

Vincent Watts

Chair, East of England Development Agency and
Vice Chancellor, University of East Anglia

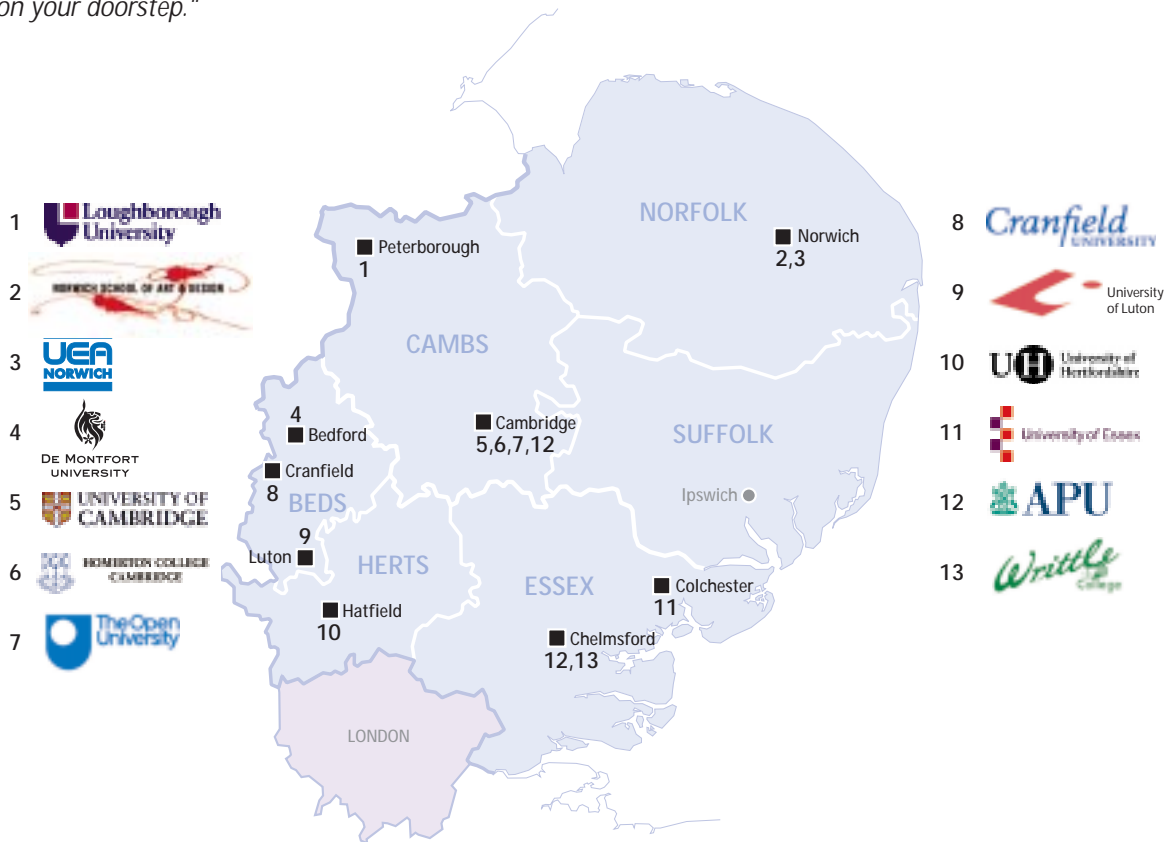


"The purpose of this publication is to highlight for businesses in the East of England the very real benefits which can be obtained from working with universities. In the past, universities have been seen by business as rather remote from business concerns and difficult to work with. This is changing rapidly. All the universities in the East of England now have business relationships and functions whose role is to enable a business to understand what value the university can provide and to assemble the mix of resources in the university to provide the agreed service. To mark this change in approach, EEDA has sponsored this publication so that your business can recognise what is now available.

Vincent Watts

Many of the most profitable and rapidly growing businesses in the region are benefiting from working with universities, or indeed may be companies which have spun out from universities. Several of these are illustrated in the case studies you will find in this document. For those businesses which are already working with universities, this publication will introduce you to the full range of services on offer.

