Walking The Highwire – New Modes Of Interaction Between Academic Design Research and Business Engagement In UK

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Lancaster University, UK

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Aim

Discuss tensions in UK Universities with the ‘impact’ agenda and describe 2 strategic responses to this we have developed.

Start to examine this through the lens of activity theory

Three Activities

Research – High status, more isolated researcher focus

Teaching – medium status, supporting research (in places) but also customer facing

Almost everywhere a separate team will be doing

Business engagement –(third mission/ outreach/ knowledge transfer/ knowledge exchange) working with companies, using low status ERDF (EU) structural funding – Client focused

IMPACT Required!

Research Assessment Exercise (and coming Research Excellence Exercise REF) use IMPACT of research as a strong component of of assessment.

Impact for some disciplines will be purely bibliometric (citation based) but this is not likely to be the case for design.

We will have to demonstrate research has an effect of the wider world. Working with industry will be an important part of this.

UK University Types

Ancient	Red Brick	Plate Glass	New
Cautious Collaborators	Cautious Collaborators	Pragmatic	Entrepreneurial

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UK University Types

Ancient	Red Brick	Plate Glass	New
1100 – 1600	1837-1901	1960s	1980s
Prestigious	Victorian	Modern	Polytechnics
e.g. Oxford	e.g. Manchester	e.g. Warick	e.g. Luton
Suspicious Collaborators	Cautious Collaborators	Pragmatic	Entrepreneurial

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Lancaster University
Plate Glass ‘Italian Village’

Lancaster University

Plate Glass 'Italian Village'

Ranked 8th overall UK

ImaginationLancaster =3rd in UK for Art and Design Research

Physics 1st for research in the UK

In our view its essential to…

- Promote a more symbiotic, integrated relationship between teaching, research and engagement

- Remove the ‘stigma’ of working directly with companies

- Remove the research ivory tower

Presenting here 2 initiatives

Business Engagement

Research & Teaching

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Presenting here 2 initiatives

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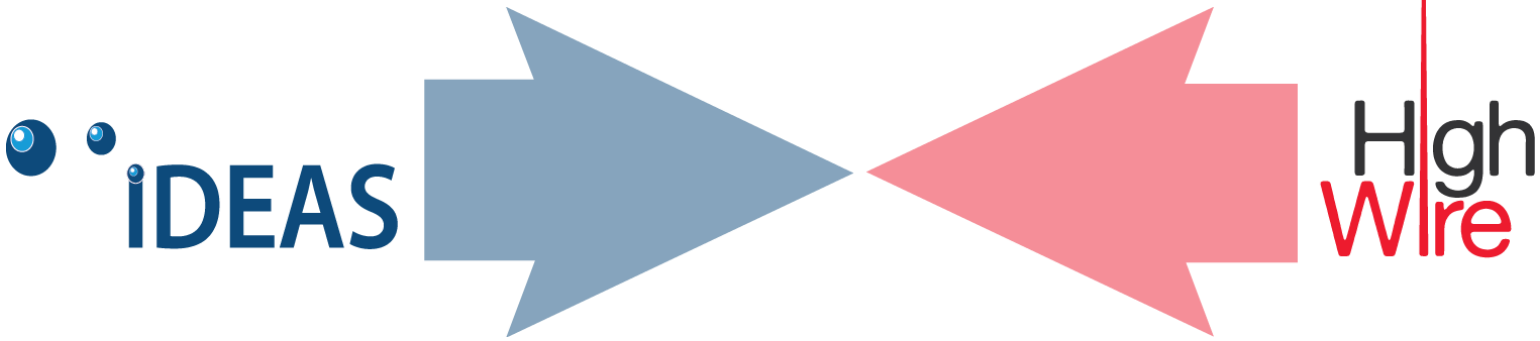
Business Engagement

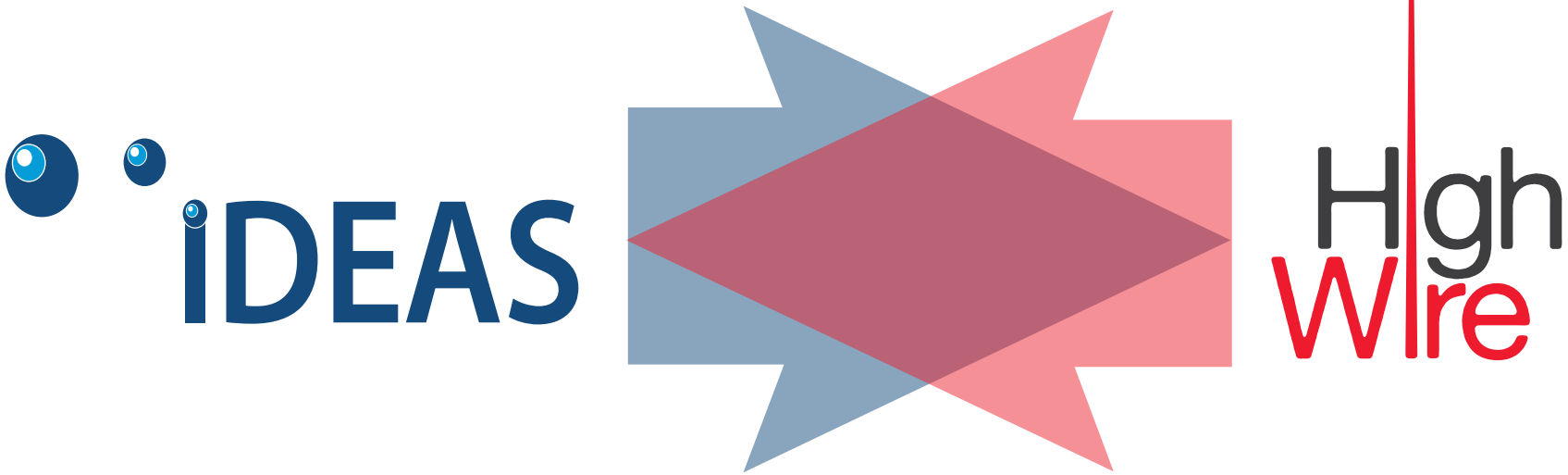
Research & Teaching



Presenting here 2 initiatives

Business Engagement

Research & teaching



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Presenting here 2 initiatives

