



East Midlands Universities Association

What We Do

EMUA is a membership organisation, working on behalf of the 10 diverse Higher Education Institutions (HEIs) in the East Midlands. We are committed to promoting the impact our HEIs have on the regional, national and global economy, and adding value to members' activities by facilitating co-operation and collaboration.

The strategic aims of the Association are:

- To promote the HE sector in the East Midlands as a generator and provider of world-class knowledge and high quality graduates.
- To ensure effective engagement with all stakeholders to promote the impact that HEIs in the East Midlands have on the regional, national and global economy.
- To identify opportunities where strategic collaboration will add value to the East Midlands' HEIs, and to facilitate discussions between members to maximise these opportunities.
- To maximise the collective contribution of the East Midlands' HEIs in the development and delivery of any relevant strategies.

EMUA is steered by the Vice Chancellors and Principals of its member institutions and chaired by a Vice Chancellor (currently Professor Neil Gorman) for a two-year term.

EMUA is supported by a small team of staff, hosted by Loughborough University.



EMUA Key Achievements 2010



- Promoting the positive role that our HEIs have played during the recession in supporting individuals and businesses, through the production of the EMUA HERA Barometer.
- Producing the EMUA report *Investment in the East Midlands: funding changes to universities and the economic impact on the region*, which received significant media attention.
- Raising the profile of Higher Education in the region through the development of new relationships with organisations including the Confederation of British Industry, Institute of Directors and Local Authorities.
- Two successful collaborative bids to HEFCE to deliver over 400 graduate and undergraduate internships in SMEs and key priority sectors.
- Delivering an EMUA Postgraduate conference *Beyond Boundaries* attended by 90 delegates.
- Organisation of an innovation benchmarking trip to Silicon Valley, resulting in an action plan to incorporate best practice in the region.
- Further development of the East Midlands Knowledge Network, to include expertise on recruitment and development of staff.
- A collaborative approach to developing a network of ESRC funded Doctoral Training Centres and Units in the region.
- Successful delivery of the second year of the Lord Stafford Awards East Midlands, culminating in a high profile event in September 2009.

EMUA works with over 25 stakeholder agencies and bodies to represent the views of our members.

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- MPs
- CBI
- Business Link
- Podium
- Government Office East Midlands
- Age Concern
- East Midlands Development Agency
- Vitae
- Learn through Work
- East Midlands Innovation Council
- HEFCE
- Skills Funding Agency
- UK Commission for Employment and Skills
- Universities UK
- Nottingham Science City
- iNets
- Sector Skills Councils
- Life Long Learning Networks
- Local Authorities
- Institute of Directors
- Association of Colleges
- Federation for Small Businesses
- NHS East Midlands
- Midlands Deans of Engineering Alliance
- East Midlands Creative and Cultural Economy Partnership



Working With Partners

2010 has seen EMUA take a more proactive role in seeking to inform policy-making. This has been achieved through engagement with key regional and national stakeholders, and raising widespread understanding of the contribution of Higher Education to the regional economy.

EMUA has greatly valued its relationship with *emda*, and has lobbied for the continuance of a regional organisation that is focused on innovation support and economic development. We intend to work with new structures and organisations that emerge under the new government administration, and look forward to hearing more about how Local Enterprise Partnerships will function. We also look forward to developing a closer relationship with our MPs in the region, both new and incumbent.

This year we have recognised the need for greater engagement with Local Authorities (LAs). A joint *emda*/EMUA event was held in March, to help LAs develop an appreciation of how HE can contribute to their economic development plans through aligning funding and activity with regional HE providers. This was supported by an EMUA publication *Making the most of your universities: how East Midlands universities can support Local Authorities to deliver economic priorities*.

EMUA continues to work closely with HEFCE, who have appreciated our ability to respond rapidly to HEFCE initiatives (such as graduate and undergraduate internship schemes) on a regional basis. Through our strategic groups we have strengthened relationships with the NHS, iNets, Business Link, Sector Skills Councils, IoD and CBI.



Facts and Figures

In 2008/09 HEIs in the East Midlands

- Educated a total of **164,520** students, attracting the largest proportion of 'out of region students' in the UK.
- Employed over **41,000** staff. This equates to **21,156** full time jobs in our universities, which generate more than an additional **23,000** jobs elsewhere in the economy.
- Had an income of over **£1.5 billion**, which generated an additional **£2.1 billion** in other sectors of the economy.
- Undertook **£272.5** million worth of research.
- Created **299** new companies through spin-offs, graduate and staff start-ups, employing **1,169** people.