If you are not already working with a university, look carefully at what follows, to see how you too can increase your business success by taking advantage of this resource. British universities are amongst the best in the world and in today's global economy it's good to know that you can find a world-class partner on your doorstep."



Higher Education in the East of England

*Doing business
with business*

The East of England is particularly fortunate in the range, diversity and quality of its universities and higher education institutions. Its portfolio includes Cambridge, a major, international research-based university; more specialised institutions such as Cranfield, universities with a strong community focus such as Luton, those with a regional role which extends through links with partner FE colleges, such as Anglia Polytechnic University and Hertfordshire, research-intensive, campus-based universities such as Essex and the University of East Anglia, and the Open University in East Anglia, which reaches into the homes and work-places of thousands of students who study at a distance.

We have the advantage too of drawing on the specialised contributions of Norwich School of Art and Design, Writtle College of Agriculture and Homerton School of Nursing and Midwifery, as well as the regional centres in Bedford, of De Montfort University and in Peterborough, of Loughborough University.

Between them these institutions produce some 35,000 graduates each year. Just under half of these stay in the region to work (HESA 1998), though many more have indicated that they would be pleased to stay locally if they could find suitable employment. At any one time they have some 65,000 full time and 40,000 part time

students studying with them. They employ over 5,000 highly qualified academic staff and contain the highest proportion of staff in top-rated research departments of any region in the UK.

A competitive advantage for business

Our universities are keener than ever to do business with business and now make available to business people their expertise in training, research and consultancy. They seek appropriate employment for their talented graduates, not just in the traditional large companies, but in the many small and medium sized enterprises of the region and wish to help build new businesses and business clusters out of and around the intellectual capital they generate. Our universities are clearly focussed on building a flourishing knowledge economy in the East of England.

Many of the most successful businesses in the region are already using the resources of our universities to give them an edge in a market in which success can depend upon accessing the best and most up-to-date knowledge and skills available.

This prospectus illustrates some of the different ways in which businesses like yours are already making use of the region's universities. It will help you to tap into the talent that is now available to you.



Business related education and training

Universities in the region offer education and training programmes in very flexible and adaptable formats designed to suit the needs of the region's employers and employees.

Because training is often something that must be scheduled with minimal disruption to a company's busy work-flow, many of the programmes offered by our universities can be carried out in-company and at the work-place, as well as at the university, or through open learning systems which allow students to study at home.

Through partnerships with further and higher education colleges, our universities now provide courses in over thirty centres through the region.

Our universities offer full-time and part time study – as well as part-time modes which can be adapted to meet the needs of students – perhaps for evening study, perhaps for intensive blocks at week-ends or in summer programmes. Again, open learning systems allow students to study when it suits them.

Work related training

The thirteen universities and higher education institutions operating in the East of England offer a huge range of programmes. Many of these are available in modular form and can be taken individually or combined in all sorts of ways to meet the needs and interests of students. Some of these programmes are traditional academic courses, but about one third of the students in the region's higher education institutions are studying on courses with a direct vocational application involving some form of work experience. Work based learning can earn credits for a degree or diploma in many of our programmes.

Bespoke courses - expert delivery

Your local university may also be able to help if your organisation has particularly specialised training requirements. Many of our universities have experience of tailoring education and training to meet the specific needs of companies and working with HR departments to accredit in-company programmes so that they can contribute to study for an award. *Contact AUEE or any of the people on the inside back cover for more information.*



INDUSTRY STANDARD TECHNOLOGY
– ELECTRO ACOUSTICS STUDIO AT UEA



THE OPTOMETRY DEGREE AT APU IS SUPPORTED BY THE
FEDERATION OF OPHTHALMIC AND DISPENSING OPTICIANS



DESIGNED BY STUDENTS, THE COMPETITION WINNING
REYNARD RACE CAR IS TESTED IN AN OPEN JET WIND TUNNEL

CARPET ACCESSORY TRIMS (CAT)

David Harbourne, Key Accounts Manager at CAT, takes advantage of training offered by the LCB Programme at the University of Luton.

