will invest in staff time regarding data collection and communications with our</p>	<p>Supports Government priorities: Supporting student and graduate start-ups directly aligns with the government's</p>	<p>Objective 3: Social impact and social enterprise</p>	<p>2024-25 with potential for continuation</p>

	graduate community. This will support how we build on our relationships with alumni as part of our KE Community.	focus on the Enterprise pillar, fostering new business creation in priority sectors like Digital and Creative Industries. Refining data collection and management supports the Regulatory Environment pillar, improving transparency and accountability in reporting KE outcomes. Engaging with the graduate community enhances the university's contribution to Skills and Workforce Development, fostering entrepreneurship and sustainable economic activity.	Objective 5: Enterprise and entrepreneurship	
6. Growth of our Staff KE Community. HEIF investment in developing our KE Community of Practice, where we'll be identifying and investing in specific activities, training and support to enable our KE community and staff of the BSU 'K3E Career Pathway' to achieve and succeed and ensure sustainability in this area.	1% of our HEIF investment will fund this activity <i>n.b. this contributes to a wider core budget that we are using internally to invest in a broad spectrum of activity that will support staff.</i> We will be developing training materials for staff that will	Supports Government priorities: Skills and Workforce Development - equipping staff with the tools to drive impactful knowledge exchange. It supports Innovation and R&D by fostering cross-disciplinary	Objective 4: Commercialisation of research through consultancy Objective 6: Growth of our Staff KE Community:	2024-25 with potential for continuation

	support their progression on the KE Career Pathway.	collaboration and enabling research commercialisation.		

Note: All activities align with Bath Spa University's strategic objectives and have been budgeted according to the specified allocations from HEIF. Activities focus on improving KEF metrics, enhancing knowledge exchange capabilities, and strengthening regional partnerships.

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.

- Monthly tracking of KEF Metrics – we are working with our data insights team to develop modelling that will enable us to gain a granular level of detail as we move forward
- Specific to our new pilot consultancy policy -we will be piloting this over the next 8 months (to August 2025), with a review between CFIKE and RSO (Research Support Office) in April 2024. Quantitative measures will include: assessing how many projects have started, a financial overview, and any additional impact e.g. student opportunities that have been created as a result. Qualitative measures will include: discussion and feedback with/ from various stakeholders, including Heads of School and KE Leads.
- Regular reporting to University SLG on HEIF expenditure and outcomes
- **As we move forward, we will track:**
 - Income from business/public/third sector engagement
 - Number of active consultancy projects
 - Enrolment in Short Courses and Skills Bootcamps (check proportion of SMEs)
 - Graduate start-up engagement rates
 - Bath Social Impact Network membership growth and cross reference engagement in other areas e.g. consultancy projects/ Short Courses and Bootcamps
- **At the end of the academic year:**

- Reflection with project teams
- Documentation of challenges and solutions
- Case study development for successful initiatives
- Integration of lessons learned into future planning of KE activities
- Knowledge sharing across Schools e.g. KE Leads meetings
- Adaptation of processes based on findings and feedback