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Making an impact at
Birmingham

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PVC Research and Knowledge Transfer

HEPI Conference: Assessing impact, rewarding excellence

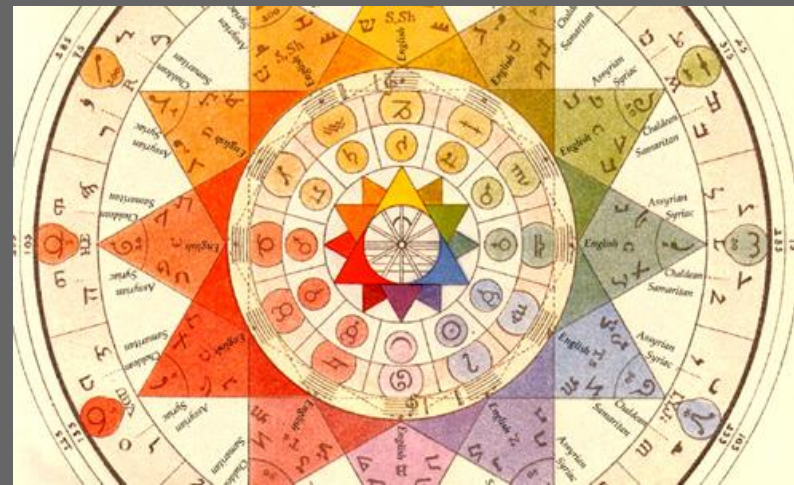
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How we got here

- Philanthropic and industrial roots of the civic university
 - I often wish that this phrase "applied science" had never been invented. For it suggests that there is a sort of scientific knowledge of direct practical use, which can be studied apart from another sort of scientific knowledge, which is of no practical utility, and which is termed "pure science". But there is no more complete fallacy than this.
- Universities consistent sites of discovery
 - from radar to novel drug treatments at Birmingham

□... but some drift from “impactful” activities

- intellectual creativity and academic freedom
- Impact through education
- Response to incentives
 - RAE and RCUK
 - TSB



Impact isn't everything

- Continue to make the case that impact relies upon strong underlying science
 - translational medicine needs the basic science is to translate
- We cannot accurately predict long term impact

These economists changed the world economy



Impact isn't everything

- Continue to make the case that impact relies upon strong underlying science
 - translational medicine needs the basic science is to translate
- We cannot accurately predict long term impact
- Curiosity based science is worth pursuing
 - Understanding the origins of the universe doesn't need to lead to teflon

Embracing impact

- Morally,
 - Using our expertise for the public good
 - returning the favour of public investment
- Pragmatically,
 - We made a deal that has delivered outstanding investment in research
 - The next CSR is likely to be brutal

Promoting impact

- Residual concerns in the community ...
 - AHRC Big Society initiative
- ... but overwhelmingly academics are embracing the chance to demonstrate value of research
 - STEM
 - EPSRC 'Bridging the gaps'
 - Philosophy
 - Art history

Developing industrial partnerships

- Strategic relationships with key industrial partners
 - e.g. Unilever, Kraft-Cadbury, P&G, Rolls Royce, BAe, QinetiC
- Supporting SMEs
 - Key supply chain relationships and local firms
- Supporting academics
 - promotion criteria



□ Exploitation of IP

- standard commercial route
- Easy Access

□ Manufacturing Technology Centre

- with Universities of Nottingham and Loughborough
- Rolls Royce, Airbus, Nissan ...
- Collaboration with industry to scale up from basic research into industrial production
- Heart of the HVM TIC

Developing cultural partnerships ...

- Impact can enhance quality of life
- New partnerships
 - Local cultural organisations (City of Birmingham Symphony Orchestra, Library of Birmingham)
 - Museums and galleries around the world (Chicago, Melbourne)



... and promoting public engagement

- Ideas Lab
- Responding to, and shaping, policy
 - Birmingham Brief
 - Birmingham Policy Commissions
 - Party Conferences
 - Brussels

Threats to delivering impact

- A supply side solution
 - Is there demand?
- Case law on the Freedom of Information Act
 - exemption for research data
- Access to published research outside universities
 - The Finch Committee