



## Newsletter Issue 1

Dear Colleagues,

Welcome to our first newsletter which we hope will give you a brief overview of current activities of NWUA.

**The North West Higher Level Pathfinder** will be extended and expanded to include an additional three sectors Food and Drink, Energy and Environmental Technologies and Biomedical, to cover non-prescribed HE. It is hoped that the expanded project will be up and running for September and will continue until 31<sup>st</sup> March 2011.

Due to the approval of this work the NW Higher Level Skills Pathfinder will now be known as the **NW Higher Level Skills Partnership**. The project will remain as the NW HLSP as this is a known name and activity in the region and nationally.

The NW HLSP is already active in the sectors of Advanced Engineering and Materials, Business and Professional Services, Construction and Creative and Digital Industries.

Details regarding the new activities and the above sectors are on the HLSP website:  
[www.nwua.ac.uk/pathfinder](http://www.nwua.ac.uk/pathfinder)

**NWUA 2012 Project: Enhancing High Level Volunteering & Coaching Skills:** HEFCE has confirmed funding for Phase 1 of this project, which commenced on 1<sup>st</sup> July 2008.

In this initial 12 month phase activity will focus on two areas:

- a research exercise to ascertain the viability of developing and delivering demand-led higher level skills provision to meet the regional sport volunteering and coaching needs associated with the 2012 Games and other major regional events
- the development of an HE database with the aim of maximising the co-ordination and utilisation of Higher Education student volunteers and coaching placements across the regional sport community, enhancing the skills and employability of North West graduates.

As part of the development of this project NWUA is to visit institutions with a view to developing an understanding of current activities and interests. Further information can be found at: <http://www.nwua.ac.uk/sports/default.aspx>

**Objective 3 Sector Co-ordination Project:** In July NWUA started the evaluation work on the activity and impact of HE engagement in ESF activity across the North West programme area during the 2000 – 2006 period. We will also review information on the 45 ESF research projects which have been funded under the NW Objective 3 2000 – 06 programme. Discussions are ongoing about creating an on-line repository for the research reports accessible through search engine database but with linkages back to the applicant institution.

**Northwest Regional European Partnership:** The Assistant Director (Knowledge Transfer) attended the annual meeting in Brussels on 10<sup>th</sup> and 11<sup>th</sup> July. The theme of this year's

programme and visit was 'Europe at the Crossroads' and reflected that the EU is at a critical moment in its development and future direction and that it is vital that regions understand the direction, challenges and role that they play within it.

**Manufacturing:** The NWDA is currently developing a NW Manufacturing Strategy, to date the consultant, SQW, has developed a framework for the Strategy and further work is now being undertaken to develop this into a full strategy and to develop an action plan. NWUA represents the NW HEIs on the Manufacturing Strategy Group

**Energy and Environmental Technologies:** The database of environmental research capability now has 65 researchers/groups listed and can be visited at <http://www.envirolinknorthwest.co.uk/> then chose the competitiveness link at the top of the page, or alternatively through the NWUA website <http://www.nwua.ac.uk/>.

**NWUA Annual Dinner:** The fourth annual NWUA dinner was held on Tuesday 24<sup>th</sup> June 2008 with a theme of Enterprise and Innovation in the Arts. The event was attended by over 100 people from across the arts, digital and creative sectors and from HE, regional partner and business groups. Professor Tim Wheeler, Vice Chancellor, University of Chester and Chair of NWUA and Mr Steven Broomhead, Chief Executive, North West Regional Development Agency welcomed the guests. Their speeches outlined the important and multifaceted role of HEIs in the Digital and Creative sectors. Professor Phil Redmond CBE, Creative Director of the Liverpool Culture Company and Chair of the International Centre for Digital Content gave the after dinner speech, raising some interesting challenges to our current debates on the role of HEI in the cultural and creative sectors.

**Enterprise Practitioner's Workshop:** chaired by the Deputy Director, this event was held at the University of Chester on Tuesday 22<sup>nd</sup> July 2008.

The morning session focused on the **Women's Enterprise Agenda** with a presentation from Jo Cocker, Women's Enterprise Development Manager, NWDA, providing an overview of national and regional policy developments, updates on national initiatives focused on women and the North West Women's Enterprise Action Plan, as well as an overview of the Women's Ambassador Programme and the NWDA mapping of women-focused enterprise initiatives.

The afternoon session focused on the **Enterprise Insight Make Your Mark Campaign** (MYM) with a presentation from Sarah Bevan-Fischer, Head of Campaign North West Region, providing an overview of the campaign, including its focus on enterprise culture, the extension of its remit beyond young people to include other age groups, the transition from the Liverpool demonstration hub to a regional remit, and the range of MYM initiatives for 2008.

We hope the information in this first issue of our newsletter is of interest. We will be sending regular newsletters to our regional partners. You are welcome to forward this newsletter to anyone you feel would be interested in it.

Please contact us if you would like any further information about the projects mentioned above.

If you do not wish to receive the newsletter, please email us and we will remove your name from the address list.

Kind regards