Business Engagement

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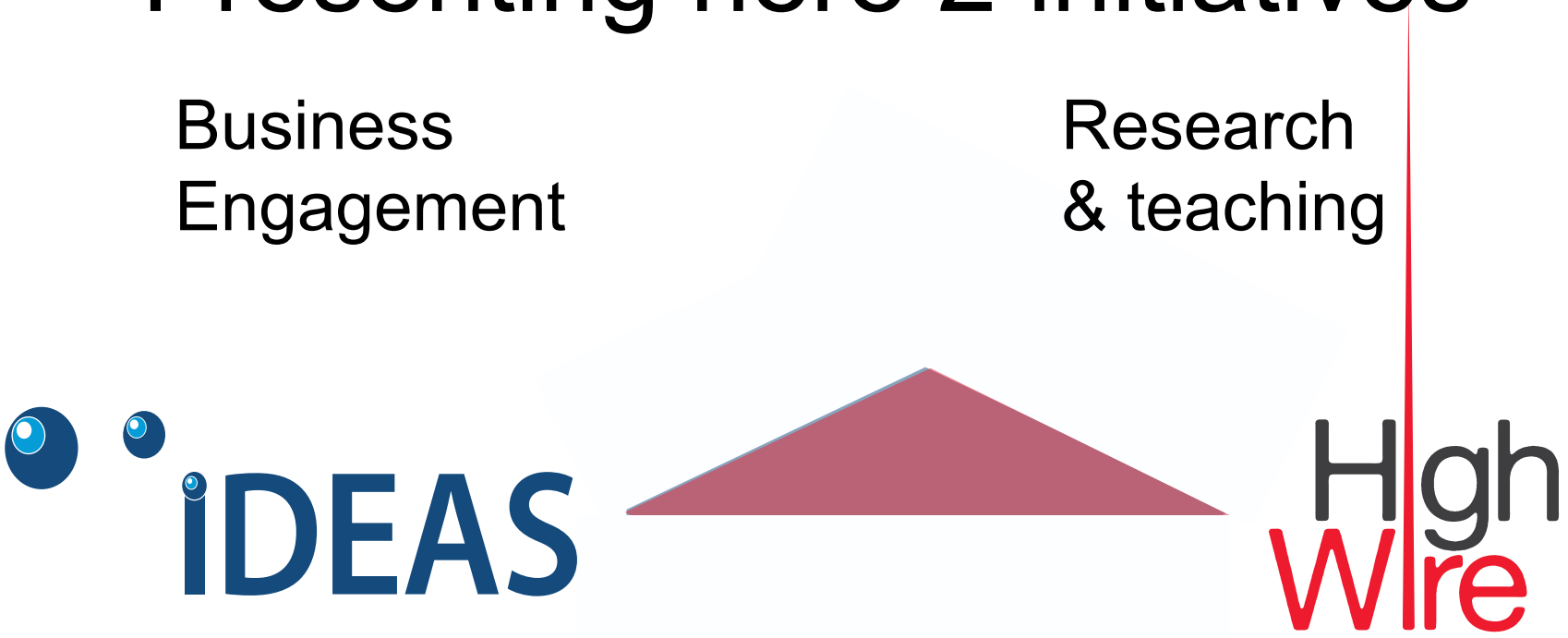

Utopian position- spectrum not a binary seperation

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iDEAS

Innovation,
Design
Entrepreneurship
and Science

Ongoing collaboration
(from October 2007)

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Lancaster University MANAGEMENT SCHOOL

MANCHESTER 1824
The University of Manchester
Manchester Business School

UNIVERSITY OF LIVERPOOL

iDEAS

Mix of glass plate and red brick and competing business departments in the same region
Business and design mix

'it will never work'