"It's my responsibility to guide the company into new overseas markets. We manufacture and sell trims for floors, stair nosings and stair rods. I already speak French but am learning German. Our MD has been learning Spanish, while our internal sales co-ordinator has taken the opportunity to improve her Spanish. In total, 6 members of staff have benefited from the LCB programme.

If you are serious about doing business overseas, you need language skills, we know that our products are better



than anyone else's, but it can be difficult to get this across in another language. One of the benefits that has come from taking part in the programme is that I have been able to put my new knowledge into practice at trade fairs."

LCB Programme

Language and Culture for Business Programme (LCB) is ESF funded and provides free foreign language and cultural awareness training courses to companies in the UK. Languages covered are French, German and Spanish.



37% of students in the region are studying part time – the highest proportion of any region in the UK

(Source: HefCE)



UNIVERSITIES WITHIN THE REGION OFFER FIRST CLASS FACILITIES, SUCH AS THESE AT UEA



"These are times of great opportunity for the East of England.

Universities have always played an important part in the life of the nation. Now they are to play an important part in the economic flowering of the East of England. The huge resources of our Universities working

together with business and colleges form an unbeatable alliance for increasing the prosperity of this region.

Business is now able to tap into a wealth of research and a range of learning and development styles which encompasses learning in the work place itself, formal

academic study, training programmes which have been tailored to a whole business sector and programmes designed for the needs of a particular business.

Through links with our partners in further education colleges and through distance learning we can now extend this level of support to parts of the region that have not previously had easy access to such exciting opportunities."

Michael Malone-Lee

Michael Malone-Lee
Vice Chancellor of Anglia Polytechnic University,
Chairman of AUEE,
Chairman of Essex Learning and Skills Council.



BETTER LIAISON WITH BUSINESS - SUE GUNN AND COLLEAGUES, BUSINESS PARTNERSHIP OFFICE, UNIVERSITY OF HERTFORDSHIRE

ELECO PLC

On working with the Open University:

"In January 1997, I became Executive Chairman of Eleco, a small listed engineering company engaged in the production of building components and related software.

In 1998 we introduced two "staff investment" schemes aimed at developing staff skills as well as improving morale and motivation. The first of these, the Eleco Employee Higher/Further Education Scheme is open to all Eleco employees allowing them to undertake any OU course of their



choice. When an employee chooses a vocationally related course, an increment is added to their remuneration on completion. The Employee Home Computer Scheme helps staff to develop their IT skills by receiving a computer and printer at home as well as the provision of training, if required, for the cost of only £1 a week.

In addition to my conviction that the cost of these projects is money well spent and that providing these opportunities will have a positive influence on our future success, the following are just a sample of the views of our staff:

The courses have a relevance which sometimes approaches the uncanny. The materials are superb.

The courses have radically transformed my understanding of business, increasing my contribution to many commercial and strategic aspects of our company dealings.

From the Group Human Resources Manager:

We have already experienced an appreciable beneficial impact on morale following the introduction of the schemes. We believe that these programmes will become an increasingly important factor in attracting and retaining staff."

John Ketteley, Executive Chairman,
Eleco plc, Hoddesdon, Herts

Making use of university research and creativity

Research and development work taking place in our universities today can help to shape the businesses of tomorrow – providing the technological breakthroughs which will transform both the products and practices of businesses. Why not team your commercial acumen with some of the ideas that come out of the region's universities? You could begin to see real potential for innovation and growth.

University research and creativity can support business in several different ways. There are already many success stories which illustrate how positive such collaboration can be.

Help with product development

Many of the ideas which come out of university research are crying out for business development in the form of new or improved products and practices. Talk to university business development officers to find out about people working in your field, it's probable that you will find common ground and will be able to work together towards the joint exploitation of intellectual capital. Cambridge University provides us with an interesting

example of collaboration in practice. The Wolfson Industrial Liaison Office supports University staff in the commercial exploitation of inventions which have been derived from research funded by the Research Councils.

