



FIND YOUR  
COMPETITIVE  
edge

## FIND OUT HOW WE CAN SUPPORT YOU

### Every organisation is different

We find it is best to discuss specific requirements. Please see inside for a list of direct contacts or call our dedicated number, below. We will match your business needs with the right expertise and support. We can also help develop your research proposal and, where available, assist in writing a bid to secure funding support.

**Business Services support**  
0845 196 3177  
kimberley.lilley@anglia.ac.uk

### Sign up to our free e-newsletter

Every month, we deliver the latest business news, events and opportunities directly to your inbox. Register at [anglia.ac.uk/enewsletter](http://anglia.ac.uk/enewsletter)

### Business Services

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East Road  
Cambridge CB1 1PT

**Chelmsford Campus**  
Bishop Hall Lane  
Chelmsford CM1 1SQ

**Peterborough Campus**  
Guild House, Swain Court  
Oundle Road  
Peterborough PE2 9PW

**Visit us online:**  
[business.anglia.ac.uk](http://business.anglia.ac.uk)



“Our first project together won an entrepreneurial award... standardised our production line and established our own R&D department.”

**Jeremy Dunn, Technical Director,  
Glazing Vision, Norfolk**

**Businesses come back to us**  
We've worked closely with Glazing Vision on three business projects (page 13).

## YOU WILL FIND US AT THE SHARP END OF BUSINESS

Every year, we aim to help around 2,000 organisations to grow quicker, develop further, perform better and compete harder.

This brochure highlights how we can work in partnership with your business. You will see why so many companies have collaborated with us to take their businesses forward. Whether you need us for a few hours, a day, a week, a number of months or several years, we will match your objectives with the right expertise, skills and resources.

We know results mean the world to your business, but we believe they should not cost the earth. Our fees are highly competitive; projects can be subsidised by the UK government and EU schemes in certain circumstances. Where collaborative funding is available, we will guide you through the process and help you develop your proposal.

Besides commercial research and partnerships, we also provide staff training and professional development programmes, along with internships. Just get in touch to find out more:

**0845 196 3177**  
**[kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)**

# FROM PROBLEM SOLVING TO PRODUCT LAUNCHES OUR SUPPORT AT A GLANCE

We offer businesses a unique resource, helping companies to grow in a number of ways.

With over 1,000 academics across four faculties, clients benefit from our broad-ranging expertise. Our commercial work is often supported by our multi-million pound research and development facilities.

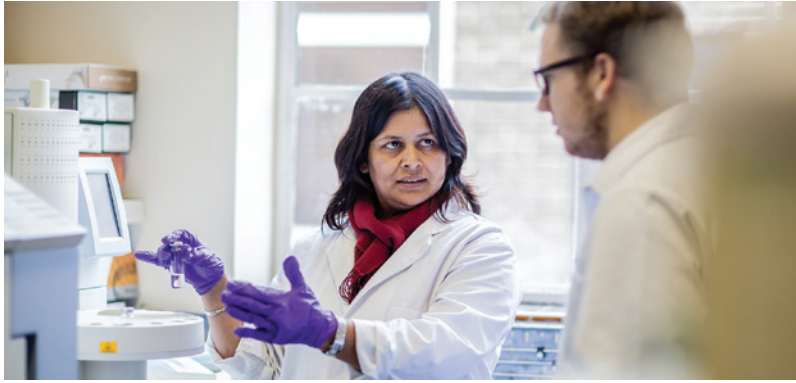
## Creating opportunities

We work in the commercial world and are, ourselves, an enterprising University with a mission to contribute to economic, cultural and social well-being. We lead innovative research projects and pioneering commercial ventures, including our Anglia Ruskin MedTech Campus, a global health enterprise in Essex (see pages 16–17). We are involved in business engagement programmes and collaborate with local authorities and economic development partners. We attract funding opportunities to subsidise the cost of projects with businesses. We even run one type of European-funded knowledge transfer programme, Low Carbon KEEP Programmes, on behalf of the East of England region (more on page 12).

## OUR EXPERTISE ENCOMPASSES:

	<b>THE ARTS</b>		<b>LAW</b>
	<b>THE BUILT ENVIRONMENT</b>		<b>MARKETING</b>
	<b>BUSINESS</b>		<b>MEDIA</b>
	<b>COMPUTING</b>		<b>MEDICAL, HEALTH AND SOCIAL CARE</b>
	<b>EDUCATION</b>		<b>SCIENCE</b>
	<b>ELECTRONICS</b>		<b>SOCIAL SCIENCE</b>
	<b>ENGINEERING</b>		<b>SUSTAINABILITY</b>
	<b>LANGUAGES</b>		<b>TECHNOLOGY</b>