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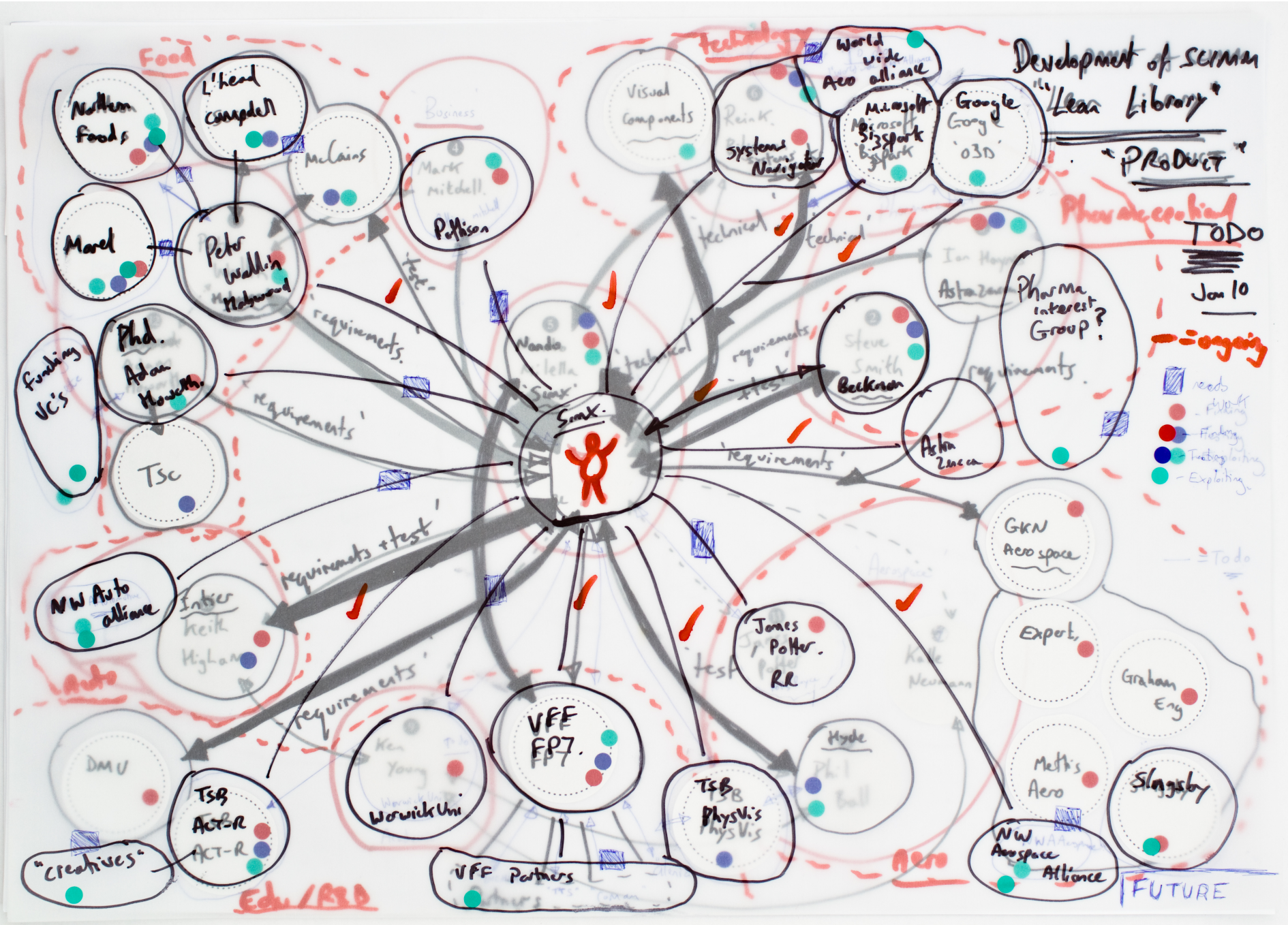
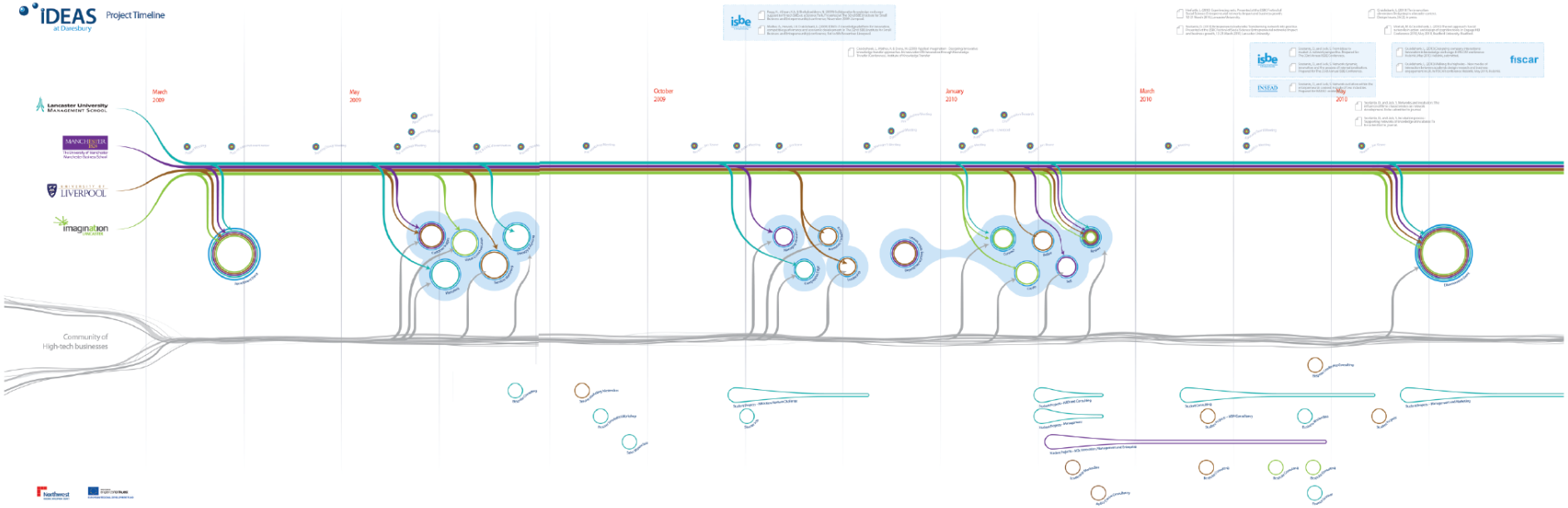
Aims of IDEAS collaboration

- new innovation and economic development models
- new approaches to knowledge exchange
- new skills for innovation and enterprises,
- new metrics for mapping and evaluation.


Development of SCIMM
"Lean Library"
"PRODUCT"
TODO
Jan 10
ongoing
Food
Technology
Pharmaceutical
Auto
Edu/R&D
Aero
FUTURE
Northern Foods
L'head Campbell
McCains
Mark Mitchell
Pettison
Marel
Peter Wallin Halswood
Funding VC's
Phd. Adam Howath
TSC
Visual Components
Systems Navigator
World wide Aero alliance
Microsoft Bizspark
Google
Pharma interest Group?
Beckman
Astra Zeneca
Simx
GKN Aerospace
NW Auto alliance
Intier
Keith Higham
James Potter RR
Expert
Graham Eng
DMU
TSB ACT-R
"creatives"
Warwick Uni
VFF FP7
VFF Partners
TSB PhysVis
Hyde
Mettis Aero
Slingsby
NW Aerospace Alliance
requirements
requirements + test
technical
test
needs
Exploiting

IDEAS funded events



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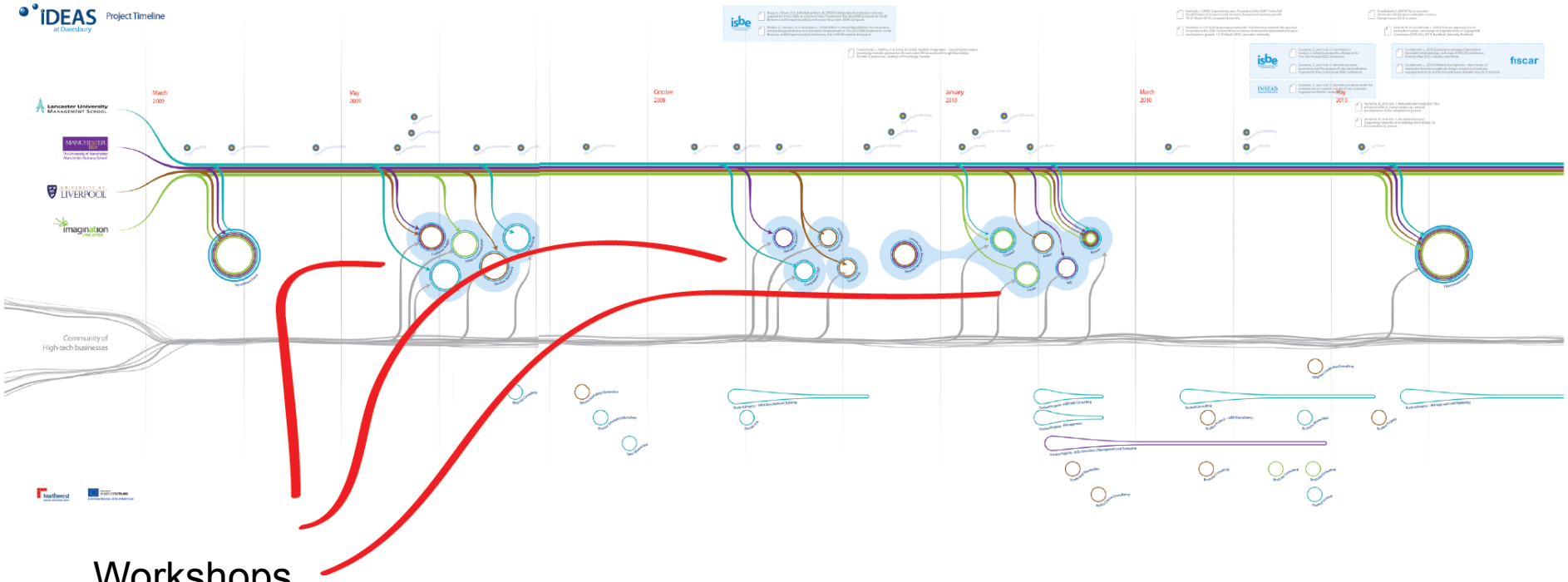
IDEAS funded events