Similarly, Cranfield created the UK's first Biotechnology Centre and for twenty years has been developing and licensing novel diagnostics technology to companies throughout the world. One of their most successful products is an electrochemical blood glucose monitor for people with diabetes.

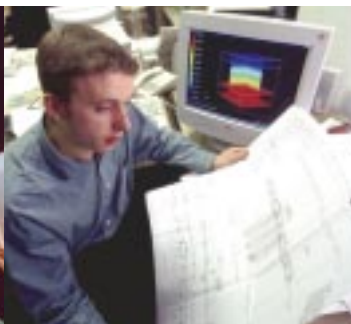
Commission your own research

Focus the world-class research resources of our universities on the problems or developments which your business wants to investigate or evaluate. Our research projects are hugely varied in scale – from a few million pounds to a few thousand pounds.

All of our universities have the expertise to assist you. For example, UEA's leading School of Environmental Science regularly provides environmental audits and risk assessments on behalf of international, national and



OU ENGINEERING STUDENTS ON APPLIED PROJECT WORK



PROBLEM SOLVING - UNIVERSITY OF HERTS. AT WORK WITH BRIGHTWATER ENGINEERING LTD.



CONDER PRODUCTS

A successful partnership with Cranfield University.



Aiming to develop a new packaged sewage treatment system for the commercial market, Conder Products has entered a Teaching Company Scheme (TCS) partnership with Cranfield University's School of Water Sciences. The TCS partnership is a research programme, funded by the DTI, to encourage innovative projects between universities and SMEs.

Conder Products is one of the leading providers of packaged sewage treatment solutions for small applications (up to 1500 Population Equivalent - PE) where access to mains drainage proves impracticable.

As the outcome of the partnership between Conder and Cranfield University, Conder has successfully launched a new compact treatment system, the Clereflo CT series, which targets the smaller end of the market (6 – 25 PE).



CONDER CLEREFLO CT (right) AND PLANT OVERVIEW (left)



76% of the university staff in the region work in top ranking research departments – the highest proportion of any region in the country

(Source: HEFCE)



FORD MOTOR COMPANY - LEADING THE WAY WITH UNIVERSITY/BUSINESS COLLABORATION, IN PARTNERSHIP WITH APU SINCE 1983

regional organisations, as well as working with regional bodies on such issues as coastal erosion and the protection of the Broads.

The Photonic networks Research Centre at the University of Essex is working with funding from 3i, Europe's leading venture capital company, to launch the world's first all optical core network router for telecommunications networks.

There are many areas in which our universities can support your business with bespoke research. If you think you have project we might be able to assist with, please get in touch. It won't cost anything to come and talk!

Consultancy

Draw on the expertise of our universities by bringing university staff into your business on a consultancy basis.

Recent collaboration between a University of Hertfordshire IT consultancy and Stevenage based credit management experts Bird Consulting Ltd led to the production of ground breaking software which helps businesses improve

their cash flow – producing a system which is now marketed as an off-the-shelf product available by mail order.

All of our universities now have business development offices, Anglia Polytechnic University for example has a Regional Small Business Development Centre which offers expertise and experience in business management in support of small businesses in the region.

Whatever your problem, we've got people in our universities who are themselves specialists in the field and who are networked into the best sources available world-wide. If you've got a problem you need some help with, then call one of your regional universities – they will be pleased to assist. *Please see inside back cover for contact names and addresses.*

"Investment in science and innovation will create ever more products and services and entirely new industries"

(White Paper: Opportunity for All in a World of Change)



WORKING WITH ANGLIAN WATER - UEA HELPS SOLVE UNDERGROUND PIPE PROBLEMS



CMMC ENGAGE PROGRAMME AT THE UNIVERSITY OF CRANFIELD

STRATTON'S HOTEL SWAFFHAM, NORFOLK

The highest honour that can be bestowed on a UK business is the Queen's Award. With the help of the Environmental Management and Business Research Unit at the University of Hertfordshire, Strattons Hotel in Norfolk implemented a waste minimisation project that included energy reduction and better use of cleaning materials such as guests' soaps. As a result of the project, Strattons won the environmental achievement class of the Queen's Award for Enterprise, and through its work with the university, has helped point the way for the hotel industry to help the environment.



