

University of  
**Salford**  
MANCHESTER

**US**

The magazine for our people

**3**

### Sow and Grow

Green fingers at Mary Seacole

**5**

### New Research Strategy

Quality and impact

**7**

### Salford on the world stage

Our Passport to Global Citizenship

# The beautiful game

Honorary degree for a footballing legend

**4**

Listening to our people



Catherine Cairncross  
Head of Internal Communications

Welcome...

...to the July edition of US Magazine, which features Class of 92 former Manchester United player, Gary Neville, receiving his honorary doctorate at this year's Graduation Ceremonies.

Inside you can read more about the work being done to refresh our brand, presented at the third of the Registrar's networking sessions by Director of Marketing, Paula Barrow (page 4).

Our centrespread (pages 6 and 7) features our growing work on international priorities, introduced by Amanda Broderick, which follows the exciting announcement of our Abu Dhabi international hub in May.

Sam Grogan, new Dean of Students, tells us a little more about himself and his priorities for the year ahead in our regular "60 Seconds" feature on page 7, and you can also meet the Enterprise Team on page 12.

To commemorate our inaugural University Day in June, we have also included a four page pull-out featuring award winners and images of the day for you to keep as a souvenir of this special celebratory occasion.

As ever, if you have a story or issue you'd like to see us cover, please do not hesitate to contact us at the address below.

*Catherine Cairncross*



Our People: Our Salford survey results now online

Results of the 2014 Staff Experience Survey - Our People: Our Salford - have been received from our independent consultants, Nurture and university-level results can be accessed on campus at [www.staff.salford.ac.uk/page/staff-experience-survey-2014](http://www.staff.salford.ac.uk/page/staff-experience-survey-2014).

**The survey provided an opportunity for all employees to let the University know what it's like working here now; what the issues are that affect them and provided an opportunity to suggest what could be done better. Individual responses to the survey remain completely confidential.**

Our consultants are currently analysing the results at the level of individual Schools and professional and service departments. This set of reports will be available in the autumn. In each case Heads of School and Directors of professional and service departments will share the results with each area and will discuss proposed

plans for improvements, where these are required. Overall, the university-level results show a community of colleagues strongly committed to our university, its values and its objectives.

Vice-Chancellor, Professor Martin Hall said: "Thank you to everyone who completed our staff experience survey. As you know, this year's questionnaire builds on similar surveys carried out in 2008 and 2011. We are now beginning to build up a clear pattern of change in our working environment through time. This information is essential for continual improvement; our people are our most important asset."

Green fingers at work in College of Health & Social Care



Sowing the seed: Schoolchildren, Care users and colleagues hard at work

Mary Seacole Building saw colleagues, schoolchildren and partners from the business community get together in May to work in the Users and Carers' edible garden, opened in 2013 by the Vice-Chancellor.

This recent 'Sow and Grow' event was organised by colleagues from the School of Nursing, Midwifery, Social Work & Social Sciences in conjunction with Bec Bennett from our Sustainability Team, the Users and Carers' Group, Tree Inspired, Incredible Edible and volunteers from the Salford and Wigan Business Class Cluster. Business Class is an initiative of the Business in the Community

organisation who link schools with businesses through long-term sustainable partnerships.

More than 20 Year 8 students from All Hallows RC College, Oasis MediaCityUK Academy, Bedford High School and Atherton Community School took part alongside four volunteers from local businesses. They planted vegetables and flowers in specially-designed boxes.

Senior Lecturers, Dr Julie Wray and Dr Michelle Howarth said, "It was a great opportunity for the young people to work alongside older volunteers, Incredible Edible and the University Users & Carers' group. It

enabled us to promote person-centred, carer support and encourage a healthy lifestyle. We were delighted when one of our student nurses, Michaela Hughes, gave her thoughts on what it is like studying at Salford and also that we were able to hear the real life experiences of a local carer."

As well as learning new skills, 'Sow & Grow' gave the young people a chance to feel part of their local University, with more than two-thirds saying they would definitely consider higher education.

Future plans for the garden are being worked up by the partnership.

Accolades for CSE

At an illustrious awards ceremony at the Royal Academy of Arts, Jonathan Haynes was presented with the Lewis Kent Award, given for personal service to the Institution of Structural Engineering.