Impact

In March this year, EMUA gained significant media attention for the publication *Investing in the East Midlands: funding changes to universities and the economic impact on the region*. The report summarises key messages from a wider piece of research on the impact of the recession on EM HEIs, conducted by the University of Lincoln Economic Research and Development Unit on behalf of EMUA. This publication, along with the EMUA HERA Barometer, has proved to be a useful tool in communicating the value of Higher Education in the region to stakeholders.

Some key findings of the report are:

- Universities are key drivers of the economy. In 2007/8 universities in the East Midlands had a combined revenue of £1.38 billion, with an additional impact of £1.93 billion - a total impact of £3.31 billion on the economy.
- Universities in the East Midlands could face more than £60 million reduction in public funding over the three years 2010-13.
- The total impact of these funding changes on the East Midlands economy is estimated to be up to £145 million.
- The case for continued investment in universities is strong as the effects on the wider economy are likely to be disproportionately damaging.

The figures were based on funding cuts proposed by the former Government. It is likely that reductions in public funding for Higher Education under the current Government will be much greater.



Research Strengths

In addition to EMUA's Research Strategy Group, a wide variety of research subgroups work on collaborative projects in their respective fields and beyond.

Significant successes have been achieved by these groups this year and include:

- The delivery of a regional postgraduate conference – *Beyond Boundaries: Facing Interdisciplinary Challenges In Humanities* – attended by 90 delegates in September 2009, and planning for the 2010 conference – *Perspectives in Society: Health Culture and the Environment*.
- The launch of a new postgraduate placement scheme at The University of Northampton, and the potential for development of a regional scheme, arising from sharing best practice amongst EMUA members.
- The development of a relationship with Age Concern, resulting in £9,000 of travel bursaries for postgraduate students.
- Delivery of the annual seminar for the seven collaborative Sports Research PhD students.
- Delivery of a seminar in June 2009 – *Sport, Exercise, Health and the Community* - with around 40 academics from 9 institutions attending.
- The development of constructive relationships between the EMUA City and Country Research Group and regional agencies, by means of a lecture series, leading to academic involvement in regional planning meetings.





- The planning and delivery of three Creative Arts, Design and Cultural Economies workshops on the themes Materiality of the Digital, Design Research and New Audiences and Impact. The first of these workshops was held in June 2010.
- Collaborative bids to the Vitae Innovate fund and Arts and Humanities Research Council Grant.



Business, Innovation and Knowledge Transfer

The EMUA Innovation and Knowledge Transfer (IKT) Group works to increase the range and cohesiveness of knowledge transfer activity across the region. This year has seen an increased focus on communicating university expertise to regional brokers including iNet Advisors, Business Link Area Teams, Beyond Brokerage Advisors and Sector Skills Councils. Continued development and promotion of the East Midlands Knowledge Network (EMKN) has been key to this activity.

The EMKN website (www.EMKN.org.uk) brings together all the services to business that our universities have to offer. There has been significant development to the site this year including a new branchline featuring recruitment and development; more than 40 new services and case studies added; an improved and repositioned search facility and an 'email all HEIs' facility.

Our universities have responded strongly to the challenges posed by the recession. EMUA compiled five regional barometers which profiled the activities that our HEIs have undertaken to support individuals and businesses during the economic downturn. These reports (supported and collated on a national basis by HEFCE) have been well received on the national stage, gaining recognition in wider political circles. The EMUA Barometer can be found on the publications page of our website.





In September 2009 the EMUA IKT Group undertook a benchmarking exercise to identify best practice in university innovation activity based in Los Angeles and the Silicon Valley. A five-day trip revealed that the East Midlands has a more comprehensive and integrated set of support structures than exists in California to encourage business start-ups. Host institutions were impressed by the range of collaborative activity taking place in our universities including the Lachesis seed corn fund, and the number and range of incubation facilities for both students, and hi-tech companies.

The EMUA IKT Group has also been integral to the success of the region's innovation strategy, including the iFestival and the iNets, demonstrating the value of HE Knowledge transfer activity in the East Midlands.

