



The University of Exeter's Knowledge Exchange priorities are to drive **'healthy, sustainable and socially just futures'** by building effective, dynamic partnerships for innovation and impact leading to social and economic benefit.

Led by the Innovation, Impact and Business (IIB) division, our Knowledge Exchange activity aims to create an inspirational innovation community across all our Faculties, collaborating naturally with partners including industry, social enterprises, small business and government at global, national and regional scale. It aims to create a further increase in the quality and value of impactful collaborations.

We plan to achieve this through **three strategic objectives** and **three underpinning priorities**:

Strategic objectives:

> Building Transformational Partnerships in Key Sectors

- Developing sector-focused projects with key partners to address global challenges and provide solutions to regional and national priorities.
- Building new strategic corporate partnerships and strengthening our existing partnerships with (e.g.) the National Trust, South West Water, and IBM.
- Driving partnerships, engagement and impact in priority sectors – such as energy and clean growth, land use and food systems, life sciences, water and waste, defence and security, advanced manufacturing, space, digital and the creative and cultural economy.

> Leading Regional Innovation

- Creating a thriving innovation ecosystem with SETsquared Exeter and our strategic partnership with Exeter Science Park.
- Investing in and supporting networks of high-growth businesses across the SW Peninsula, through sector-based innovation projects connecting researchers and businesses.
- Co-creating Civic University Agreements with important regional organisations such as Local Authorities and NHS Trusts, to drive upskilling, enhanced R&D and community benefit in the region.

> Strengthening our Commercial Focus

- Supporting businesses to start, scale up and gain investment, including from spin-out and licensing activity.
- Developing a lifelong learning ecosystem through our Degree Apprenticeship programmes and Continuing Professional Development courses.

Underpinning priorities:

> USP – Differentiating the Exeter Offer

- Developing a new Business Engagement and Innovation strategy to support the delivery of the University's 2030 Strategy.
- Developing a new University to Business brand.
- Developing an Exeter environment brand and Solutions Hub, to build on the Green Futures campaign. This will engage businesses with UoE's world-leading expertise in Net Zero, circular economy, biodiversity, food systems and environmental intelligence.
- Promoting impact and KE stories with internal and external audiences, to drive engagement and enable alignment of key strengths across disciplines and sectors.

> Driving a Knowledge Exchange Culture

- Developing a cross-university community of knowledge exchange experts, such as Entrepreneurs in Residence, SETsquared mentors, and Professors of Practice.
- Reviewing promotion and pay criteria for academic staff, to ensure KE activity is recognised and celebrated.
- Organising an annual event Knowledge Exchange Awards event to promote and champion KE activity.
- Developing an 'ideas hub' to provide training and guidance for KE-engaged academics with new ideas.

> Strengthening KE Processes & Governance

- Creating a new Business Engagement and Innovation Committee to monitor progress, evaluate success and ensure improvement over time.
- Supporting researchers leading on knowledge exchange in the Faculties and departments.

Partnerships for Progress

We develop sector-focused projects with key partners to address global challenges and provide solutions to regional and national priorities. For more information on our partnerships at the regional level, see 'regional innovation'.

Priorities:

- We are driving partnerships in priority sectors that include: energy and clean growth; land use and food systems; life sciences; water and waste; defence and security; advanced manufacturing; space; digital; the creative and cultural economy.
- Building regional, national and global partnerships that align with the university's Strategy 2030 - leading meaningful action against the climate crisis, transforming human health and wellbeing, and leading progress towards a fair, socially just and inclusive society.

1153

Business engagements since 2020



Income from all partners
£86.4M

Business Partnerships Value Generation

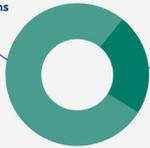
£24.5M

Our income from business-linked engagement with industry partners totalled £24.48 million in 2020-21.



UK Government and public sector organisations

77



Global governments and public sector organisations

23

Public Sector Partnerships

We are working with over 100 government and public sector partners, in the UK and further afield.