Jonathan, Neil Currie, Phil Leach, Jinyan Wang and Laurence Weekes also received the Murray Buxton Award for the best general interest paper published in the Structural Engineer.

The Directorate received compliments from Severfield plc - a large structural steel manufacturer - who interviewed several of our CSE graduates for graduate structural engineer positions.

Our students "stood head and shoulders above the rest" and had an "inner

confidence". The company has since appointed three of our students, despite originally only advertising two positions.

In addition, student Oliver Wittwas won the Teddy Fielding Trophy in a competition organised by the Royal Aeronautical Society and the Association of Aerospace Universities. Oliver is studying for a BEng in Aeronautical Engineering and gave a lecture entitled 'Design and Build of an Uninhabited Air Vehicle'. Thomas Crabb, also from the University of Salford, was a worthy runner up. Both students have been supported by Thurai Rahulan and other Engineering colleagues.

Glorious Graduation

Our front cover shows Gary Neville, former Manchester United captain, who received his honorary doctorate in science in our summer graduation ceremonies. Thirteen ceremonies saw 4845 graduates receive their degrees at The Lowry. Thank you to the Events team for creating a memorable week and to all colleagues involved.

Get involved...

If you've got a great idea for our next issue, whether it's someone you feel we should feature or some of the work happening at the University that we all need to hear about, or would like to join our cross-curricular editorial panel, then get in touch. There are currently 33 people in our pool who attend panel meetings on a rotating basis. The deadline for the next edition is 1 August 2014.

You can either:

Email: [Internalcomms-uos@salford.ac.uk](mailto:Internalcomms-uos@salford.ac.uk)

or call Jane Howard on 0161 295 4035

or Catherine Cairncross on 0161 295 2892

Twitter: @usinternalcomms

If you would like this magazine in a larger format, please email us



FACT: Did you know your personal 12-page US Magazine only costs 52 pence to produce?

Produced by Communications Directorate, University of Salford  
Executive Editor: Catherine Cairncross  
Editor: Jane Howard

Writers: Catherine Cairncross, Jane Howard, Caroline Boyd, Sara Eyre.

Photography: Paul Burrows Photography Ltd and Harrison Phair Photography

Designed by: John Thornton, Aaron Groves and Kyle Broadhurst, Marketing & Student Recruitment

# Our Brand: It's all about US

Employees were recently given a first glimpse of the exciting work being carried out on the review of the University brand by Paula Barrow, Director of Marketing.

# Still time to apply...

Summer is a busy time for us with Clearing and plans for the best experience at Registration, Welcome and Induction.

**From 1 July new student applicants - those who have not already gone through UCAS or those who hold no offers - can apply for a place for September 2014 entry.**

All enquiries go through to our general phone line until the Clearing peak period of 14 to 21 August when a designated Clearing Hotline is used.

Joanna Haran, Operations Manager in the Conversion Team for Home/EU, said, "Advertising is planned and the geographical reach has been extended to include the wider North West, North East and Midlands regions for the first time. We're also piloting a mobile app called Edumobile which targets 23,000 unplaced students as well as 11,000 new applicants for Clearing via their mobile phones. Information on the website urges those still considering University for this year to find out more and we took many enquiries on this basis at our recent Open Day on the 2 July. Clearing newsletters have been issued

and training is underway for colleagues and call handlers for what we hope to be a smarter and smoother process for both students and the University."

Registration, Welcome and Induction is also top of colleagues' minds at present. Vikki Goddard, Registrar, is keen that all colleagues create the right impression from the start by understanding and providing up to date, friendly and helpful advice to our students in those first few weeks.

Vikki said, "There will be a number of communications on Registration, Induction and Welcome activity and I encourage all colleagues to understand what we need our students to know so that they can have a smooth and enjoyable start to their time with us."

For Clearing, the General Enquiries line is **0161 295 4545**. The Clearing Hotline is **0161 295 5553**.

For enquiries relating to Registration, Welcome and Induction, please contact Nicole Holt on **52042**.



Clearing matters: Making the right choice



Director of Marketing: Paula Barrow

**Presenting at Registrar Vikki Goddard's third networking session to over 60 people in the Old Fire Station, Paula took the group through some of the projects planned which included 'animating the campus' and making more use of our students' talents in the co-production of imagery, creative events and installations, all of which will contribute to the promotion of a holistic brand experience for Open Days.**

Workshops will be held with colleagues, students and alumni over the coming weeks to share the findings and recommendations of the brand review, with a view to establishing a network of brand 'ambassadors' across the campus.