Workshops
~ 20 companies
attending each one

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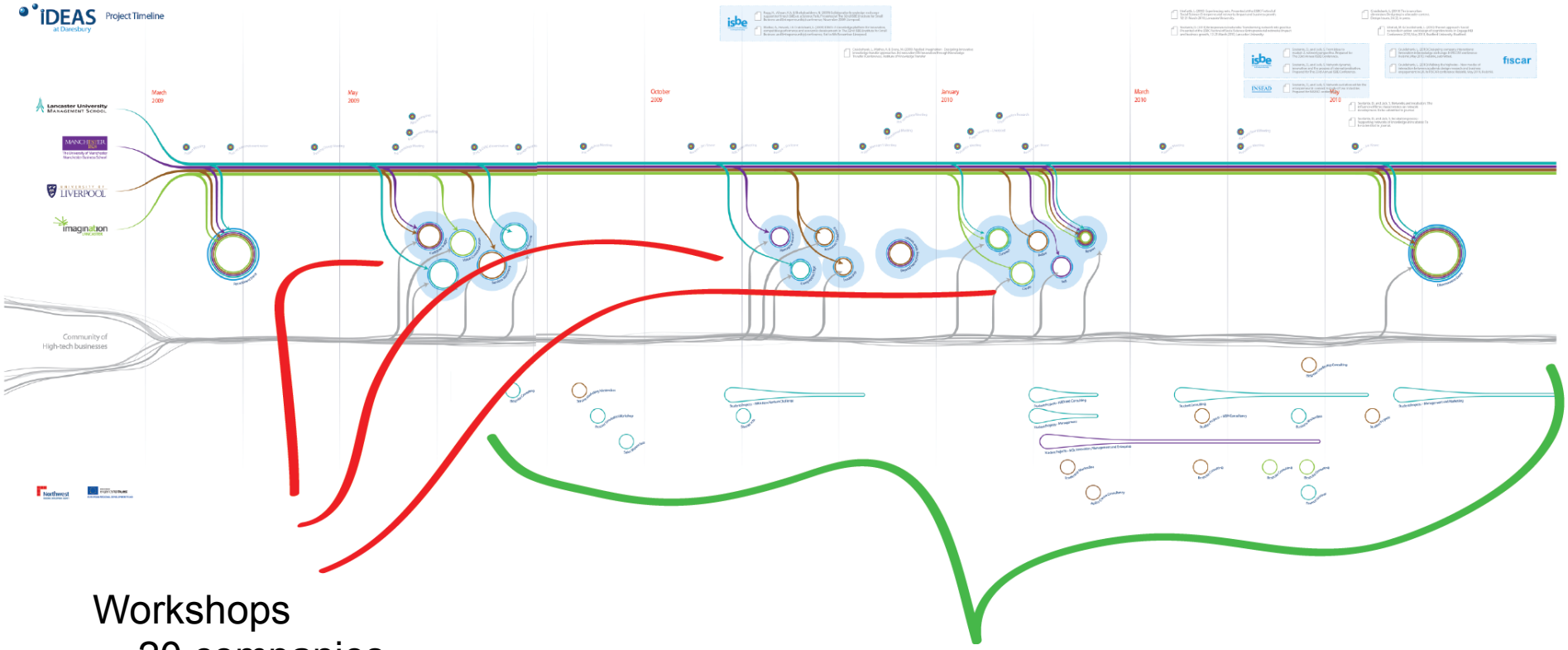
IDEAS funded events



Workshops
~ 20 companies
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Follow-on events
with companies