HOW WE HELP	TYPICAL TIMESCALES	TYPICAL COST AND FUNDING
<b>COMMERCIAL RESEARCH</b> <b>PAGES 6–7</b> We uncover knowledge to advance products, services, systems and businesses, including providing proof of concept and market analysis.	<b>Lead-in time</b> Up to 3 months  <b>Project length</b> From a day to several months	From £500, plus fees for any specialist equipment required. Funding may be available from external sources, such as the Technology Strategy Board.
<b>CONSULTANCY SERVICES</b> <b>PAGES 8–9</b> Our experts solve technical issues and business challenges, helping companies to be more productive and assess and seize new market opportunities.	<b>Lead-in time</b> Up to 3 months  <b>Project length</b> From a day to several months	From £500, plus fees for any specialist equipment required.
<b>CRITICAL REVIEWS &amp; CLINICAL TRIALS</b> <b>PAGES 10–11</b> We provide independent testing and validation of products and services, and offer unique access to clinical trials.	<b>Lead-in time</b> Up to 3 months  <b>Project length</b> 1–5 years	Costs vary.
<b>KNOWLEDGE TRANSFER PROGRAMMES</b> <b>PAGES 12–15</b> We are a leading provider of these bespoke projects, which meet strategic business needs – from designing or enhancing products and services to supporting expansion, introducing new systems and implementing technology and processes.	<b>Lead-in time</b> 3–6 months  <b>Project length</b> From 6 months to 3 years	£20,000 per year to the company, with funding covering the remainder – up to 67% of the total project costs.
<b>COLLABORATIVE RESEARCH</b> <b>PAGES 16–17</b> We combine our expertise with that of at least one other party to advance businesses and industries.	<b>Lead-in time</b> 1–6 months  <b>Project length</b> Varies	Costs vary. Projects can be part-funded by the Research Councils and the public and third sectors. <b>► See page 17 for our £5.24m ERDF-funded programme.</b>
<b>RESEARCH AND DEVELOPMENT FACILITIES</b> <b>PAGES 18–19</b> Clients benefit directly and indirectly from our specialist equipment.	<b>Lead-in time</b> Up to 1 month  <b>Project length</b> Varies	From £500.
<b>PROFESSIONAL DOCTORATES AND SPONSORED PhDs</b> <b>PAGE 20</b> Dedicated, flexible PhD research to address specific commercial challenges.	<b>Lead-in time</b> 3–6 months  <b>Project length</b> 3–5 years	Professional Doctorates from £2,500 per year. Sponsored PhDs from £20,000 per year.



## OUR COMMERCIAL RESEARCH UNCOVERS VALUABLE KNOWLEDGE

We deliver practical research to meet a client's precise brief. Projects are protected by industry-standard commercial agreements, covering confidentiality and intellectual property matters.

**We have decades of experience partnering with businesses as a contractor to solve particular problems or meet specific needs, from strategic and technical perspectives.**

Our commercial research, encompassing applied, contract or commissioned research, generates new knowledge that advances products, systems and services and can help businesses increase profits.

### **Flexible support**

One of our key strengths is our flexibility, underpinned by the breadth of disciplines we are able to draw upon to tackle challenges. With four faculties, we can help in the areas of the arts, the built environment, business, computing, education, electronics, engineering, languages, law, marketing, media, medical, health and social care, science, social science, sustainability and technology. Through our five Research Institutes and networks, we also offer a cross-disciplinary approach that transcends traditional thinking, bridging scientific, technical and creative fields.

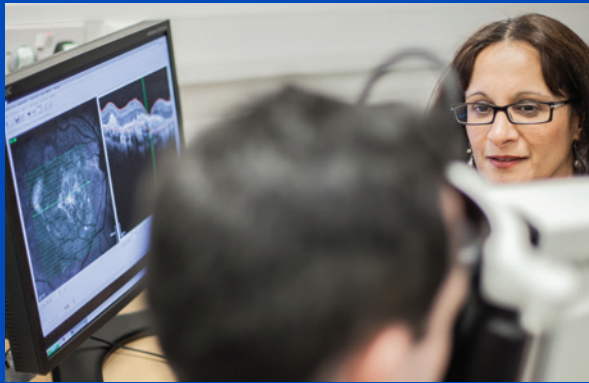
**You can commission us for as long or as short a timescale as required.**

### **Typical projects include:**

- ▶ proof of concept
- ▶ proof of market
- ▶ market research
- ▶ laboratory testing
- ▶ data analysis
- ▶ field studies
- ▶ product development
- ▶ prototyping
- ▶ process evaluation and improvement
- ▶ adopting new technology.

“We evaluated the use of a new material for a pioneering contact lens.”

Professor Shahina Pardhan,  
Director of Anglia Ruskin  
University's Vision & Eye  
Research Unit (VERU)



## INFORMING PRODUCT DESIGN

UltraVision CLPL is a specialist designer and manufacturer of corrective contact lenses, supplying hospitals and eye-care professionals worldwide. “We wanted to develop the use of Silicone Hydrogel in a new design and approached Anglia Ruskin University to provide clinical expertise and facilities to support us,” says John Clamp, the company’s Chief Operating Officer. “The outcome from the project has been extremely positive. In fact, the findings have driven several new product designs which have gone on to benefit the company and its clients.” UltraVision received the Queen’s Award for Enterprise and Innovation for one of these designs.