STRATTONS' HOTELLIERS, THE SCOTTS, MEETING HM THE QUEEN



Making use of graduate skills: graduates as employees

Recruiting the best people for your business can be a particular challenge. In today's 'knowledge economy' competition is fierce for people of agile mind and those with an up-to-the-minute grasp of the latest trends, technology, innovations and ideas.

Some of the best of the nation's talent

Fortunately, the region's universities attract and produce some of the best of the nation's talent. Today it is not just the major companies but small and medium sized enterprises too which are searching for this talent to give them a competitive edge. The graduate market in the East of England is particularly fertile and poses rich opportunities to employers.

To get a sense of what graduate employees can offer your business – and to tap into their knowledge and skills – why not accept an undergraduate on a work placement into your business?

Students on work placements can make a real contribution to the success of your business. They can help with projects which you define and bring fresh ideas and

perspective. In return you are introducing a fresh new intellect to the real world of business experience and also gaining the opportunity take a preview of someone you may wish to employ on completion of their studies.

Enterprising graduates

Increasingly, small businesses as well as bigger ones are appreciating the benefits to their own competitiveness of recruiting graduate employees – and enterprising graduates are appreciating the excitement of helping to build small business success.

"Innovation depends on the skills, knowledge, creativity and enterprise of individuals working in business and research."

"The East of England has a higher proportion of employees engaged in research and development than any other EU region."

(White Paper: East of England: Opportunity for All in a World of Change)



RESEARCH FACILITIES – IN THE LABORATORY,
NORWICH RESEARCH PARK

LEARNING TO APPLY INFORMATION TECHNOLOGY TO BUSINESS
PROBLEMS – UNIVERSITY OF LUTON

CELLBOND COMPOSITES LTD

In partnership with Anglia Polytechnic University's School of Design and Communications Systems. The exploitation of Intellectual Property offers a



significant opportunity for APU to transfer its expertise directly into the local economy. APU recently filed two patent applications: the first in an enhancement to aluminium impact barriers, making them less expensive to manufacture; the second is a new electrochemical etching process. Cellbond Composites Ltd. collaborated with APU on these projects which represent a significant breakthrough in materials technology.



MAX FORDHAM LTD

Undergraduate internship - applying learning to business. Charles Bourne, engineering undergraduate at Trinity Hall undertook an internship with Max Fordham, Consulting Engineers, London. Charles undertook an investigation into the efficiency of a ground heat store system. More specifically he was considering the problem of cyclic heat flow with cylindrical symmetry related to heat storage of periods for a 1000 square metre office or housing development. The main tasks were to advise on what sort of performance might be achieved by using the ground beneath a building as a heat store. By conducting a theoretical investigation based on calculations and manipulation of data via spreadsheets, a model was produced that would form the basis of future research into this area and would function as a decision making tool for the feasibility of heat storage facilities in future proposed developments.

MAX FORDHAM

Higher education as a source of business startups

The East of England has been the site over the last twenty years of some of the most dynamic research based business development in Europe.

It is no accident that this has grown around Cambridge University, because on most analyses, universities provide three of the key ingredients for such developments: the creativity and invention which are the seeds of the new businesses; the research which can inform and refine their development; and the high level skills required to put ideas into practice. Blend these ingredients with business acumen, a supportive infrastructure and some shrewd investment and you have an exciting cocktail of success.

