

# HE Response to Economic Downturn: HERA Barometer

## Notes

Please note this is a pilot format for the Barometer and we will be asking for feedback from HERAs in the pilot to improve the questions for the next round.

We expect this form to be completed by the HERA summarizing the activities of all HEIs in the region. Some questions ask for a limited number of case studies, in order to make it easier for us to synthesize a national report. HERAs with larger numbers of HEIs may find it difficult to select down, and we would particularly welcome comment on this issue in the pilot.

There are a number of more specific quantitative questions at the end of this survey. We are not asking HERAs to address these in the pilot and we will consider at a later stage whether this level of detail is needed in addition to the qualitative return. If we do ask HERAs to complete these questions at a later stage, we would not expect the responses to cross-check with annual HEBCI returns. It takes time to establish quality in data returns and hence we realize that HERA Barometer returns may be incomplete or inadvertently double-count, compared to an established survey such as HEBCI.

The purpose of the Barometer is to increase information flow and communication between national policy-making and front line delivery, and we will not use information in funding. We will compile information at national level from HERA returns and provide to DIUS and other national stakeholders. In doing so, we will stress caveat that full and accurate data reporting takes time to develop.

## **A. Schemes introduced, or significantly re-purposed, to address the present economic downturn**

This section focuses on new activity to address the downturn, including significant re-purposing of schemes to meet present needs. (We recognize that all HEI activities could potentially be helping in various ways, and so HEIs and HERAs will need to make a judgment on significant headline, new or re-purposed schemes that need reporting.) List all schemes which have been specifically introduced, or significantly re-purposed, to address the present economic downturn with short (1 line) descriptions. If possible, include in the short description the HEIs involved with the funding origin or stimulus for the scheme (eg HEI own, HEFCE, RDAs/Business Links, LSC, businesses/employers, other regional/local).

# HE Response to Economic Downturn: HERA Barometer

## 1 Number of new/re-purposed schemes to address potentially or newly redundant people/communities or skill/workforce development needs

- i. The NWDA funded **Higher Level Skills Partnership (HLSP)** released a call for Expressions of Interest on 15th April 2009. £2.25 million development funding is available. Skills priorities were modified in light of economic downturn.
- ii. **NWUA** has agreed with NWDA that £250,000 of the NWDA funding provided for the development of new higher level skills provision will be used to provide a HLSP Redundancy Response Fund.

5 NW Institutions have ECIF initiatives which include activities to address potentially or newly redundant people/communities or skill/workforce development needs:

- iii. **University of Bolton** will provide CPD modules (APEL and other short courses to improve the knowledge base and business practice) for 195 beneficiary companies. Match funding from ERDF and participating employers.
- iv. **University of Chester** will deliver taught components (including a postgraduate course in Business Innovation & Development) and one-to-one careers coaching to 300 unemployed and underemployed graduates. Match funding from ERDF and HEI.
- v. **University of Cumbria** will provide IAG and free or subsidised training to the unemployed and graduates working within SMEs including taster courses provided in STEM related logistics, engineering, agriculture and environmental technologies. Match funding from NWDA, Nuclear Decommissioning Authority, the LSC and HEI.
- vi. **Liverpool John Moores University** will provide support to unemployed professionals through a five day course on career development and learning. Match funding from HEI and the LSC.
- vii. **The University of Manchester** will provide intensive workshops for redundant workers and deliver a programme to enhance employability to reduce worklessness in deprived wards on Corridor Manchester.

## 2 Number of new/re-purposed schemes to address business needs

6 NW Institutions have ECIF initiatives which include activities to address business needs:

- i. **Liverpool Institute of Performing Arts** will be supporting 38 business start-ups including diagnostic appraisal, coaching and mentoring. Match funding from the National Council for Graduate Entrepreneurship.
- ii. **University of Bolton** will provide CPD modules (APEL and other short courses to improve the knowledge base and business practice) for 195 beneficiary companies. Match funding from ERDF and participating employers.
- iii. **University of Cumbria** will provide IAG and free or subsidised training to the unemployed and graduates working within SMEs including taster courses provided in STEM related logistics, engineering, agriculture and environmental technologies. Match funding from NWDA, Nuclear Decommissioning Authority, the LSC and HEI.