“Our research helped establish protocols to evaluate the new lens against its peers in a clinical trial setting,” adds Professor Shahina Pardhan, Director of Anglia Ruskin University’s Vision & Eye Research Unit. “UltraVision also licences its innovations to third-party manufacturers of contact lenses worldwide, so Intellectual Property is very important to our business,” emphasises John. “We were very happy with the commercial agreements the University put in place.”

“The invaluable research completed in collaboration with Anglia Ruskin University assisted UltraVision greatly in designing a successful, life-changing contact lens for thousands of patients.”

**Anna Smith, Marketing Executive,  
UltraVision, Bedfordshire**

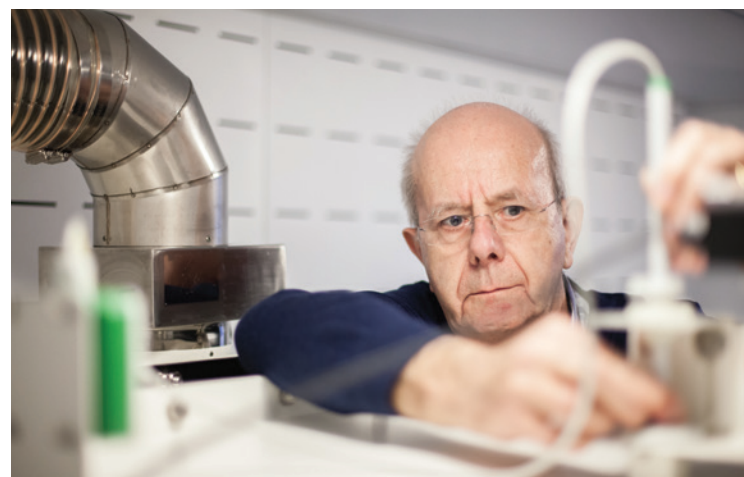
### Educating consumers

With headquarters in Cambridge and offices globally, ARM Holdings is at the heart of the development of digital electronic products. The company’s microprocessors can be found in numerous digital systems and over 95% of smartphones.

The technology ARM develops is highly advanced and rapidly evolving, which brings a significant challenge: how can the company educate users and bring the technology to a wider audience? Our research and support has been helping ARM to answer that question by engaging current and future users, from school pupils and university students to start-up businesses utilising digital electronics for the first time. Our remit has involved everything from creating case-study projects to learning materials that can be disseminated to customers and educators.

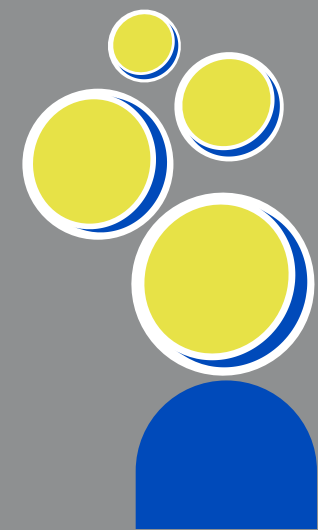
**“Our work with ARM goes beyond training; it’s about product education and widening participation in digital design.”**

*Dr Rob Toulson,  
Director, Cultures of the Digital Economy (CoDE)  
Research Institute, Anglia Ruskin University*



### World-leading research

Your business can rely on our exemplary research techniques. Eight areas of our research had a proportion of work rated as ‘world-leading’ or ‘internationally excellent’ in the latest UK government assessment (2008 Research Assessment Exercise for Higher Education Institutions).



## A WEALTH OF EXPERTISE

From laboratory testing to proof of concept, our commercial research makes a difference to the balance sheet.

### The practicalities

**Lead-in time:**

Up to 3 months

**Typical project length:**

From a day to several months, depending on the brief

**Typical cost:** From £500, plus fees for any specialist equipment required; funding may be available from external sources

### Getting in touch

Our business partnerships and support team will match your company’s requirements with the right expertise. We can help you develop your research proposal and identify potential sources of funding.

To talk through your needs, call **0845 196 3177**  
Email: [kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)



## OUR CONSULTANCY SERVICES ANSWER PRESSING QUESTIONS

We apply our existing expertise across many disciplines to address business issues, tackle technical challenges, scan horizons and test markets. As well as the knowledge of one of our academic experts, clients can take advantage of our leading facilities.

**Our consultancy services develop bespoke solutions for our clients. Work is usually carried out within a short timescale, from days to several months. The results are confidential and the client owns the results of the consultancy work.**

### Typical services include providing:

- ▶ technical troubleshooting
- ▶ strategic advice, from reducing overheads, to improving processes
- ▶ expert witness services
- ▶ feasibility studies
- ▶ product development support
- ▶ consumer marketing
- ▶ interpretation and analysis of data.