New engagements each year

500



UK charities supported since 2020
38

Strategic Partnerships

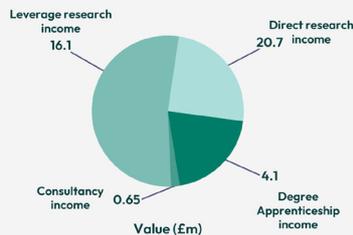
At the University of Exeter, we work closely with our strategic and corporate partners across a range of research, education, engagement and impact activity. Our strategic partners are national leaders in their sectors and share our values in creating a healthy, sustainable and socially just future.

Priorities:

- Strengthen and deepen our existing strategic corporate partnerships, to improve impact and generate value for the University and its partners.
- Develop new and emerging partnerships to align with Strategy 2030.

Value Generation

In 2021-22, our strategic corporate partnerships generated a total income of £41.55m across joint research, education and impact activity.



19
Strategic partnerships

Joint research publications
126

5
Significant new agreements

Joint Research

Our strategic partnerships enhance the quality of our research. In 2021-22, we published 126 times with our strategic partners and launched 6 new PhD studentships.

In the REF21 assessment of our research strength, 21% of the case studies we submitted involved a strategic partner.



New Defence Data Research Centre with Dstl



National Trust partnership launched, with three themes established

Major carbon sequestration project with Shell



Centre for Resilience in Environment, Water and Waste underway with SWW



3-year Memorandum of Understanding signed with Natural England



Knowledge Transfer Partnerships

The current portfolio consists of 11 live projects, with 5 successful applications and 4 submissions in progress (as of 31 Oct 2022), with strong interest from potential partners maintaining a strong pipeline for KTP applications for the rest of the calendar year.

Priorities:

- The national Innovate UK KTP budget is expected to increase from £30m in 21/22 to £45m in 22/23 and £60m in 23/34, giving significant opportunity to grow the Exeter portfolio of projects. Positioning UoE as a regional leader in KTPs is therefore a key priority.
- Marketing campaign to promote our KTP offer and past case studies to businesses.
- Delivering a small portfolio of 'accelerated KTPs', each lasting between 2-4 months, to identify new areas of collaboration for a full KTP.

Value Generation

The University of Exeter's current portfolio of Knowledge Transfer Partnerships stands at 11 projects, and is worth a combined £2.2m in income to the university.



The leading Knowledge Base Partner in the South West

100% Applications funded



Winner of 'Best Impact' and 'Technical Excellence' at the KTP Awards 2022

Projects awarded 'good' to 'outstanding'

86%



Our strong partnerships and business engagements have been critical in enabling our research to make a positive impact – which, as shown below, has increased more than any other Russell Group university since 2014.

Research Impact

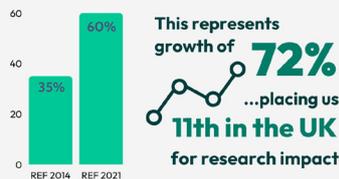
REF 2021 is the national assessment of the strength of UK research. It is a process of expert review, carried out by expert panels of senior academics, international members, and research users every seven years.

Priorities:

- At Innovation, Impact and Business, we aim to increase the impact our research has on society, the economy and the environment.
- As such, we pay close attention to our 'research impact' ranking in the REF window. In 2014, 34.8% of our impact was rated as world-leading which ranked us 48th in the UK. For REF2021, we set ourselves a target of reaching 50%.

Research Impact

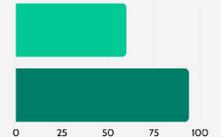
Our world-leading research impact has grown 72% since 2014, more than any other Russell Group university.



Leaders in Research Impact

60% of our research impact rated as world leading

of our research impact rated as internationally excellent **94%**



12 of our subjects ranked in the Top 10 for world leading impact in their area.



Times Higher Education Impact Rankings

The THE Impact Rankings measure universities' overall impact through their work towards meeting the United Nations' 17 Sustainable Development Goals (SDG).