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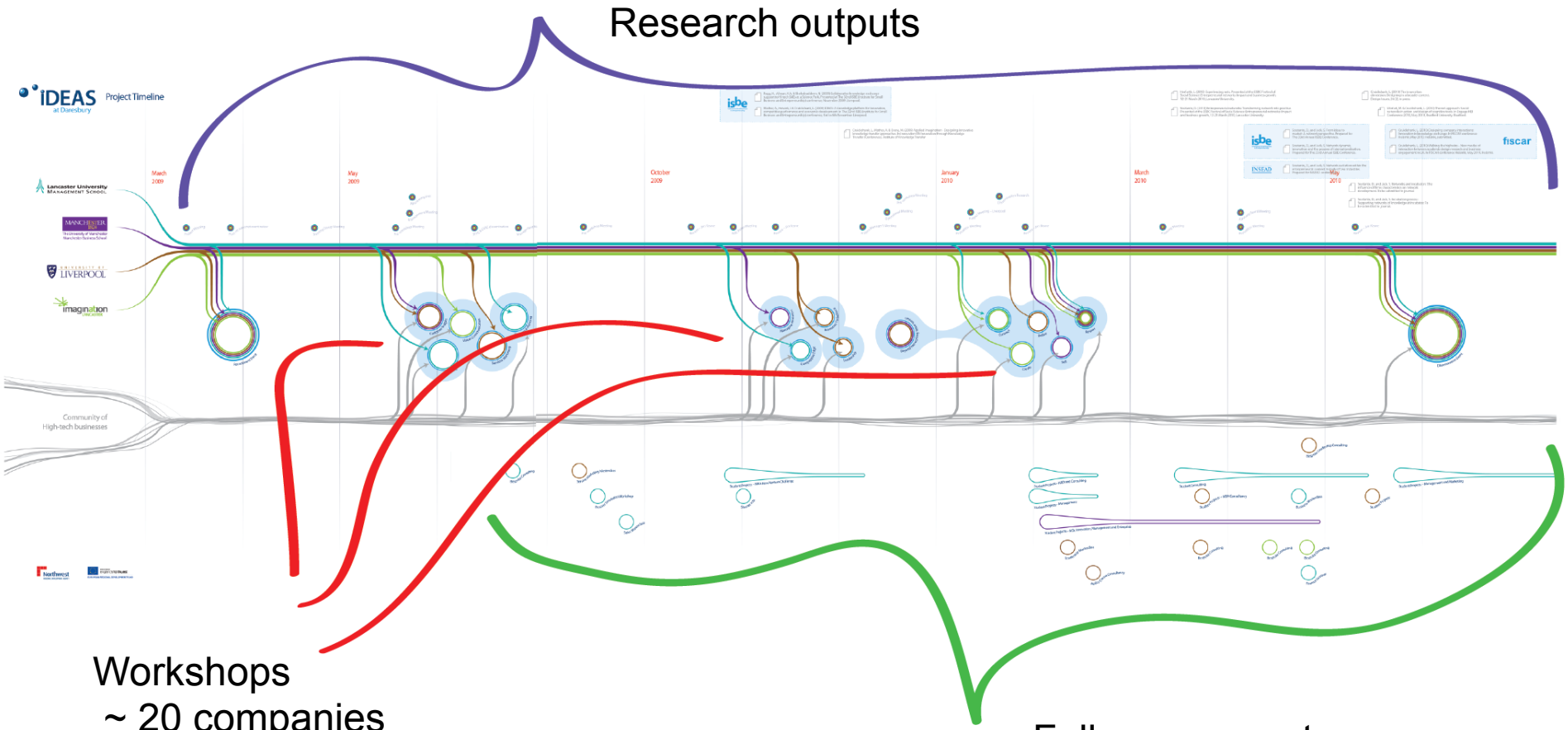
IDEAS funded events



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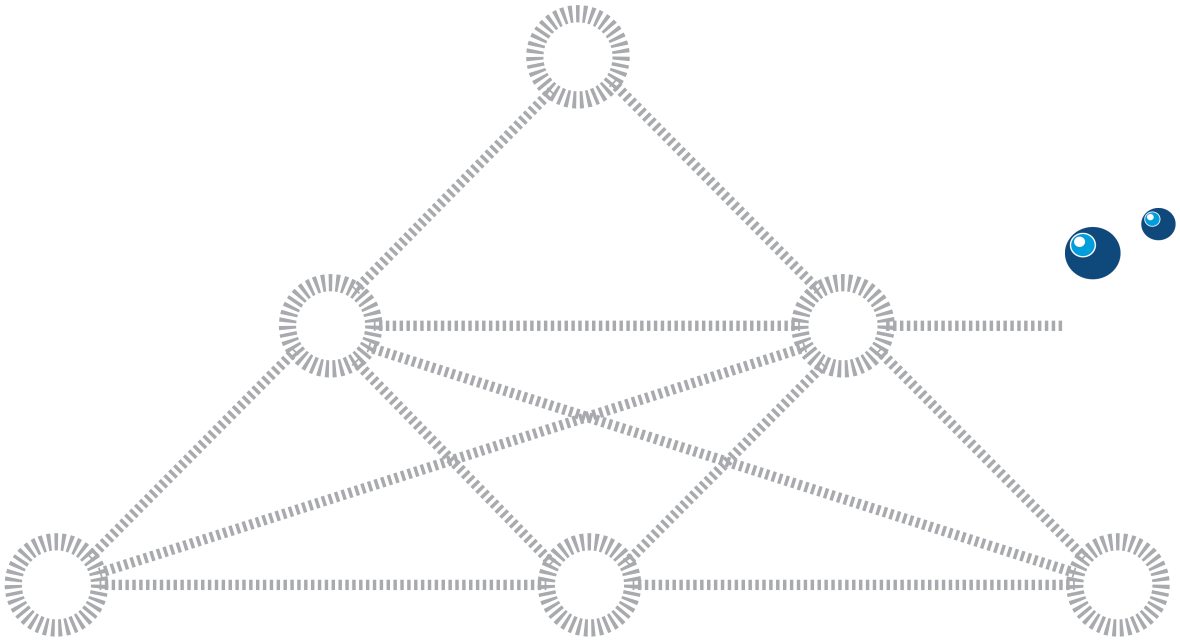
IDEAS Key Achievements

- Academics delivering ‘ERDF’
- Engagement professionals doing research
- Applying ‘real-time’ research
- Inter-University collaboration
- Innovative engagement research & practice

Why is it working



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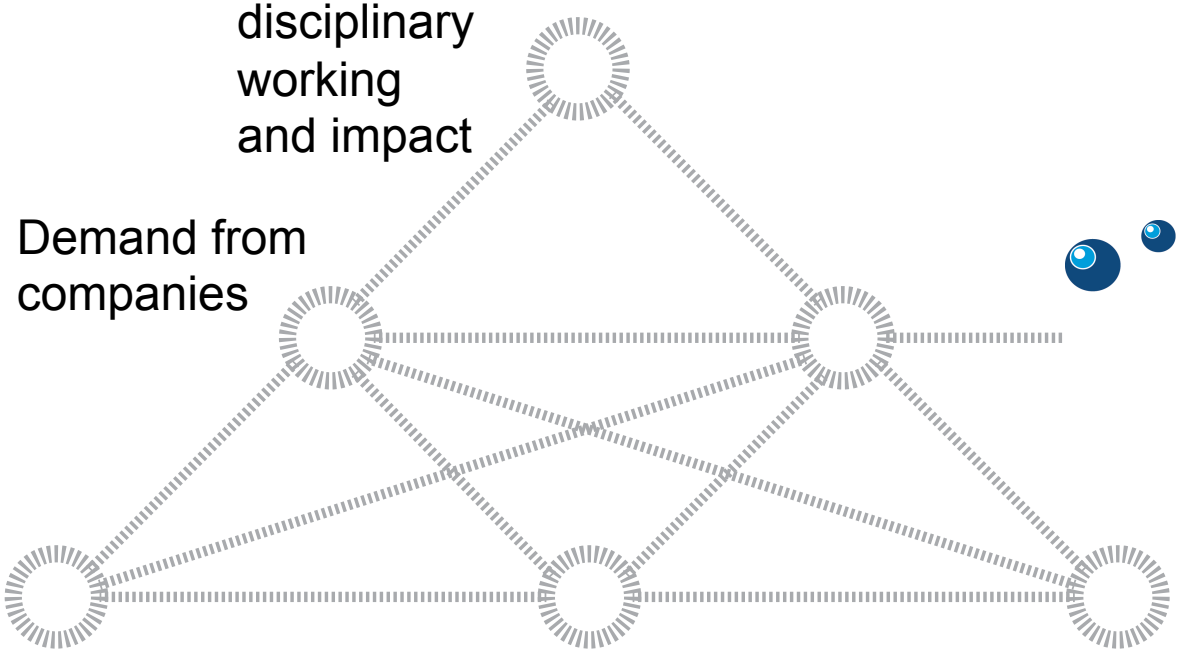
Why is it working **NOT** and activity theory analysis (yet)