“In recent years, we have helped unfreeze solar panels powering refrigerant systems, increase the amount of heat getting inside a new type of Stirling engine and improve the electricity current distribution of infrared technology panels.”

*Professor Hassan Shirvani, IMechE,  
Anglia Ruskin University*

### Ongoing partnerships

Many of our consultancy partnerships are long-standing. For example, we have worked with the automotive industry for over 25 years, supporting a wide range of areas, from information and business systems to engineering development and production-line control. Our work with Ford and Jaguar involves highly specialised engineering consultancy services to reduce the environmental impact of vehicles and meet customer demands for better fuel efficiency, performance and comfort.

“Skanska asked us how it could best market low-energy homes in the UK.”

*Dr Cathrine Jansson-Boyd,  
Senior Lecturer, Psychology,  
Anglia Ruskin University*



## BREAKING INTO A NEW MARKET

Although Skanska is a world-leading construction group, its Seven Acres site near Cambridge city centre is the company's first step into the UK residential market. The firm plans to build some 130 sustainable houses and apartments on the site. It was keen to know how the public would react to its designs and asked us to help find some answers.

"In the UK, it's not traditional for house-hunters to seek out environmental credentials," says Dr Cathrine Jansson-Boyd, a consumer psychologist. "In fact, there are often misconceptions that environmentally friendly designs are inferior products." Cathrine worked with Anglia Ruskin University's Global Sustainability Institute to apply tried-and-tested psychological techniques in the new area of sustainable products. "The team had great success in framing marketing messages to best promote the developer's low-energy homes, addressing common concerns."

The year-long consultancy project included pilot studies, conducting special tests with hundreds of consumers and creating a messaging toolkit for Skanska to use to continue to engage its audiences.

**Skanska's ambition is to build further sustainable homes at other sites across the UK.**

### Proving a time-saving concept

Having spent a decade in the construction and manufacturing sectors, Conor Moran knew there had to be a more efficient way to produce site surveys and inspection reports. His solution was GoReport®. This web and mobile application generates high-quality reports automatically in the cloud environment, complete with associated sketches, photographs, video and audio.

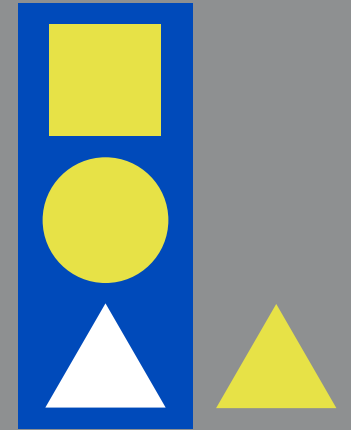
We provided consultancy support in two phases. First, we researched the building surveying process, providing a surveying template that would serve the company's target audiences. Our support comprised a focus group to understand key needs and an industry market questionnaire to establish proof of concept. In the second phase, we performed closed-beta testing of the tool and ran a user focus group. The trial included a site survey to test the application, template, user interface and upload and transcription procedure. The key learnings shaped the application's development at a critical formative stage, informing a number of modifications. Our consultancy work was overseen by Dr Alan Coday, PhD, FIOM3, FHEA.

GoReport has won several industry awards, including a regional IBM Smartcamp competition which identifies global game-changing technologies.



**"GoReport is already saving users valuable time and money, with reduced administration costs and margins increased by up to 70%. The early support we received from Anglia Ruskin University was instrumental in helping to get this innovative idea off the ground."**

*Conor Moran CEng,  
Chief Executive Officer, GoReport, Belfast*



## PRACTICAL SOLUTIONS

Anglia Ruskin University is brimming with over 1,000 academics who are ready to tackle commercial challenges in a cost-effective way.

### The practicalities

#### Lead-in time:

Up to 3 months

#### Typical project length:

From a day to several months

**Typical cost:** From £500, plus fees for any specialist equipment required

### Getting in touch

Our business partnerships and support team will find the experts with the right know-how to tackle your pressing needs.

To talk through your needs, call **0845 196 3177**

Email: [kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)



## OUR CRITICAL REVIEWS TAKE IDEAS TO MARKET

We offer independent evaluations, testing and validation services which, coupled with our leading research and development facilities, help turn ideas into commercial realities across industries.

**We appreciate the value of our business collaborations. That is why project results are confidential and you can own any Intellectual Property that arises from our work together.**

### **Making innovation happen**

Our cost-effective, critical reviews offer companies a valuable second opinion on their products from expert academics, without businesses having to invest heavily in equipment, facilities and resources.

### **We support commercial ideas by providing:**

- ▶ testing and validation
- ▶ rapid prototyping
- ▶ product development support
- ▶ model generation
- ▶ clinical trials
- ▶ computer simulations.

“We are working with Anglia Ruskin University in Cambridge which has a specially equipped robotic system for analysing the samples and returning the data electronically to the customer. The association... has given Stratech the opportunity to offer this comprehensive testing service...”