## HE Response to Economic Downturn: HERA Barometer

- iv. **The University of Manchester's** Manchester Business School will develop on-line resources and networking events for employers.
- v. **Liverpool John Moores University** will support new graduate businesses through two half day workshops for new graduate entrepreneurs. Match funding from HEI and the LSC.
- vi. **Liverpool Hope University** will deliver a series of programmes to support businesses through the downturn including a voucher bursary scheme. Match funding provided by the RDA, employer contributions and HEI.
- vii. 12 NW HEIs (**Liverpool Hope University, University of Manchester, University of Manchester Incubator Company, University of Central Lancashire, University of Bolton, Manchester Metropolitan University, Liverpool John Moores University, University of Liverpool, Lancaster University, University of Salford, University of Cumbria, University of Chester**) have between them received over 100 vouchers (worth £3000 each) to assist SMEs in the second round of the NWDA Innovation Voucher Scheme launched on 12th January 2009.
- viii. Funded by NWDA, the **University of Cumbria** is implementing a pilot programme of short (10-40 weeks in duration) knowledge transfer partnerships (KTPs). Requiring a lower net employer contribution they offer public and private sector organisations an opportunity to engage with the knowledge base in a much more flexible way.
- ix. **Liverpool John Moores University** has developed a Postgraduate Certificate in Business Turnaround Management (BTM) in partnership with Blenheim Associates. The course is designed for business turnaround specialists who will work with Small and Medium Sized Enterprises (SMEs).
- x. **Liverpool John Moores University** has developed bespoke training for a key Automotive Sector company located in Merseyside. Contract includes technical provision (Introduction to 6 Sigma, Introduction to Statistics for Managers) and Creative Team Building.

The current round of ERDF funding (2007-2013) is being allocated through the NW Operational Programme. Project appraisal processes have been strongly shaped by emerging priorities in the context of the economic downturn. So far, six HE-led projects have been endorsed to the value of **£9,211,657**:

- xi. **The University of Liverpool and The University of Manchester** are developing the Knowledge Exchange in Laser Engineering (KE-LAS) to facilitate knowledge exchange between laser materials research facilities and SMEs. Expected outputs are 60 businesses assisted and 20 businesses within the region engaged in new collaborations with the knowledge base (£882,000 ERDF).
- xii. **University of Salford** with **The University of Liverpool, University of Central Lancashire**, Urban Vision and the Building Research Establishment (BRE) is developing the North West Construction Knowledge Hub to embed sustainable consumption and production throughout all activity, from design to demolition, within construction SMEs to enable greater efficiencies in meeting new standards as they arise. Expected outputs are 245 businesses assisted, 245 businesses assisted to reduce industrial and commercial waste and 30 applications of low carbon technologies (£3,000,000 ERDF).
- xiii. **Lancaster University** Management School with **The University of Liverpool** and **The University of Manchester** is developing IDEAS (Innovation, Design, Entrepreneurship and Science) to facilitate knowledge exchange to SMEs on innovation best practice and connect the network of Daresbury

## HE Response to Economic Downturn: HERA Barometer

Science Innovation Campus (DSIC) SMEs into the wider Business School networks of knowledge. Expected outcomes are 70 businesses improving their performance and 20 Jobs created or safeguarded (£384,914 ERDF).

- xiv. **The University of Liverpool** is developing the Virtual Engineering Centre to provide the UK engineering value chain with VE capabilities for optimising costs-effective design, manufacturing and operational options. Builds on a strong public-private sector partnership that brings together the University of Liverpool, STFC Daresbury, the NWAAs. Expected outputs are 23 businesses assisted, 13 businesses within the region engaged in new collaborations with the knowledge base and 2 new business start-ups (£2,501,743 ERDF).
- xv. **University of Lancaster** is developing The NW Eco-Innovation Programme (ECONATE) to work with SMEs providing intensive assistance, mentoring and embedding an eco-innovative approach into mainstream activity. Expected outputs are 360 businesses assisted, 13 businesses engaged in new collaborations with the knowledge base and 2 new business start-ups (£1,743,000 ERDF).
- xvi. The **NCGE** is developing a HE Enterprise Champions programme. 10 HE Champions of enterprise will encourage faculties and departments to promote entrepreneurship through their courses and to link this activity to the HEIF initiative. Expected outcomes are 220 Jobs created and 3,070 Adults undertaking work based training.