This year, the University of Exeter entered the **Top 50** for the first time, rising to **42nd in the world**

Student Startups & IKEEP

The Student Startups team focus on enabling students and recent graduates to explore their entrepreneurial ideas and to build, test and launch new ventures. Each academic year, the team deliver Pre-Incubator and Incubator programmes in the Autumn & Spring terms and a Summer Bootcamp. They also curate regular Inspiration Talks and offer drop-in advice sessions, 1-2-1 mentoring and access to early-stage funding.

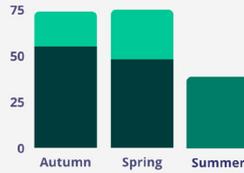
The Intrapreneurial Knowledge Exchange Enterprise Pathway (IKEEP) offer an entrepreneurial route. Delivered by the Universities of Exeter, Surrey, Bristol and Bath, IKEEP connects businesses with University students. Starting in September 2020, Exeter has enrolled the most students, with 800+ taking part in training and 150+ working with businesses on 50+ projects

Priorities:

- Continue to work with students and recent graduates across all campuses, faculties & disciplines to help them build, test and launch new ventures that create value and make a positive impact.
- Celebrate excellence through Student Startups Awards.
- IKEEP currently seeking to extend the programme's end date past December 2022.

Core Programmes

188 students enrolled in core startup programmes in 2021/22. The table to the right shows the number of students who participated in the Pre-Incubator and Incubator Programmes, as well as the Summer Bootcamp.



9 Inspirational talks, featuring 16 guest speakers

950 additional engagements through on-campus & off-campus guest workshops, talks and events

10 graduate startups established in 2020/21

Graduate start-ups generate more than £25M annual turnover

Grant Awards

34 Grant Awards have been made between 1 September 2021 – 4 July 2022, totalling £40,180

- 25 Market Validation Grants, totalling £12,480
- 9 Startup Grants, totalling £27,700



IKEEP

Across the 4 partners, 1958 students have participated in the Intrapreneurship Training

500+ students have completed Knowledge Exchange Projects across 125+ different organisations

89% of students changed their career plan from registration to project as they gathered more 'real world' experience

79% found the IKEEP training level 'just right' across the 6 chapters

Regional Innovation

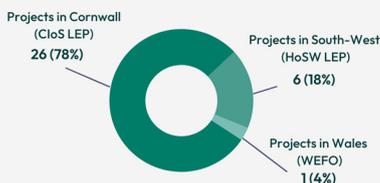
We aim to be the heart of a thriving innovation ecosystem in the region, investing in and supporting networks of high-growth businesses across the Southwest Peninsula. We have developed a range of sector-based research and innovation projects in Cornwall and Devon, thanks to the availability of the European Strategic Investment Fund (ESIF).

Priorities:

- Supporting regional innovation and skills, accessing new post-Brexit funding, such as Shared Prosperity Funding and Levelling Up funding, to connect researchers and businesses in key sectors.
- Driving innovation partnerships with SMEs in the region in key sectors.
- Strengthening and delivering on our Civic University Agreement in collaboration with local industry and public sector organisations.

Value Generation

The University has partnered in projects worth £167m to Cornwall, Devon and Wales.



Projects by Location

The University of Exeter has been involved in 33 different ESIF projects across Cornwall, Wales and the South-West.

933 Enterprises supported

New enterprises supported 109

134 Enterprises receiving grants

200 Enterprises receiving non-financial support

180 Enterprises cooperating with research institutions

115 Enterprises introducing new to the firm products

47 Enterprises introducing new to the market products

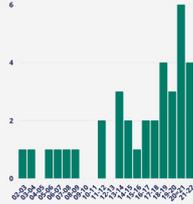
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Spin-outs

The Enterprise and Innovation team supports researchers on their entrepreneurial journey from idea to realisation. Spin-outs are one of the possible outcomes. During 2021-22, IIB introduced the Entrepreneurial Researcher Programme as a successful pre-cursor to the national ICURe and ARC accelerator programmes.

University spin-outs

Spin-out companies are created by researchers to commercialise University IP. Growth in University spin-out activity has been catalysed by the launch of the SETsquared ICURe programme in 2014. The chart (right) demonstrates the increase in spin-out activity over the last 20 years.