*Sue Hallett, Managing Director,  
Stratech Scientific Ltd, Suffolk*



See page 18 for our outstanding facilities

“The project gave us access to the skills of an experienced academic and the latest audio resources. The findings were fed back into our product-development cycle and the system is now being sold worldwide.”

Dr Chris Mitchell,  
CEO, Audio Analytic,  
Cambridgeshire





## TRANSFORMING CONCEPTS INTO PRODUCTS

Audio Analytic, based in Cambridge, produces award-winning software which automatically recognises sounds by means of computer analysis, even when there are high levels of ambient noise present. The company approached us to review and help evolve a proprietary audio detection system that picked up on people being aggressive from the sound of their voice.

“Being a former PhD student at Anglia Ruskin University, I knew the people and skills there would complement our team,” says Dr Chris Mitchell, the company’s Chief Executive Officer. “The independent evaluation played a key part in the new product’s development and the technical work was very good value.”

The project was supported by government funding, with the results covered by a standard confidentiality agreement.

“Our new software has secured licence deals in Europe, Russia and the US, and is being sold worldwide. It has also received national television coverage.”

**Dr Chris Mitchell, CEO, Audio Analytic**

### Offering an unrivalled test bed

We provide a single point of entry to a world of clinical and user trials, and access to valuable focus and early-adoption groups.

We work closely with the NHS Trusts in Essex and Hertfordshire to offer competitive services to industry partners wishing to run clinical trials and gain early adoption of, and feedback on, their products. This collaboration, called the Anglia Ruskin Clinical Trials Unit (ARCTU), includes six Acute NHS Trusts and a large Mental Health Trust, and has access to primary care patients through our Postgraduate Medical Institute. Together, the Trials Unit covers over three million patients, and in excess of 10 million patients for tertiary services.

ARCTU offers expertise in research design, statistics, health economics, licensing, project and data management, ethical approvals and experienced clinical research nurse support. It is an official UK site for Quintiles, the world’s largest Contract Research Organisation. In addition to formal clinical trials, we can evaluate products and innovations across our broad network.

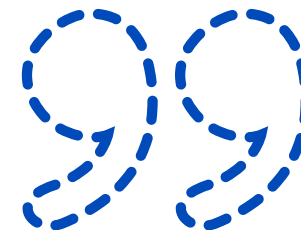
### Reducing risk through market insight

We have a well-established connection with the NHS and can call upon thousands of academic and clinical researchers to advise companies and inventors on their product or service ideas across the full healthcare landscape. Our network of experts offers quick, practical guidance, supported by state-of-the-art specialist laboratories and other dedicated research facilities.



**The Anglia Ruskin Clinical Trials Unit holds a “unique position within the partner network due to the foresight and vision of the participant members through Anglia Ruskin University.**

*James Brooke, Director,  
Western Europe and Africa Prime Site Management  
Integrated Site Services, Quintiles*



## REDUCING RISK

Our critical reviews are a cost-effective way to gain an independent assessment of new products and innovations, often at an early stage.

### The practicalities

**Lead-in time:**  
Up to 3 months

**Typical project length:**  
1–5 years, depending on your requirements

**Typical cost:** Costs vary

### Getting in touch

To talk through your testing and validation needs, call **0845 196 3177**  
Email: [kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)



## OUR KNOWLEDGE TRANSFER MATCHES BUSINESS AMBITIONS

We have considerable experience of delivering commercial results through subsidised knowledge transfer programmes. If you are looking for a positive impact on your company's profitability, productivity, efficiency or innovative ideas, read on.

Knowledge transfer programmes help transform ambitious businesses through a dedicated project which focuses on a strategic business need or challenge. They result in embedded knowledge, systems, processes and technology that leave companies in the ideal position to take the next step. The project is undertaken by a high-calibre Graduate Associate, recruited to work full-time on the project. The work is overseen by an experienced Academic Supervisor. These programmes are part-funded by the UK government and European grants. We help businesses prepare their funding proposals and manage the process. Different programmes are available; here are two that we run.

### **Knowledge Transfer Partnerships (KTPs)**

Our programmes have supported businesses across a number of sectors to design and develop new products, establish a marketing function, introduce systems and technology, improve the performance of products and services and expand operations. The three-way partnership brings together your business with a leading academic and a talented graduate to work on a project that

is central to your current needs. Projects can be between six months and three years in length and businesses benefit from a government grant of up to 67% of the total project cost. KTPs have been funded by the government for 30 years – a clear indication of their effectiveness.

### **Low Carbon KEEP (Knowledge-East of England-Partners) Programmes**

Supported by the European Regional Development Fund, these programmes work just like KTPs, but with two set goals: improving SMEs' competitiveness while delivering a low carbon project, typically through developing new products or improving existing ones or adapting processes to reduce their carbon footprint. Projects run for between four and 18 months, with a grant of 40% available to cover the project costs. Funding is also available to recoup 40% of the cost of purchasing capital equipment, such as essential equipment and software which is fundamental to the project's success. We run Low Carbon KEEP Programmes on the East of England's behalf.