Additional proposals for ERDF funding are under consideration by NWDA. These include:

- xvii. **University of Central Lancashire with University of Cumbria, Lancaster University, University of Chester, University of Salford, University of Bolton, The University of Liverpool and Liverpool Hope University** will develop UNITE with Business. Expected outputs are 1,000 businesses assisted to improve performance 100 businesses within the region engaged in new collaborations with the knowledge base (£6,529,921 ERDF).
- xviii. **University of Bolton** will develop an Innovation & Product Development Service (IPDS). Expected outputs are 150 businesses within the region engaged in new collaborations with the knowledge base (£1,627,000 ERDF).
- xix. **The University of Manchester with The University of Liverpool** will develop Translation and Exploitation of HES Cell Technologies. Expected outputs are under review (£2,783,000 ERDF).
- xx. **The University of Manchester** will develop the UK Centre for Tissue Regeneration. Expected outputs are under review (£1,836,000 ERDF).
- xxi. **The University of Manchester** will develop the Centre of Excellence for Biopharmaceuticals (COEBP). Expected outputs are under review (£1,890,000 ERDF).
- xxii. **Lancaster University** will develop INFOLAB21 Scientific & Technology Exploitation Programme (ISTEP) & INFOLAB21 Strategic Innovation Support (ISIS). Expected outputs are 350 businesses assisted to improve performance (£2,727,000 ERDF).
- xxiii. **University of Central Lancashire** will develop a Innovative Small Wind Turbine Technologies project. Expected outputs are 52 businesses assisted to improve performance and 7 businesses within the region engaged in new collaborations with the knowledge base (£906,767 ERDF).
- xxiv. **University of Central Lancashire** will develop a Digital Media Innovation Hub. Expected outputs are 90 businesses assisted to improve performance, 30 new products or services and 7 businesses engaged in new collaborations with the knowledge base (£1,500,000 ERDF).
- xxv. **University of Central Lancashire** will develop Digital Connections. Expected outputs are 300 businesses assisted to improve performance and 70 businesses engaged in new collaborations with the knowledge base (£1,164,664 ERDF).
- xxvi. **Liverpool John Moores University** will develop a HE Enterprise Zone. Expected outputs are 50 businesses assisted to improve their performance, 60 people assisted to start a business, 120 people assisted with their skills development and 40 new businesses created (£1,000,000 ERDF).

## HE Response to Economic Downturn: HERA Barometer

- xxvii. **Lancaster University** will develop Support for Sustainable Design & Rapid Manufacturing (SusDRam). Expected outputs are 75 businesses assisted to improve performance and 75 businesses engaged in new collaborations with the knowledge base (£915,000 ERDF).
- xxviii. **University of Cumbria** will develop the Collaborate project. Expected outputs are 130 businesses assisted to improve their performance and 100 businesses engaged in new collaborations with the knowledge base (£850,000 ERDF).
- xxix. **University of Cumbria** will develop a North West Food & Drink Distribution Research Network (£500,000 ERDF).
- xxx. **University of Cumbria** will develop a Knowledge Exchange Innovation Centre (KEIC) (£500,000 ERDF).
- xxxi. **Liverpool John Moores University** will develop Merseyside VOICE (Virtual Online Interactive Consumer Evaluation) (£500,000 ERDF).
- xxxii. **The University of Liverpool** will develop The Liverpool – JEOL Nano Investigation Centre (£700,000 ERDF).
- xxxiii. **The University of Liverpool** will develop the Liverpool Clinical Trials Centre (£2,901,000 ERDF).
- xxxiv. **Lancaster University** will develop Innovation for Growth (£3,802,000 ERDF).
- xxxv. **Lancaster University, with partners,** will develop the Lancaster Science Park (£7,864,000 ERDF).
- xxxvi. **The University of Manchester** will develop the Jodrell Bank Science Discovery Centre (£1,500,000 ERDF) and the Jodrell Bank Science Tourism Destination (£5,000,000 ERDF).
- xxxvii. **The University of Manchester** will develop the NW Autonomous Systems Research and Technology Programme (£7,250,000 ERDF).