Priorities:

- To encourage and facilitate wider engagement in licensing, venture creation and entrepreneurship from researchers of all disciplines.
- In 2022-23, the team will be rolling out additional new HASS specific entrepreneurial support programmes recognising that the commercialisation challenges faced by these disciplines are often different to those of STEM researchers.

35 live spin-outs with **54%** of them established in the last 5 years



Rated **20th** in **Beauchurt's 2022 Top Origin Universities** for number of spin-outs from **23rd** in 2021



Income from IP exploitation rose by **£244k** in 2021/22



£17M funding (equity/grant/loans) secured by spin-outs in the last 2 years



In 2021/22, University of Exeter spin-outs raised **£8.54M** in external investment



Entrepreneurial Researcher Programme



The ERP has supported 43 participants across 36 teams. Early successes include: 3 spin out companies created, 2 successful applications to ICURe phase one and two, 1 successful application to the ASPECT ARC programme, 1 successful application to the SETsquared Business Accelerator Programme, 7 IAA and IP Commercialisation fund awards, 4 new patent applications.

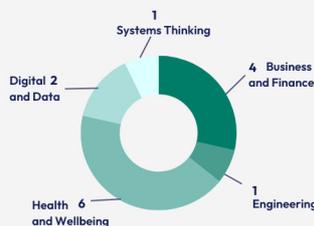
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Degree Apprenticeships

Delivery of Degree Apprenticeships (DAs) commenced in 2016/17 and the university has successfully completed five years of programme delivery. The Degree Apprenticeship programmes generated £14.2M in 2021/22, a 57% growth on the previous year.

Programmes

The University of Exeter offer Level 4-7 Degree Apprenticeships across a range of subjects, including: Health and Wellbeing, Business and Finance, Digital and Data, Engineering and Systems Thinking.



Priorities:

- In line with the University's 2030 strategy, Degree Apprenticeships and CPD will be expanded to support learners at all stages of their careers.
- The Degree Apprenticeship team will continue to build on strong foundations for social mobility, regional skills and productivity agendas.
- Apprenticeship numbers are projected to increase through the addition of two new programmes each academic year.

Employer partners
404



14 Apprenticeship Programmes Level 4-7

2044 Degree Apprentices



Testimonial

“ My advice to other employers seeking to set up a degree apprenticeship with Exeter is do it! I have found them extremely collaborative, very supportive and wanting to do the right thing by the apprentice, which is what we all want ultimately. ”

- Scott Bell, Early Talent Manager at Laing O'Rourke.

RUSSELL GROUP

Russell Group's leading Degree Apprenticeship provider

Designed to provide industry relevant knowledge and skills



Ofsted rated Good

Dedicated business relationship advisor



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Economic Impact

Undertaking meaningful R&D is a key component of the University of Exeter's 2030 Strategy. The university is currently rated as performing within the top 20% of UK higher education institution across four of the Knowledge Exchange Framework perspectives: research partnerships, public and community engagement, working with the public and third sector, and local growth and regeneration.

Benefits:

The research and development (R&D) undertaken by the university is likely to bring benefits across several spheres that generate a widespread societal impact. R&D can stimulate the creation of new products and services, as well as innovations to existing products which can lead to gains in efficiency. Research can also lead to better healthcare and wellbeing preventions or treatments, improved environmental outcomes, and better policy outcomes.

Investment in our research boosts UK productivity

For every 1 million invested in R&D by the University of Exeter (between 2016 and 2021), the UK's productive capacity will increase £5.2 million between 2020 and 2035.



The university has invested **£600 M** in R&D between 2016 and 2021, investing £139m in 20-21

This is expected to generate a long-run productivity benefit of **£260 M** per year from 2030

Investment in Knowledge Exchange

Income from provision of business courses

£3M



£2.8M investment received through consultancy projects with over 370 firms.

SETsquared Exeter has generated



£1.2B in the last twenty years

The University as a Whole

Contributed **£899 M** to UK GDP in 2020-21...

Added **£509 M** to Exeter's local economy...

Generated **9,750** jobs in Exeter, making UoE the city's 2nd largest employer.



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exeter.ac.uk/business