“The risk of expanding was greatly reduced by using a KTP. We had the University's support and the will of everybody involved to get it to work.”

David Hyett, Managing Director,  
Foneshop.com, Essex



## TAKING BUSINESS OVERSEAS

A 14-month KTP helped Excalibur Group expand its successful UK business model (Foneshop.com) to mainland Europe. The Essex-based company, which sells mobile phone and device accessories, had ambitious growth plans, but lacked the in-house skills to achieve expansion on its own. “Anglia Ruskin [University] helped to shape our goals and pinpoint France as the first country we should move into overseas, based on price points, the market landscape and culture, including online shopping behaviour,” says David Hyett, Managing Director. “The model established by the KTP helped us to hit our targets for the new French company and made it straightforward to expedite our expansion into Germany, Italy and Spain.”

“It’s a complex business for an SME to expand into new territories. Not only are there nuances of language and strategic issues around which markets look more attractive, but also implementation details such as payment methods, taxation, banking and deliveries. The KTP helped in all the key areas.”

**Steve Sharpe, KTP Academic Supervisor, Anglia Ruskin University**

“My role involved market research and competitor analysis, establishing a development process and managing the French company’s set-up. I also managed the build and promotion of the French website.”

**Laure Le Corre, KTP Graduate Associate**

### Leading the market

“We’ve had a relationship with Anglia Ruskin University since 2004,” says Jeremy Dunn, Technical Director of Glazing Vision, manufacturers of innovative glass rooflights. “Our first project together won an entrepreneurial collaboration award. We were very pleased with the results, which standardised our production line and established our own R&D department.”

The company’s third project with Anglia Ruskin University is to derive a single way to calculate thermal performance across its range. “All British standards concentrate on windows and doors and don’t readily translate to our products. Using Anglia Ruskin University as an external, independent body to help establish, validate – and, importantly, disseminate – our method made sense. We will have an in-house capability to assess thermal performance of various designs, saving costs and reinforcing our reputation as market leaders. As the thermal performance requirements in building regulations tighten up, we will have thermally efficient rooflights and the correct tools to meet changing legislation.” This year-long project is part of our Low Carbon KEEP Programme.

**“In a very short time span, we’ve hit key targets. We’ve established a calculation method that works for our core products, identified the suitable calculation methodology to use, and trained staff in all aspects of thermal modelling.”**

*Dr Sathish Nammi, Graduate Associate*



### Successful programmes

Our knowledge transfer programmes cover a wide range of industries and applications from manufacturing, design, IT and research and development, to personnel, sales and finance.

On average, ‘businesses can expect an increase of over £240,000 in annual profits before tax, the creation of two genuine new jobs and an increase in skills of existing staff’ (Source: Technology Strategy Board website, 2013).



## REALISING VISIONS

We help ambitious businesses take the next big step through bespoke knowledge transfer programmes and partnerships. We manage the entire process, which includes full support in securing funding, recruiting the Graduate Associate and managing the project throughout its life.

### The practicalities

**Lead-in time:**  
3–6 months

**Typical project length:**  
From 6 months to 3 years

**Typical cost:** £20,000 per year to the company, with funding covering the remainder – up to 67% of the total project costs

### Getting in touch

To talk through your needs, call **0845 196 3173**  
Email: [simon.daly@anglia.ac.uk](mailto:simon.daly@anglia.ac.uk)



“I’LL BE AMAZED  
IF SOMETHING  
BRILLIANT DOESN’T  
COME OUT OF IT.”

Gary Fuller, Managing Director,  
Calex Electronics, Bedfordshire

Knowledge Transfer Programmes

**BUSINESS TO  
THE POWER OF**

**3**

## **THE ENTERPRISING COMPANY**

Calex Electronics is a UK provider of temperature measurement and power conversion equipment to industries worldwide. The company’s second collaboration with Anglia Ruskin University has resulted in prototyping, testing and launch of a new infrared temperature sensor that will help clients in several sectors significantly cut carbon emissions.

“We were provided with an outstanding postgraduate with experience – a very good engineer and hard worker – and an academic who was a real expert,” says MD, Gary Fuller. “The University made the funding happen and we were able to acquire special calibration equipment for the project at a discount.”

This 12-month partnership was part of our Low Carbon KEEP Programme.



“

## **THE GRADUATE ASSOCIATE**

“It was quite an intricate product in terms of the electronics. We required a sound methodology to assess the component and module options and then needed to develop a fully functional sensor system with industry-standard, integrated hardware and firmware. The highlight for me was when our prototype passed the EMC [Electromagnetic Compatibility] regulations with outstanding ratings and now the sensor will be released for sale. It’s quite incredible.”