Paula joined the University in November as Director of Marketing, bringing together Corporate and Digital Marketing teams, Market Research, Student Recruitment and Admissions. She spoke about the importance of the brand review to the delivery of our Strategic Plan and explained

how effective brand marketing directly contributes towards key performance indicators such as student recruitment, retention, progression and graduation. The Executive is committed to marketing as a business imperative and an essential part of the University's overall strategy – they are looking for a creative, commercial approach moving forward, with innovative engagement solutions including a stronger emphasis on digital media.

Paula explained that, to achieve marketing cut-through, the University needs to have a strong brand, so people know what they are buying into. "We need to build a strong reputation for the University, and everyone has a part to play in this," she said. A key focus for Marketing is on developing the Salford Stories campaign theme, making it relevant through people profiles and case studies, and also to rebuild our research profile. The brand not only encompasses our external image, but also our internal identity, so that our behaviour always reflects the image we present to potential

students and other audiences – our internal mantra will be "It's all about US" - that's the University of Salford and everyone who is part of it; we individually and collectively play a role in marketing the University.

Paula spoke about the natural reluctance of Salford to sing its own praises and emphasised the need to capitalise on our gritty, enthusiastic and real-world personality. Our major success in widening participation and our strong relationship with the local community are key assets of which we should be proud.

The session closed with questions and answers and a further opportunity for networking.

Vikki hosts these networking events because she believes in creating opportunities for people to learn about University initiatives and talk to each other and share ideas. Vikki said: "It's good to have a space in the working day to consider and reflect on a particular topic and hear about what other colleagues are working on across the University."

## Research Strategy emphasises quality and impact

**The Research Strategy 2014-2020 has now been approved with work already started. We have offered 25 new Postgraduate Research (PGR) studentships to high quality candidates who will join us in October, and purchased 168 computers for new PGR students, with more to follow.**

The aim of the Research Strategy is to deliver excellent research with impact, maximising the quality of our REF2020 submission, increasing our PGR completion rates, generating more research income and raising our standing in national and international league tables. Supported by University investment of over £700,00 for

the next three years, the strategy is built on four interlinking strands: Platforms, Partnerships, Postgraduate Research and Professional Support.

Central to its delivery are Research Centres, the driving force for supporting academics, early career researchers and PGR students to generate income and carry out high quality research. At a University-wide level, Research and Enterprise Platforms – multi- and cross-disciplinary virtual organisations based around areas of research excellence and capacity – will play a major role in raising our profile and reputation, facilitating local, national and international partnerships and bringing in

research and enterprise income.

We will build on the progress already made in PGR oversight, processes and completions, maximising the quality of the student/supervisor partnership, creating a vibrant and engaged PGR community and enhancing the whole PGR student journey.

PVC Research & Enterprise, Professor Nigel Mellors said, "The Strategy will allow us to capitalise on the wealth of ideas stemming from our research community. It belongs to the whole University, with academics and Professional Services working in partnership to deliver excellent research and ensure the whole world knows how great we are."

# Our Passport to Global Citizenship

60  
seconds on



## Sam Grogan, Dean of Students

**You have stepped into a new role as Dean of Students at the University. Tell us a bit about your background...**

I trained as an actor and a dancer. This background helped me to see the value in team-working and collaboration. In both my training and my performance career there was also a huge emphasis on innovation, experimentation and a playful approach to business, which I've carried with me into my career in HE.

**What are you bringing to the role?**

I have a student-centred approach, a make-it-happen attitude and lots of energy. This role has been created in order to respond to student feedback and to enhance the academic student experience. It's an exciting time for the University – there is a lot of positive development gathering pace and it's a great opportunity for me to have a fundamental and meaningful impact on that change.

**What are your priorities?**

The first areas that I'll be looking at will be the NSS (National Student Survey) and student retention. If, for example, students are leaving each year in Week 6, then I want to know what's happening at that point to cause them to leave. We need to understand the specific issues and contexts behind the figures and work out where to focus our energies.