The Cambridge phenomenon and beyond

But Cambridge is not the only centre where these ingredients are available. Cranfield University, for example, has an impressive list of 17 companies which it has established out of its research activity, whilst UEA and Essex both have advanced plans for business incubation centres. The EEDA Regional Economic Strategy supports the development of sub-regional enterprise hubs around a number of key industries which include: engineering

design, environmental industries, energy and off-shore gas and oil and media – as well as the established centres around bio-technology and ICT. Though these will take a variety of forms, our higher education institutions will play a central role in their success.

"Over the last forty years Cambridge has been transformed from an ancient city with a world-class University to become a high-technology centre with over 1,500 knowledge-based businesses employing 44,000 people. Cambridge University has also prospered and today helps create a business environment in which some twenty-five businesses are being formed each month. The 'Oxford through Cranfield to Cambridge' Technology Arc is being promoted to help to spread more widely the benefits of what has been called 'the Cambridge Phenomenon'. The development of linked innovation centres, such as those proposed for Littleport, Knebworth, and St Neot's, could make a substantial difference to the process."



Professor Sir Alec Broers, DL, FRS, FEng
Vice Chancellor of the University of Cambridge

"Enterprise hubs, virtual or actual, will provide a focus for enhancing sub-regional economic performance and assist in the creation and growth of businesses and business activity... In essence (they) will bring together innovation centres, business incubators, science parks, manufacturing centres of excellence, universities and R&D capacity in major companies."

(East of England Development Agency: Regional Economic Strategy 2001)



APU'S DR SHIVARNI WITH HIS DESIGN FOR HONEYCOMB IMPACT BARRIERS

SEGMENTIS LTD

From the lab into commercial reality.

Professor Andrew Bangham's company, Segmentis Ltd, is one of UEA's first spin-outs from the School of Information Systems. Their technology allows even the most creatively challenged to turn digital photographs into works of art worthy of Monet or Matisse. Their first product is called "buZZ".

"The buZZ software is a good example of UEA's contribution to what's known as the knowledge economy," said Professor Bangham. "It's one of the first commercial products to come out of our research. We're hoping the underlying technology can be used in a variety of ways in the



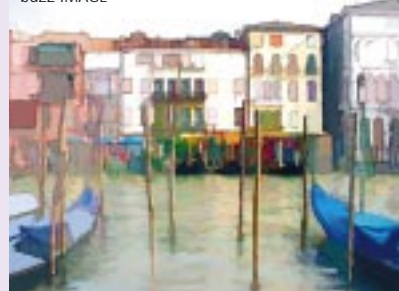
future, for example in improving the search mechanism when looking for pictures stored on a computer."

<http://www.segmentis.com/index.htm>

ORIGINAL PICTURE



buZZ IMAGE



Higher education as a magnet to inward investment

The presence of a university in one of our towns or cities brings many other benefits to business, proliferating and strengthening the local infrastructure with the influx it creates.

There are about 12,000 overseas students in the region's universities – and they come from every part of the globe. Teaching and research staff, too, are appointed from the global academic community. International companies are very attracted to the cosmopolitan mix of university communities, where their own staff will find fellow countrymen and find it easier to settle.

Universities make a major contribution too to the quality of life of their local communities, helping to generate:

- distinguished galleries, museums and exhibitions;
- music and drama;
- libraries;
- sports facilities;
- public lectures and events.

As centres of excellence for the training of doctors, nurses and other professions allied to medicine, social workers

and teachers, our region's universities also ensure that our public services are supplied with the best new recruits available and that people living in the region can enjoy high quality service from their schools and hospitals.

"The business community in Peterborough is highly committed to the development of a university presence in the town, both as a stimulus to the companies already there and as a magnet to inward investment. Our link with Loughborough University marks an important milestone in this development."

Mr. Roy Chowings, Product Director,
Perkins Engines Company Limited,
Director, Peterborough HE Project Company

"For much the same reasons that universities are the focus for business start-ups, they are also magnets to inward investment. Any incoming business wants to be reassured that high level skills and technical expertise are available at their doorstep."