*Dr Jiaqing Shao*

## **THE ACADEMIC SUPERVISOR**

“The Academic Supervisor acts as a really useful third eye, helping to tease out complex issues at an early stage, identify problems that aren’t necessarily that obvious and contribute to the solutions.

“I’d have to pay tribute to the whole team for the project’s broader success. Because of the flexible interchange of ideas, we were able to achieve far more than overcome the new sensor’s technical challenges of operating at high temperatures. The work should help the company elsewhere with its range.”

*Andy Stevens, Anglia Ruskin University*

”



## OUR COLLABORATIVE RESEARCH BENEFITS INDUSTRIES

Collaborative research brings together our expertise with that of at least one other party to deliver real business benefits. This type of work can be part-funded by the government, EU grant programmes or the third sector and is a mid- to long-term commitment.

### **We run collaborative projects across our four faculties and five Research Institutes, encompassing a broad range of sectors.**

This section gives just a few examples of the research we are involved in to support industries, help grow companies and attract grants to work with businesses.

### **Meeting pressing needs**

The building sector consumes 40% of Europe's energy. With rising energy prices and greater focus on energy efficiency, there are a number of opportunities for innovative companies within the sector to grow their business with products that reduce energy consumption.

One clear way forward is to make use of thermal mass techniques, but traditionally the conditions needed create acoustic reverberations (echos) that affect the health, well-being and concentration of inhabitants.

As part of a consortium comprising SMEs across the manufacturing supply chain, consultancies and other universities, we are developing a low-cost, high-performance acoustic absorber – Echo2Eco – that solves these acoustic problems, creating a highly marketable product.

Our cross-disciplinary contribution includes modelling, acoustic testing, investigating the robustness of the solution and making sure key requirements are met, such as fire legislation.

“Our three-way collaboration means we know more about horse arena construction than ever; valuable information we can pass onto industry.”

Alison Northrop, Senior Lecturer  
in Animal and Environmental  
Biology, Anglia Ruskin University



## ADVANCING THE BUSINESS OF SPORT

RACES (Research and Consultancy in Equine Surfaces) is a research collaboration between Anglia Ruskin University, Myerscough College and the University of Central Lancashire. Its remit is to enhance equine knowledge and advance the equine industry. “We know a lot about how to make the best human athletics tracks and have pages of guidelines for football pitch surfaces, but there is far less clarity when it comes to surfaces for equine sports,” says Alison Northrop, Senior Lecturer in Animal and Environmental Biology at Anglia Ruskin University. A recent RACES project resulted in the building of a biomechanical hoof tester, designed by Mick Peterson, University of Maine, to simulate the effects of a horse landing on a surface. The hoof tester, along with other equipment, enabled the RACES team to collect valuable mechanical and physical measurements to determine surface properties.

The hoof tester has already benefited the industry with award-winning research (Podium Award Medal). The team worked with arena specialists Andrews Bowen Ltd to assess and develop the footing of surfaces for the showcase equestrian venue at the London 2012 Olympic Games. “Extensive testing was required because of the unique elevated-platform design,” adds Alison, which was a first in the history of the Olympics.

“We are working to set universal standards for equine sport surfaces that will benefit the industry worldwide.”

**Alison Northrop, Anglia Ruskin University**

### Creating growth through innovation

Inventors and entrepreneurs in the health and social care sectors often encounter barriers when trying to turn their ideas into commercial products and services. We are helping to remove these obstacles, reducing risks and improving the opportunities for business development at pace and scale.

In the Medical Technology and Assisted Living sectors, the Anglia Ruskin MedTech Campus will transform the innovation process, gaining health system-wide adoption of the latest advances in technology and patient care. Located at three connected sites, the 120-acre Campus will be one of the world’s largest health innovation spaces, bringing together all the essential components needed to innovate – from space to operate to Business Network Services that will support the commercial exploitation of ideas, including unrivalled access to market research and clinical trials. The Campus is a partnership between Anglia Ruskin University and Chelmsford City, Harlow District and Southend-on-Sea Borough Councils. It is supported by private and public sector interests, including the Department of Health and central government.



We are building the Anglia Ruskin University Medical Business Innovation Centre (MedBIC) at our Chelmsford site. The centre, complete with high-quality engineering laboratories, will support the development of start-up and micro businesses with scalable product and service concepts, encouraging and facilitating business launch and growth. The project is being developed with support from Essex County Council and Chelmsford City Council, with active input from an industry Steering Group.

We are also a research partner in a three-year, joint-venture project (CURA-B) to develop best practice models for the procurement, development and deployment of innovative Assistive Technology service solutions (also known as tele-health, tele-medicine or tele-care). This project brings together the expertise of 10 partners in four countries, including that of our Institute for International Management Practice.

### £5.24m innovation partnership

A project with the European Regional Development Fund will enable us to support start-ups and SMEs wishing to develop resource-efficient, low-carbon MedTech innovations. Our support will encompass everything from networking through to knowledge transfer programmes, helping to commercialise research. Grants are also available – ranging between £2,600 and £70,000 – to purchase additional innovation services or equipment.