Further proposals are likely to emerge and these will be detailed in future Barometers.

# HE Response to Economic Downturn: HERA Barometer

## 3 Number of new/re-purposed internship schemes or other post-graduation support

7 NW Institutions are developing ECIF initiatives involving internship schemes or other post-graduation support:

- i. **Liverpool Hope University** will provide enhanced careers guidance and development events for 450 local graduates. Match funding provided by the RDA, employer contributions and HEI.
- ii. **Liverpool John Moores University** will support unemployed graduates through a five day course on career development and learning and support new graduate businesses through two half day workshops for new graduate entrepreneurs. Match funding from HEI and the LSC.
- iii. **University of Bolton** will offer a range of graduate apprenticeships in the digital & creative industries. Match funding from ERDF and participating employers.
- iv. **University of Chester** will deliver accredited provision (including a postgraduate course in Business Innovation & Development) structured work placements and one-to-one careers coaching to 300 unemployed and underemployed graduates. Match funding from ERDF and HEI.
- v. **The University of Manchester** will support unemployed languages and humanities graduates through a “High Flyers Summer Programme” and offer coaching, mentoring and enterprise skills training for any new graduate of a NW institution.
- vi. **University of Central Lancashire** is developing support for graduate internship activity.
- vii. **The University of Liverpool** is developing support for graduate internship activity.
  
- viii. Funded by NWDA, the **University of Cumbria** is implementing a pilot programme of short (10-40 weeks in duration) knowledge transfer partnerships (KTPs). Requiring a lower net employer contribution they offer public and private sector organisations an opportunity to engage with the knowledge base in a much more flexible way.

# HE Response to Economic Downturn: HERA Barometer

## B. Increased demand

This section focuses on evidence of increased demand for schemes that are already in place, to inform what may be most effective in meeting present needs. Insert list of - up to three - case studies including HEIs participating and a short description of scheme (eg funding support/stimuli and partners); include evidence of demand e.g. repeat business, increased numbers etc. Max 250 words each.

### **4 Evidence of increased demand for schemes addressing newly or potentially redundant, re-skilling needs or workforce development and graduate internships**

- At this early stage we have no data indicating increased demand for schemes addressing newly or potentially redundant, re-skilling needs or workforce development and graduate internships. However, anecdotal evidence from partner organisations indicates that the position is varied between and within business sectors.

### **5 Evidence of increased demand for schemes addressing business needs in the economic downturn**

- At this early stage we have no data indicating increased demand for schemes addressing business needs in the economic downturn. However, anecdotal evidence from partner organisations indicates that the position is varied between and within business sectors.

# HE Response to Economic Downturn: HERA Barometer

## • C. Fall in demand/gaps in activity

This section focuses on loss of activity (ie activity that addresses longer-term needs that may be neglected in the down-turn), as well as views on gaps in activity that might help now but which are impeded by barriers or constraints. Short report - 500 words max

### 6 Please summarise any schemes which are experiencing rapidly falling demand and/or gaps in activity that have been identified by stakeholders (eg HEIs themselves or partners)

- The **University of Manchester** is closing its Courses for the Public programme this summer citing decline in student demand owing to the ELQ change. The programme was loss making with no income stream other than fees to support it.

## D. Partnerships and networking

This section focuses on describing the state of regional/local partnerships which may help make HE action more effective, as well as networking and promotions that might improve co-ordination. Short report - 500 words max

### 7 Please summarise any increased working between HEIs and JobCentre Plus and/or with companies on graduate internships, graduate recruitment etc?