**How are you going to achieve this?**

I'm working closely with Deputy Vice-Chancellor, Professor Helen Marshall. We're developing the 'Red, Amber, Green' approach used with the NSS last year to evaluate outputs against our key performance indicators. This means celebrating, disseminating and learning from those areas of good practice whilst also working together supportively with the 'red' areas in order to elevate their standing in NSS and retention.

**So, what does the future hold?**

I'm interested in how we can engineer the best learning environment for our student - physical, interpersonal, virtual and structural. We need to be thinking about where we want to be in 10 years' time and the expectations of our future cohorts – particularly with regard to the role of technology within the academic experience. It's a very exciting learning environment to be working in.

increasingly competitive domestic and international higher education market.

Professor Amanda Broderick, Pro-Vice-Chancellor (International Priorities), said: "We are developing a distinctive curriculum model that will be reflected across our programme portfolio.

"The model highlights the importance of the development of intercultural skills and knowledge in the context of study and work experience. It also underlines the importance we place on preparing our students for future careers in a globally-connected world."

Implementation of the Passport will be facilitated by the development of a network of international hubs over the next 18 months – in Abu Dhabi, Brazil, Ghana, China and Malaysia.

The hub model is a flexible and adaptable resource that reflects the interests and opportunities of the region, offering a physical 'platform' for the delivery of course content, partnership development for teaching, research and enterprise and for study/work placement

opportunities using the University's international alumni and business networks.

The first hub was launched in May, in Abu Dhabi City, United Arab Emirates. The second hub will be launched in Accra, Ghana in October 2014. Amanda added: "The changes we are making to our curriculum, programme provision, international research and enterprise engagement offer Salford exciting and distinctive ways of creating impact and demonstrating our value for the future."

Developing the Passport to Global Citizenship and the hub network are two significant components of our International Priorities Strategy, representing an exciting new direction for the University.

More information on our international activity and how you can contribute to its development and delivery will be available at the International Priorities Roadshows that will be taking place between now and the end of the year.



Abu Dhabi Hub:  
Professor Martin Hall

“The model highlights the importance of the development of intercultural skills and knowledge in the context of study and work experience. It also underlines the importance we place on preparing our students for future careers in a globally-connected world.”  
Amanda Broderick



Pro-Vice Chancellor (International Priorities)  
Professor Amanda Broderick

The world is becoming ever more inter-connected and inter-dependent. A graduate who is 'globally-ready' not only has an advantage in the employment market but is also best-placed to make a contribution to tackling global challenges such as climate change, health epidemics, poverty and economic recessions through scientific and artistic creation, business development and international co-operation.

**The growing awareness of the significance of the global skills agenda has informed the University's approach to developing its graduates, researchers and wider employee base.**

It is within this context that the University has launched its new International Priorities Strategy, with the 'Passport to Global Citizenship' at its heart.

In line with the UN Global Compact, Salford is committed to ensuring that the impact of our education and research benefits economies and societies globally, that our practices are sustainable and that we provide the agency for our graduates

and other stakeholders to make a positive difference to the city-region and the wider world.

Global citizenship prioritises the importance of learning from the experience of others, both in our own society and beyond it. We need to be accountability for our impact on our environment and our communities. We need to see individuals as members of multiple, diverse, local and non-local networks and recognise that we live in an interdependent economy and society, and the importance of recognising our responsibilities towards each other.

It also promotes an awareness of living in

a rapidly changing world, the importance of flexibility and adaptability, and an acknowledgement of the power each of us has in our individual contributions to effect positive change through action and behaviour.

Over the next few months the 'Global A, B,Cs' of our International Priorities roadmap will be developed to position the University as a global, networked campus.

There will be new opportunities for students through the development of flexible programme delivery models, increasing our international engagement and ensuring our future sustainability in an

# They came, they saw, they created

June saw Create Salford 2014 reach new heights when around 5,000 people came through our doors during the three-day event.

**Create Salford 2014 took place for the second year and is quickly cementing its place as a signature, free public arts festival.**

Taking place at MediaCityUK from 12 to 14 June and showcasing work from our School of Arts & Media and industry partners, Create Salford featured original theatre, immersive art exhibitions, live music and a range of other events and installations.