James Gray, Chief Executive,
East of England Investment Agency



NISSAN TECHNICAL CENTRE EUROPE ON THE CRANFIELD TECHNOLOGY PARK



THE NEW INFORMATICS LABORATORY AT THE UNIVERSITY OF HERTS. – THE RESULT OF A 'FRIENDSHIP PARTNERSHIP' WITH SANYO



JOHN WESTON OF BAE SYSTEMS WITH PILOT ROGER BAILEY – UNIVERSITY OF CRANFIELD

UNIVERSITY OF ESSEX SPIN-OUT COMPANY

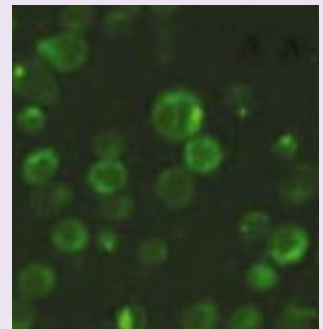
Research-led collaboration between the University of Essex, business and government gives rise to a new success story in commercial biological science.

"A chance discovery led to a scientific breakthrough which is likely to have a widespread use in the development of knowledge of how cells work and in the development of gene therapy protocols. My research team based in the Department of Biological Sciences at the University of Essex discovered a way of making holes in cells without destroying them while enabling molecules such as DNA and proteins to enter the cells through the holes, this is known as transfection. Uniquely, this technique is able to target a particular type of cell in a mixture of different cells.

This discovery led to the establishment of the spin-out company ImmunoPoration Limited in 1998. With investment from Cambridge Research & Innovation, plus a Government SMART award, the company has now developed a number of patented, innovative cell transfection technologies for all types of cells.

Further funding is now being sought to manufacture kits for cell transfection based on its patented technologies with kits being available to develop gene therapy methodologies within three years."

Dr David Rickwood, Managing Director, ImmunoPoration Limited



Our universities would like to talk to you...

The region's universities will be a driving force behind the creation of the next phase of business and economic development in the East of England.

In the past it has been mainly the big, national and international organisations which have looked to the universities for their graduate employees, for consultancy and training and for research. But in the developing, knowledge based economy of the East of England, it is the small and medium sized business sector which is spearheading economic growth and development.

The universities of the region look forward to and welcome the opportunity to support those businesses, providing the creative and intellectual resources which will give them an advantage in today's fiercely competitive environment.

The region's universities will provide:

- higher level education and training for the region's companies and their employees;
- a highly skilled workforce from which these companies will recruit;
- technical advice and consultancy which will help businesses to remain or become competitive;
- the research which will provide the source of new ideas, new practices, new products;
- germs of new businesses which will contribute to all round but sustainable growth in the region;
- the magnet to inward investment.

If you are not already working with one of the thirteen universities and higher education institutions in the region, then please get in touch. Contact any of the people listed here and they will help you to find the right person to talk to – in their own institution or elsewhere. If you are not sure which university to approach, contact us at the Association of Universities in the East of England for some informed and impartial advice.

... call today to find out how we can support your business

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Higher education in the East of England

- services and support for business

Business related education and training

Product development

Commissioned research

Consultancy

Providers of graduates as employees

Promoting business startups

Encouraging inward investment

"Our universities are showing a new willingness to do business with business. We need to use them more effectively – to get their graduates into our work-places with the skills businesses require; to use the education and training which they have on offer and to help them ensure that this is properly designed to meet the needs of business; to profit from their research and development work to ensure that our businesses are at the cutting edge in a fiercely competitive commercial world."

Alan Riddell, Director, Go-East

"This is the call to arms for Universities and in particular the Small Business Community. The universities need to ensure graduates are available that are fit for purpose and future business needs, whilst the small business owners and managers need to provide challenging, dynamic and relevant career paths for graduates."

Design, innovation and creativity must be built into the exchange between academic and business practitioners. A high level of intellectual rigour needs to be brought to bear on the changing structure of business competitiveness."