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Working in a neutral space

Committed group of individuals

Doing something new- not competing on specialist areas of excellence

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HighWire is a Doctoral Training Centre at Lancaster University.

Innovation with industry in mind through research which crosses computing, design and management.

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Scale and Scope of HighWire

- Total EPSRC support of £6,000,000
- Additional industrial support over £1.6m

— What this means
  — We can offer up to 10 studentships for 5 years
  — Enhanced stipend for students
  — Additional funding for state-of-the-art equipment, travel, placements and exchange

Research Councils UK
Digital Economy
Transforming Business and Society

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HighWire

Creating innovative people for radical change

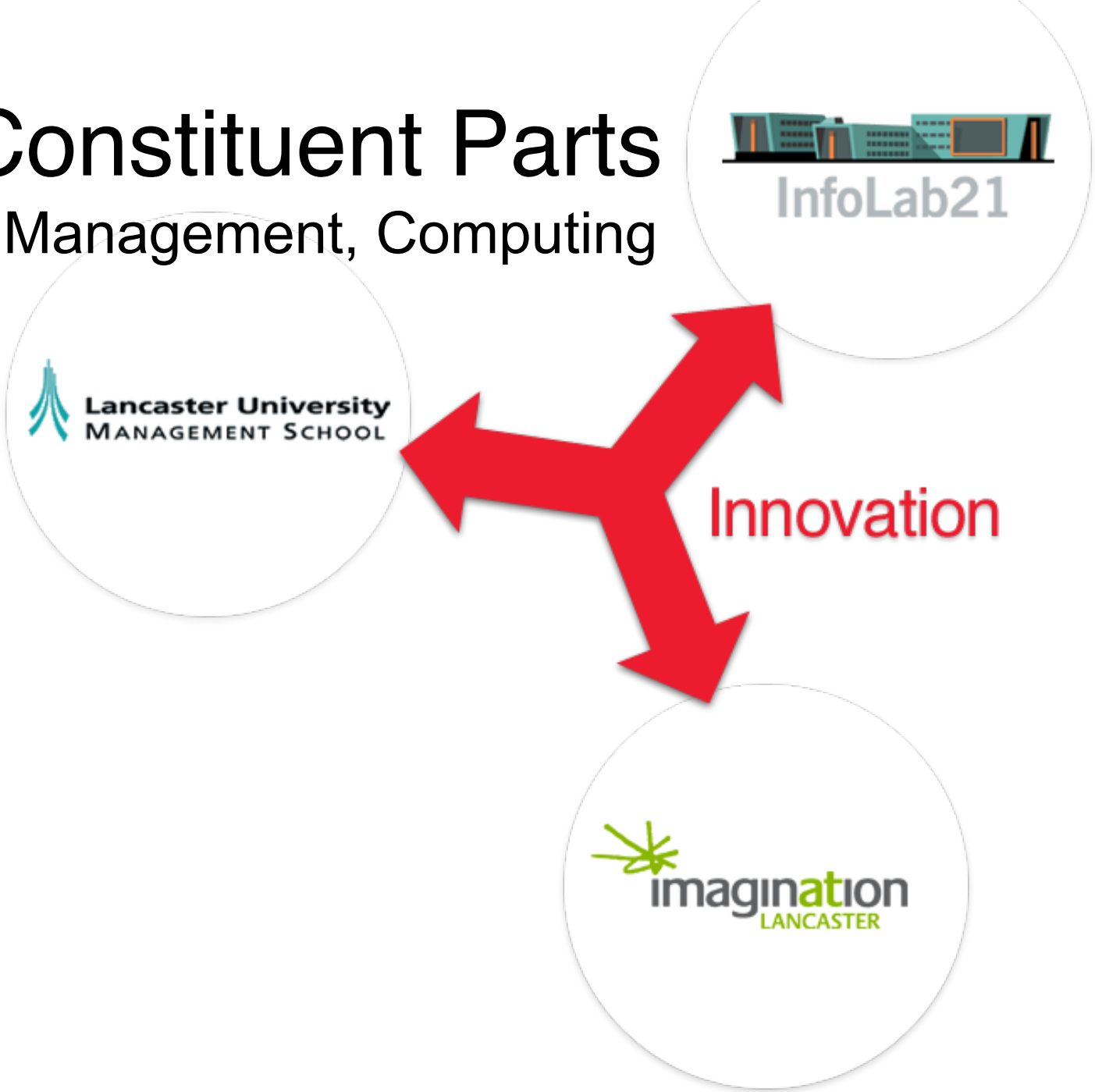
- A **post-disciplinary** approach
- **Innovation** key to curriculum and ethos
- Using Innovative places

In the digital economy

- From the **laboratory to the marketplace**
- M**ore generally about impact, not just new ideas**
- Strong user-led approach

The Constituent Parts

Design, Management, Computing



Overview of the Programme

— a new style of 4-year PhD programme
designed to produce “the next generation of scientists”… or designers…
or knowledge workers…
or entrepreneurs…

— Year one MRes (in Digital Innovation)
designed to develop cross-disciplinary skills