Sarie Mairs-Slee, Festival Director and Associate Head of Engagement for Arts & Media, said, "The School commissioned a survey which found that 71 per cent of people entering the UK job market for the first time are considering a career in the creative industries - a sector now worth £71.4 billion to the UK economy and one which grew by almost 10 per cent in 2012.

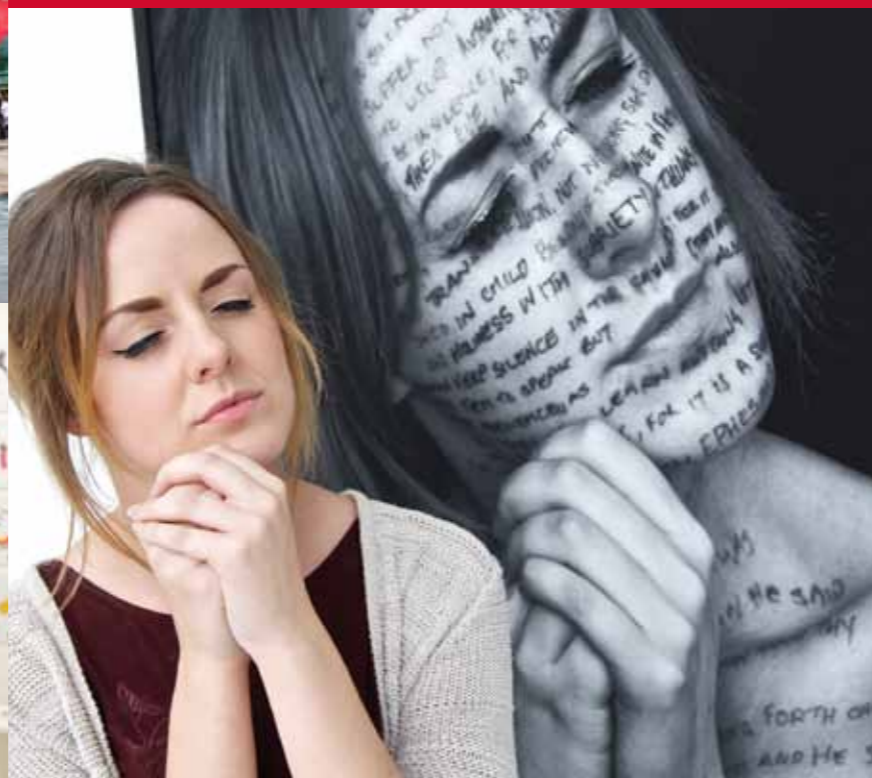
"By hosting such a successful festival - one which is now a growing name in the region and in the creative sector - we are drawing a lot of positive attention to the University as a whole."

For more on the festival, see the video highlights at <http://create.salford.ac.uk>



“By hosting such a successful festival - one which is now a growing name in the region and in the creative sector - we are drawing a lot of positive attention to the University as a whole.”

Sarie Mairs-Slee



# Buildings and students reach for the sky

Our campus is changing quickly and a Student and Community Engagement Plan means that our students, colleagues and others can get involved in the building process.



**Construction is progressing well on our new academic building with the concrete frame now at its full height thanks to over 60,000 hours of labour on the project. All structures are now erected for our student residences too and all bathroom pods have been installed.**

Behind the scenes of all this progress, BAM Construction, Graham Construction

and Campus Living Villages have been delivering a Student and Community Engagement Plan which creates opportunities for employees, students and the wider community to benefit from the work through work placements, school visits and more.

Suzanne Hitchman, Employer Liaison Consultant in Student Life, said, "We have 15 students from the School of

the Built Environment who are currently embarking on work experience with BAM Construction, Graham Construction, Stride Treglown and Ramboll over the summer months."

Simon Green, Site Manager of Graham Construction, added, "We have already had one student on our site for student accommodation. He is called Ibraheem Al-Bayati and is studying BSc (Hons) Construction Project Management. It was a pleasure to have him on site as he bonded well with the site team and was keen to absorb as much as he could of what was going on around the site. He was given the opportunity to learn from the different roles on such a large scheme and I hope it has given him the extra incentive to progress his career in construction."

Hoardings designed by Campus Living Villages are now in place around the accommodation developments to advertise the facilities and the bedrooms to students.

A show flat, which is also serving as a marketing suite, is now open between Chapman Building and the Library.