The Lord Stafford Awards is now in its third year in the East Midlands. This year 44 applications were received representing an increase of 110% from the previous year. These prestigious awards recognise the value of collaboration between universities and businesses and, for the first year, have enabled new business and solo innovators to apply. Winners will be announced at the awards ceremony at Athena in Leicester on Thursday 9th September.

EMUA universities have worked hard to embed entrepreneurship skills within the curriculum and to develop and stimulate graduates, undergraduates and staff to set up their own companies. Central to this has been the successful Enterprise Inc. project, launched in 2009, involving all ten EMUA members. Over 315 participants have been recruited on to the project to date, and the bursaries of £2,490 have been perceived as making a real difference to the beneficiary's ability to start a business in a difficult economic climate.

Developing Talent

Higher level skills are key to a growing, sustainable economy. The EMUA Employer Engagement and Skills Group promotes the importance of the region's HEIs in delivering higher level skills to employers, both by raising the skills of those already in the workforce and by delivering high quality undergraduates, graduates and postgraduates to the workplace. The Group engages proactively with policy makers to influence the development of higher level skills policy, and responds collaboratively to regional skills issues.

The importance of our universities in the delivery of higher level skills has been extensively showcased in the HERA/EMUA Barometer reports, and was included in an introductory presentation to Local Authority representatives in March. The Barometer also demonstrates how our universities have been able to respond rapidly to new government initiatives to support economic recovery. The EMUA Careers Group successfully bid to HEFCE for the delivery of over 400 graduate and undergraduate internships, to the benefit of SMEs and businesses in priority sectors in the East Midlands - this was one of a few successful region-wide collaborations.

The Barometer reports can be found on our website at www.emua.ac.uk/info/publications.html.

International students are a vital and vibrant part of Higher Education in the East Midlands. Building on the success of last year's Chinese student recruitment event, the Careers Group has organised an event for Indian students and graduates to build relationships with regional businesses looking to expand into Indian markets. In recognition of the high profile of this event, the Indian High Commissioner will attend.

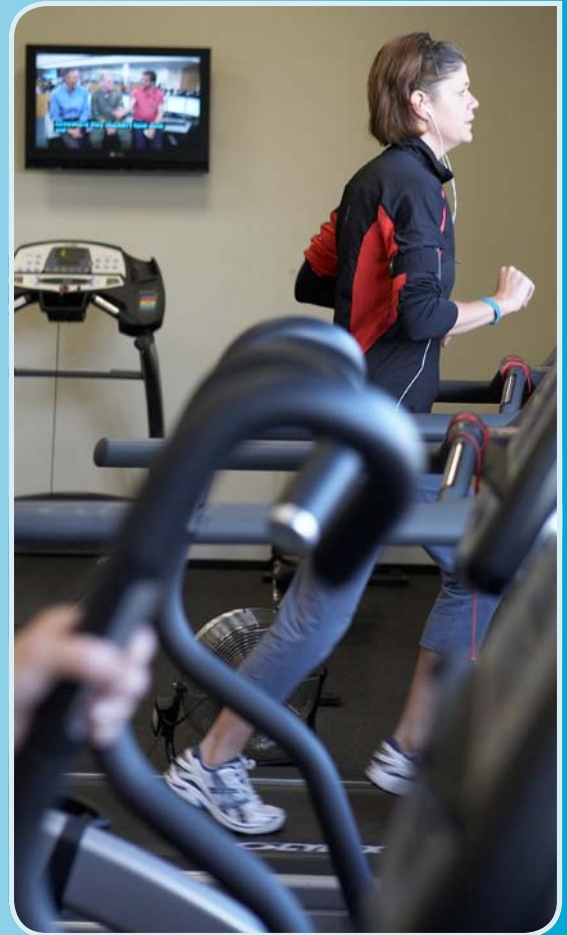




The Future

Universities face one of the greatest ever periods of uncertainty in the coming decade - internationally, nationally and regionally. The economic recession, the implosion of global financial markets, and the change in government have given rise to some fundamental concerns over the nature and funding for universities. The next twelve months is likely to see the emergence of many new policies set against a background of more cuts to the public funding of universities.

In a stringent financial climate, EMUA has demonstrated its ability to respond flexibly to members' needs, and to deliver value added activity. During the next twelve months EMUA will continue to support its universities by providing a forum where universities can discuss how they can adapt to new challenges, and by using its combined voice to prove the contribution higher education institutions make to the economy and society.





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