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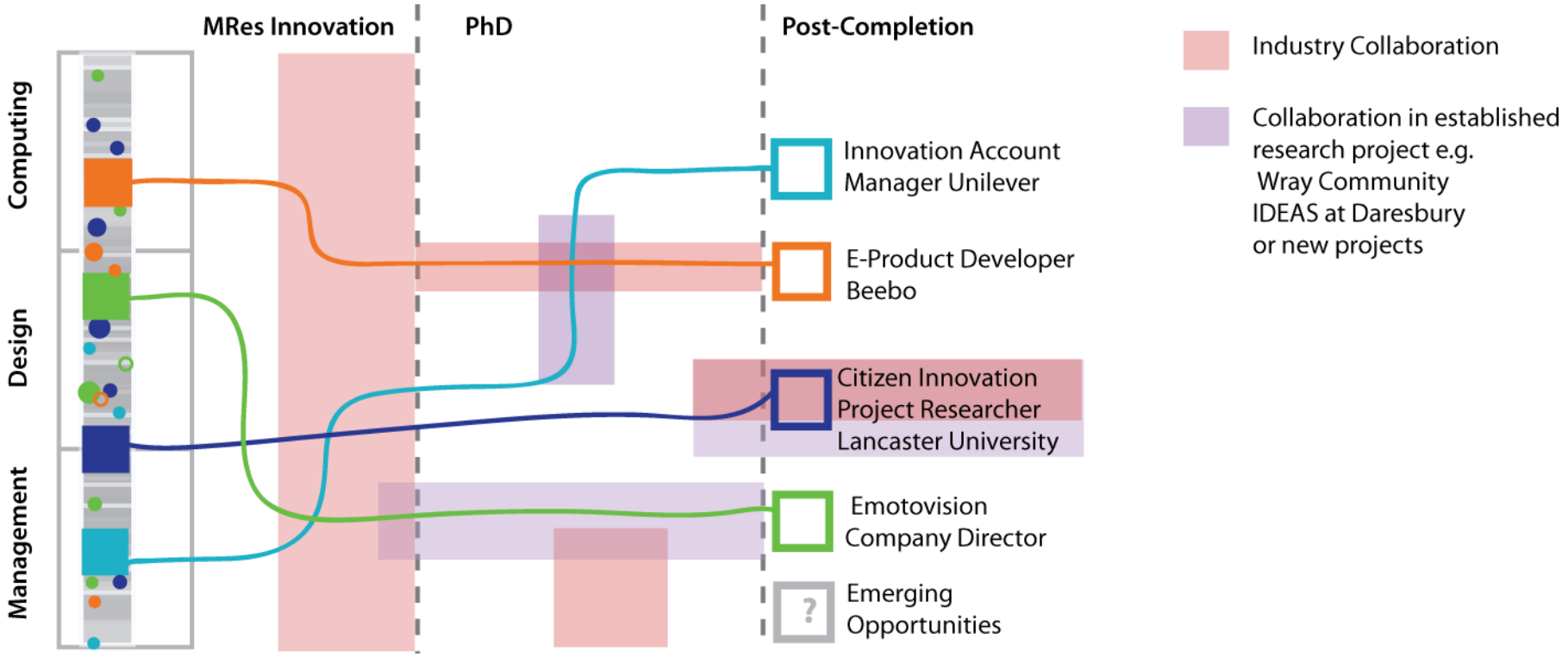
Potential Student Development



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The first (and current) HighWire Cohort

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Preparing for impact
MRes in Innovation –

Concurrently..
SME research project placed in a company
Microsoft grand challenge

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BBC

LANCASTER UNIVERSITY

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Content Creation in a Connected World

26th March 2010

Major project workshop BBC Workshop, research, teaching and engagement combined

Commercial In Confidence

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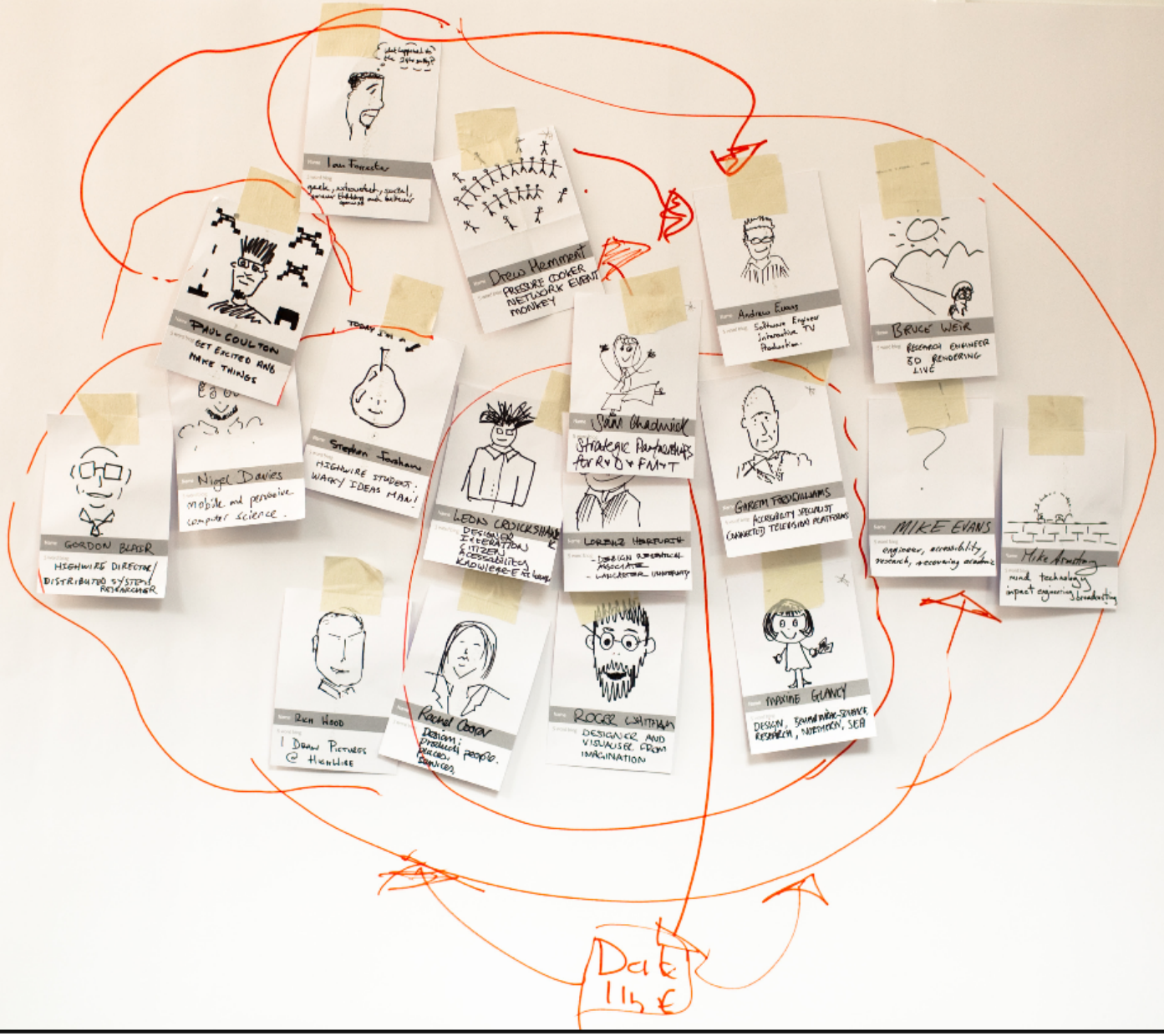
Participants