# Supporting our people to deliver the Strategic Plan

**To ensure that our employees have a clear line of sight between their individual objectives and those of the University - and are able to contribute to the delivery of our Strategic Plan - our Performance Development Review (PDR) is being amended so that it aligns more effectively with the strategic planning process.**

The amendment to this year's process (2014/15) enables a flow of objectives to cascade down the organisation more effectively. This means that the University strategy and goals are translated to business areas, team and individual objectives and cascade from the top of the organisation, starting with the Vice-Chancellor and down to senior academics, academics and our Professional Service directors down to their employees.

A further amendment will enable the calibration (ratings) process to be introduced into the PDR cycle in 2014 and leaders will be expected to confirm overall ratings to their people at the end of the 2013/14 PDR cycle this September.

The University has agreed the following changes to the PDR cycle:

- The cycle to start with our Council agreeing objectives for the Vice-Chancellor by the end of this July;
- Followed by year-end review/objective setting for the executive team between July and the end of August;
- Academic and Professional Service employees' year-end review/objective setting between July and August;
- Introduction of calibration meetings and confirmed timeline: September 1-15;
- Introduction of confirmation of overall

ratings to employees with an agreed timeline September 15-30.

The PDR cycle allows for the end of year review to be held at the same time as the objective setting for the start of the new PDR period, so there is one meeting for both activities, with a reporting timeline of mid-September.

However, by exception, the objective setting stage for the 2014/15 PDR cycle can be completed by 30 September, (with an extended reporting timeline of mid-October), if new objectives are not already set as part of the 2013/14 year-end review.

Training sessions will be held in August for those involved in the calibration process. Dates, venues and times will be communicated nearer the time by HR.

For further information contact your HR Business Partner on 52121

# CAMPUS



## Healthy choices

Forget the supermarket or Albert Square – the University will be lucky enough to have its own fruit and veg stall from September.

Following a successful pilot earlier this year, the Student Life Healthy Lifestyles team has secured funding for a permanent student-run business selling fruit and veg on campus, with the aim of promoting healthy eating at the University.



## The Future of Nursing and Midwifery Conference 2014

Salford Professional Development (SPD) hosted a prestigious nursing conference in April, with keynote speakers from leading organisations such as the Royal College of Nursing, the Department of Health and the Nursing and Midwifery Council. This was their largest conference to date.

The day provided an opportunity for delegates to discuss and debate how nurses and midwives can renew their focus on high quality, compassionate care against the backdrop of new Government policies and an ageing population.

Dr Lesley Choucri, Director of Midwifery Counselling & Psychotherapy at the University explained in 'The language we live by' how a group of midwives had taken an innovative stance to practice and made positive changes through an 'appreciative approach'.

Elaine Uppal, Programme Leader, Nursing & Midwifery shared how she had used aesthetic and creative ways to teaching and learning and how this can reap benefits in practice.

Feedback from the 100 delegates has been very positive.

## Student services

Student Life college teams are working with colleagues in specialist areas to address students' support and development needs.

They could include careers advice, disability and learner support, visa and financial advice, CV checks, study skills and enterprise skills.

Colleague consultants will deliver bespoke sessions within the curriculum to help students develop their job-seeking skills, academic skills (including referencing and time management) and improve their employability.

Students wishing to book appointments with relevant colleagues in buildings across campus should visit: <http://students.salford.ac.uk> for more information.



## New Chair of Council

The Rt Hon Baroness Beverley Hughes of Stretford - a former government minister for local government, home affairs and education - begins as Chair of our University Council on 1 August.

Overseeing the governance of our University, Baroness Hughes is looking forward to meeting colleagues and students so she can gain clear understanding of our opportunities, challenges, and distinctive qualities.



“It’s a really exciting time and could be a great way of engaging our academics with industry.”  
Dr Andy Clarke

## A bridge between academia and industry

**Dr Andy Clarke used to think his father was a jewel thief because the family moved around so much when he was a child.**

Born in Nigeria, Andy spent his early childhood in Kuwait before settling in the UK when he was five. Later, after a stint in the Army, Andy ventured northwards to study Metallurgy at UMIST.

His varied background and experience mean that Andy is a perfect fit for the University. His official job title is Bioscience Innovation Cluster Manager, but Andy likes to describe his role in more simple terms.