## ATTRACTING FUNDING

Our bold vision and innovative projects put us in contact with UK and European funding schemes that support universities and industry working together. Where grants are available to subsidise partnership projects, we will help with bids, applications and contracts.

### The practicalities

**Lead-in time:**  
1–6 months

**Typical project length:**  
Variable

**Typical cost:** Costs vary.

**Projects can be part-funded by Research Councils and the public and third sectors.**

### Getting in touch

Call **0845 196 3177**  
Email: [kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)



## OUR COMMERCIAL WORK UNLOCKS OUTSTANDING FACILITIES

On our Cambridge and Chelmsford sites, you will find everything from recording studios to specialist laboratories.

By working with us, businesses can take advantage of £81 million of redevelopment made over the last five years across our two sites. We plan to invest a further £90 million over the next five years.

### Laboratories serving a range of disciplines, including:

- ▶ electronics
- ▶ eye-tracking laboratory and environmental chamber
- ▶ forensic science
- ▶ hydraulics, soils and structures
- ▶ materials and testing
- ▶ psychology, including testing equipment and facilities for consumer psychology and neuropsychology
- ▶ sports science.

### Dedicated facilities, equipment and services for:

- ▶ auto computer aided design
- ▶ high-performance computing
- ▶ rapid prototyping
- ▶ transcription, including converting text into Braille, large print, audio format and digital text, as well as producing tactile graphics and a high-quality CD and DVD copying service.

### Specialist resources including:

- ▶ art studios
- ▶ practising Eye Clinic
- ▶ language centre
- ▶ mobility and gait analysis laboratory
- ▶ mock law court
- ▶ multimedia sound and recording studios
- ▶ performing arts rehearsal spaces
- ▶ TV studio.

For further information, call **0845 196 3177**  
Email: [kimberley.lilley@anglia.ac.uk](mailto:kimberley.lilley@anglia.ac.uk)



## EVENT FACILITIES

Organisations can also make use of our wide-ranging event facilities, including meeting and conference rooms, lecture theatres and exhibition spaces. Our dedicated team will even manage the event on your behalf.

For further information, call Sarah-Jane Mackenzie on **0845 196 3163** or send an email to [conferences@anglia.ac.uk](mailto:conferences@anglia.ac.uk)



## OUR COMMERCIAL DOCTORATES ARE BUILT AROUND YOUR WORK

Professionals and their companies can also take advantage of tailored research to address specific commercial challenges they face and carry out groundbreaking work in their field.

### Professional Doctorates

Our Professional Doctorates are specifically designed for people who are already working in industry and the professions. Candidates focus their research on their own professional practice within a work-based setting, studying part-time while working full-time. Professional Doctorates are ideal for senior professionals who wish to engage in rigorous learning at the highest strategic level. Programmes are supported by our 24/7 virtual learning environment, allowing candidates to fit their study around their work and home life. Learning is underpinned by a number of workshops each year.

### We offer Professional Doctorates in:

- ▶ Business Administration (DBA)
- ▶ Education (EdD)
- ▶ Health and Social Care
- ▶ Laws
- ▶ Practical Theology
- ▶ Science & Technology.

We also offer Professional Masters and a Postgraduate Diploma in Professional Research.

### Sponsored PhDs

These bespoke, flexible PhDs are an opportunity for industry to address their longer-term market needs and lead pioneering industry research. A programme of work and research outcomes is devised between the Academic Supervisor and the employer, tailored to the company's requirements. Students can be based in the company, at Anglia Ruskin University or a combination of the two.

“Working in the industry every day, it was clear that methodologies for calculating loss of light in rights of light cases were outdated. My Professional Doctorate was an incredible experience which opened doors to contacts that would not have been possible otherwise. Since publishing my thesis, I have been involved in writing guidance for two industry bodies and my workload in this specialist area has doubled.

*Dr Peter Defoe, PrD(BE) DipArb  
FRICS FCIArb MCQI CQP  
Partner and Business Systems  
Manager, Calford Seaden,  
a multi-disciplined construction  
and property consultancy*



# 1000

ACADEMICS

Covering the arts, the built environment, business, computing, education, electronics, engineering, languages, law, marketing, media, medical, health and social care, science, social science, sustainability and technology

# 5

RESEARCH INSTITUTES

- ▶ Childhood and Youth Research Institute
- ▶ Cultures of the Digital Economy Research Institute
- ▶ Global Sustainability Institute
- ▶ Institute of International Management Practice
- ▶ Postgraduate Medical Institute

# 4

UNIVERSITY FACULTIES

- ▶ Faculty of Arts, Law & Social Sciences
- ▶ Faculty of Health, Social Care & Education
- ▶ Faculty of Science & Technology
- ▶ Lord Ashcroft International Business School

# 1

ENTREPRENEURIAL MINDSET

Working with up to 2,000 organisations a year