- HEFCE's Strategic development Fund has enabled **NWUA** to increase partnership working in a number of related areas:
  - A dialogue has commenced between university careers services, LSC and Jobcentre plus regarding joint action to combat graduate employment, particularly in relation to the summer 2009 graduate cohort and advice to graduates who are under threat of redundancy or have been made redundant
  - Discussions are being held with the national ESF Unit regarding deployment of ESF to support service enhancements
  - NWUA will promote and support linkages between the activities above and NW entrepreneurship schemes such as the High Growth Start Up Programme, NCGE activity and related programmes

## HE Response to Economic Downturn: HERA Barometer

- NWUA will support the potential role of universities as employers by undertaking analysis, facilitating meetings and communications with relevant regional partners.

### 8 Please summarise any increased working between HEIs, RDA Skills, JobCentre Plus and other skills partners on schemes for the newly or potentially redundant people/communities and to meet skills/workforce development needs in the downturn?

- **NWUA** is a member of the Regional Skills and Employment Board's (RSEB) Regional Employability Group and has provided input into the NW Joint Regional Response Action Plan for the Regional Response to the Economic Downturn. NWUA is leading on 11 actions.
- Funded by the HEFCE Strategic Development Fund, **NWUA** will develop its website to be tailored to the current economic conditions and provide individuals and organisations with relevant information and signposting regarding HE activities and associated opportunities.

### 9 Please summarise any increased working between HEIs and RDAs/Business Links and other business support and innovation partners on schemes for businesses in the economic downturn?

- At the request of NWDA, the HE sector is collecting information on its strengths in two key sectors for the future of the region: Environmental Technologies and Digital and Creative Industries. '*Environmental capabilities in England's northwest: An opportunity for Universities to underpin post recession growth of the UK's environmental technology sector?*', prepared by Lancaster University, is available from: [http://www.nwua.ac.uk/docs/pdf/ETS\\_2009\\_Feb20.pdf](http://www.nwua.ac.uk/docs/pdf/ETS_2009_Feb20.pdf).
- The **NWUA** is meeting with NWDA on 27<sup>th</sup> April to discuss how the two organisations, and the region's universities, can work together during the economic down turn and in preparing the region for the upturn.

### 10 Any other significant regional events, activities or promotions focused on economic downturn?

- **NWUA** is preparing a paper for the Joint Economic Commission (JEC), set up to help steer the North West through the economic downturn, for its meeting on 5<sup>th</sup> May. This paper will provide information on current university responses to the economic downturn with a view to highlighting the areas in which the HE sector can contribute with demonstrable economic impact. Limitations to maximising the HE response are also highlighted and the JEC will be invited to comment on action that might be taken to remove or reduce those limitations identified.

## HE Response to Economic Downturn: HERA Barometer

- **NWUA** sits on the Institute of Directors Education Event Panel (IoDeep) which is developing plans for an IoD 'Education Event' focused on the economic downturn and subsequent recovery. A large regional event will be held in September 2009 with a series of sub-regional breakfast meetings entitled 'What your university can do for your business right now' in the interim.
- **Liverpool John Moores University** is developing a Knowledge Economy Plan under the strategic direction of the Knowledge Economy Group (UofL, LJMU, Liverpool Vision, The Mersey Partnership, NWDA, private sector). This will dovetail with the Economy Platform Paper of the Liverpool City Region's Multi Area Agreement.
- **The University of Liverpool's** Foresight Centre is hosting a one-day conference, 'Leading in Turbulent Times: Inspiring us and others to be at our best', on 14th May. The conference features leadership expert Professor Richard Boyatzis, Professor Brian Barwick, former Chief Executive of the Football Association, and Professor Tom Cannon who will illustrate what real leaders do in tough situations.