Laurie Clarke, Regional Director, Small Business Service



Association of Universities in the East of England

AUEE

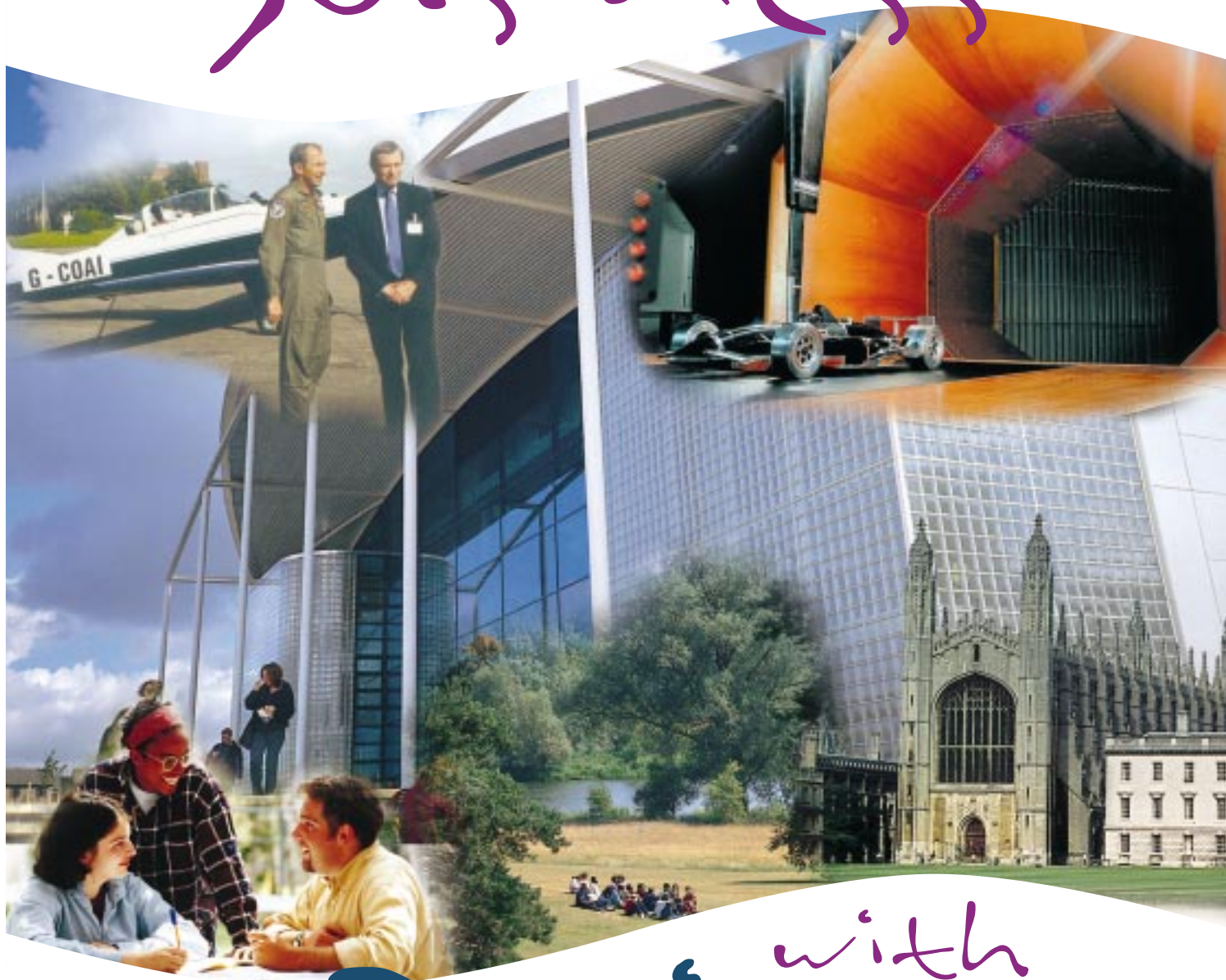
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The AUEE corporate identity was designed by Ken Lan Ton Hung, a second year student at Norwich School of Art and Design who won a competition for the commission.



Higher Education in the East of England

Doing Business



with Business