BBC

Landscape

Society, Technology and Culture

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Student Designed Events

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Major Masters Project

- Work in groups
- Working with companies
- Research lab – resources bought in by champions for each project

- Working with Tinker IT, BBC, Mott McDonald …

Tinker IT
Students designed KT event

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High
Wire
Innovation for the Digital Econom
An EPSRC Doctoral Training Centre

High
Wire
Innovation for the Digital Economy
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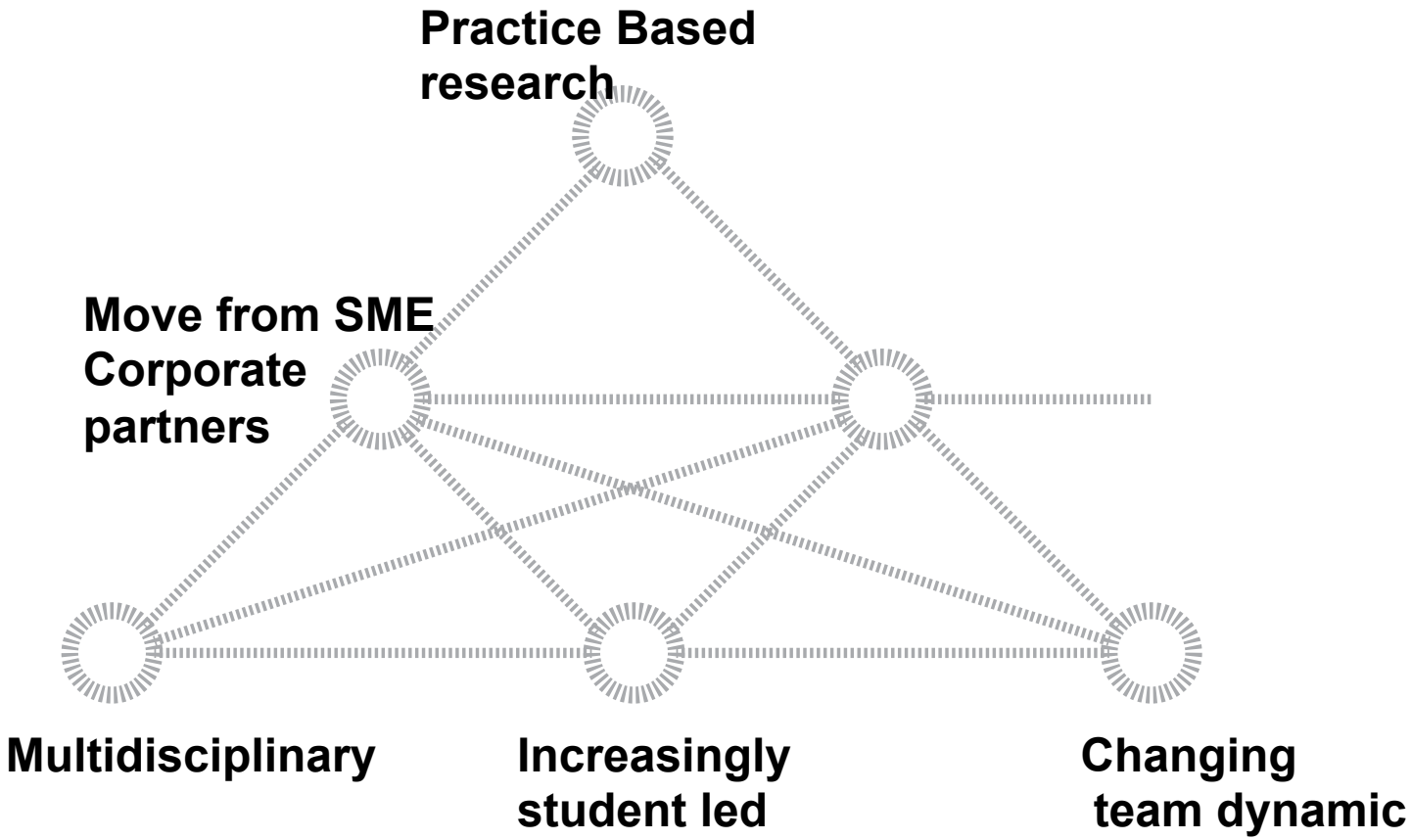
PhD next step…

- Clusters of topics
- Supervision across two of the three core disciplines

(computing design Management)

Emerging in HighWire



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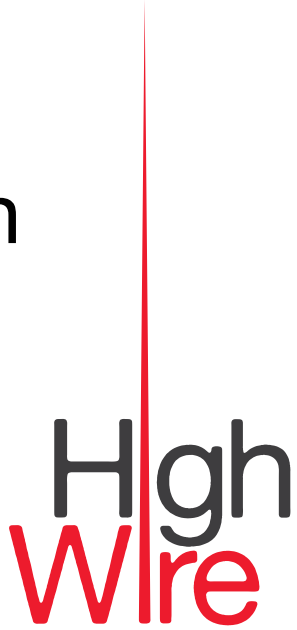
Growing a new breed

-New PhD

-New academic

-New engagement professional

-New models of value for research and engagement



Thank you

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For more IDEAS information
www.ideasdaresbury.co.uk/

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