# HE Response to Economic Downturn: HERA Barometer

## E. Other

This section is for HERAs to add anything that has been left out in questions above, which describes the contribution that HEIs are making – and any barriers they are experiencing. Short report - 500 words max

**11 Please feel free to add comment on any other HEI contributions relevant to the economic downturn, such as good practice in working with suppliers, cultural events etc. Also any good practices or suggestions on how the HE contribution could be improved, including any barriers HEIs are experiencing.**

- The **North West Universities Purchasing Consortium** has introduced prompt payment arrangements and related measures to improve operations and support suppliers in the economic downturn.
- **NWUA** is offering **20 free places** at b.TWEEN 09 industry forum for the best students studying within media-related courses, including broadcast, creative technology, content creation, mobile, social media and web design. This is an opportunity for the finest students in the North West to get themselves in front of the cream of the UK media industries and to present to, network with, and learn from industry experts.
- A recent study for NWDA shows that overall the HEIs in the North West and their graduates contributed around £3.5bn in GVA to the regional economy in 2007.<sup>1</sup>
- HEFCE funding has enabled **Manchester Metropolitan University** and **The University of Manchester** to bring forward capital spending to stimulate growth during the economic downturn:
  - **Manchester Metropolitan University** has received £6m to relocate the Business School and to create a combined Student Centre Hub and 'one stop shop'.
  - **The University of Manchester** has received £3.5m for a new Centre for Optometry, where students will gain clinical experience under close supervision.
- A number of limiting factors have been identified in relation to university responses to the economic downturn:
  - **Employment issues**

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<sup>1</sup>SQW Consulting (2009), The economic impact and potential of higher education institutions in the North West: A report to the Northwest Development Agency. Available from: <http://www.nwriu.co.uk/2610.aspx>

## HE Response to Economic Downturn: HERA Barometer

Some universities are reducing staff numbers. Within this context there are limitations to the extents to which they can address issues such as increased levels of apprenticeships.

- **Advice**

The main function of university careers services is to meet the advice needs of those studying at the university in question. A limited service is offered after graduation and to graduates of other universities (usually limited further).

There is scope for increased interchange between Careers Services and Jobcentre Plus, but any enhanced service to graduates will require additional resources. Some ECIF bids, for example the consortium bid led by the University of Cumbria, address this issue and there may be opportunities for ESF support in this area as indicated above.

- **Higher level skills**

Scope for activity in higher level skills is limited by the ELQ (Equivalent Level Qualifications) restrictions and also by the present capping of student numbers.

- **ERDF supported activities**

Currently, most universities are reporting significant delays in the approval of ERDF projects, and, in some instances, negative appraisals in relation to activities of a type supported under the previous ERDF programme.

- **ECIF bids**

The HEFCE Economic Challenge Investment Fund (ECIF) was heavily oversubscribed. Consequently, a number of bids from HEIs in the North West were not approved. Therefore, the allocation of additional resources to the ECIF would enable a greater range of activity to take place.

- **Graduate destination statistics**

An analysis of graduate destination statistics will be provided in May following the completion of the 2008/9 survey. However, the census date for this survey is January 2009. It would be helpful to have a more up to date picture of the position of 2008 graduates and to begin to survey 2009 graduates at the earliest opportunity. However, significant additional resource would be required to undertake this on a rigorous basis.

# HE Response to Economic Downturn: HERA Barometer

Sample additional data – not for completion in pilot

<b>6</b>	<b>How many individuals (FTEs) have registered for CPD programmes during the last quarter</b>		
	<i>CPD/CE Level FTE</i>	<i>Free to learner</i>	<i>Targeted</i>
	Non-accredited		
	< Level 4		
	Undergraduate		
	Post-graduate		

Regeneration income with specific SME activity

<b>7</b>	<b>Programme</b>	<b>Number of SMEs assisted*</b>	<b>Expenditure (for quarter)</b>
	ERDF income		
	ESF income		
	UK Government regeneration funds		
	RDA programmes		
	Other regeneration grants and income from local authorities		
	Other		

Income from SMEs

<b>8</b>	<b>Activity</b>	<b>Number of first time SME customers</b>	<b>Total number of interactions</b>	<b>Income (for quarter)</b>
	Contract Research			
	Consultancy			
	Equipment and			
	CPD			
	IP			