“I see myself as a bridge between academia and industry – helping each to work more effectively with the other,” he said. “It’s my job to bring the two together – I am really interested in the integration of education in the workplace.”

Currently, Andy is working with colleagues in the College of Science & Technology on a number of projects.

He is always looking out for the next

opportunity to get the University – its employees and students – involved in industry and the community.

Establishing a University presence at the science park currently being developed at the former AstraZeneca site in Alderley Edge, Cheshire, is an example of this.

“When I heard that the Alderley Park site was going to be turned into a BioHub for early-stage and growing bioscience companies, I knew that we needed to investigate,” said Andy. “I have now secured a hot desk there, which means we can keep a close eye on how it develops and potentially get more involved.”

“It’s a really exciting time and could be a great way of engaging our academics with industry.”

Another project that Andy is involved in is the Festival of Dirt, which is part of the much bigger Pendleton Together regeneration project.

Andy said: “Academic colleagues in the School of Environment & Life Sciences are working on this – looking at the use of

green space, encouraging ownership by the local community and finding resident champions to take charge of it. They’re calling it ‘guerrilla gardening’.

“My role is to help build relationships with external organisations and communities and maintain that stakeholder engagement.”

With a career spanning shop floor, lecture theatre and board room, Andy believes the ability to network is one of the most important skills to have.

“Most of my work is self-sourced – I go out and find it,” he said. “Networking is really important because that’s how you make contacts and find out what people need.”

“The key to being a good networker is confidence and finding a hook to start a conversation. It’s not always a work-related comment that is going to make people remember you. Often, it’ll be something more quirky.”

Like your father being a jewel thief, perhaps?

# Enterprise activity lies at the heart of the University

A group of colleagues from the College of Science & Technology are working hard to make sure that it becomes an integral part of life at Salford.

**The CST Enterprise Cluster's focus is generating commercial activity between academics and external partners for the benefit of all parties.**

The Enterprise Cluster is based in Joule House, on the main University campus, but its work spreads across many different Schools and includes MediaCityUK too.

"The work that our team does shows that enterprise activity is not just about bringing income into the University," said Paul Welshman, Digital Cluster Lead. "The benefits reach much further than that. Setting up and developing key external partnerships can also lead to consultancy work, staff and student placements, Knowledge Transfer Partnerships (KTPs) and other benefits for brand profile."

An example of this is the University's collaboration with Avid, the American company that specialises in video and production technology.

Paul said: "Avid supplies specialist software and training at MediaCityUK but we saw an opportunity for the relationship to evolve. It will now cover sponsorship of key events, CPD activity and access to AVID future vision."

"That's what my team does – it's about fostering longer-term relationships and adding value to the offering that the University can provide to its staff and students."

The Enterprise Cluster comprises Paul, Gary Bateman, Julia Willis, Hazel Palmer and Andy Clarke, who is also the subject of this issue's One Of Us feature.

"Everybody has their own role to play – from identifying opportunities to building long-term relationships and providing project support," said Paul.

"The idea behind the Enterprise Cluster is to provide a concentrated resource aimed at project managing these relationships between the University and industry and getting more out of them for both parties."



Clockwise from front l to r, Hazel Palmer, Andy Clarke, Paul Welshman, Gary Bateman (Julia Willis not pictured)

Examples of external associates currently include Greater Manchester Fire and Rescue Service, EE and property company Bruntwood. Paul is also closely involved in the College's partnerships with digital enterprises, including Avid, BT and Adobe.

"We are largely a self-sustaining unit," said Paul. "We're responsible for identifying enterprise opportunities, engaging the client and developing a quality interface with industry."

"The key thing about our team is that it is made up of like-minded colleagues who are very motivated and who understand how important it is for the University to foster these longer-term partnerships with external organisations."

The team can also help colleagues to apply for Government-backed Innovation Vouchers, which offer funding for businesses and universities to work together.

Paul said: "Currently we are one of the top universities in the country for the number of Innovation Vouchers that we have secured. Attracting funding to help SMEs work with us is a priority over the forthcoming years."

"We're like a broker between academics and industry. It's a model that is working well and we're continuing to work with colleagues across the University to engage more external partners, colleagues and students – basically doing more of the same, but scaling it up."