



# Knowledge Exchange News 2

We have recently received feedback and advice, from the evaluators, on our KE Concordat Action Plan.

The feedback has focused on the ambition of our KEC Action Plan, in relation to the KE priorities, the Strategic Vision of the University of York and our values and commitment to the public good.

This feedback has not only highlighted areas of good practice but also provided some useful recommendations as to how we can further develop the support and institutional culture for KE. We are delighted that the evaluators commented that our approach to both the self-assessment and KEC implementation plan are considered honest, thorough, logical, inclusive and effective. They were impressed with the level of detail we provided in an honest appraisal; indicative of our potential and desire to reach excellence in KE.

The evaluators stated that we clearly articulated our purpose and aims and we provided a clear picture of the character and identity of the University, our impact and our reach.



## KNOWLEDGE EXCHANGE CONCORDAT

They said our approach demonstrated strong foundations from which to build on our commitment to strengthen and develop our KE activity, which will drive economic, social and cultural recovery and growth. Whilst reflecting on our strengths, they acknowledged that we have been honest about our weaknesses, critical about our progress to date and realistic about the actions needed to achieve the areas of improvement.

Through the implementation of the action plan we look forward to working with our staff, students and external stakeholders to develop a supportive environment that facilitates engagement and collaboration and allows us to share insights as well as innovative and good practice. Our aim is to develop areas which are important to us, consistent with our institutional priorities and expertise, whilst

acknowledging the value of KE between the sector and our partners.

We would like to thank everyone who helped with the original submission (KEC Action Plan), providing an analysis for us to be clear about our strengths, and ambitious about our areas of improvement.

Thank you also to the six theme leaders (Rachel Curwen (Culture), Sam Gardner (Comms), Mary Haworth (Managing Partnerships), Linda Ko Ferrigno (Governance), Blake Prime (Training), Amanda Selvaratnam (Policy & Process) and their working groups, who have already started to work on the implementation of our KEC Action Plan.

The University of York objectives for KE are to:

1. Maximise the impact of our research through KE activities
2. Build the capacity of our students and PGRs to contribute towards society within and alongside their studies and beyond their University experience
3. Expand the economic, social and civic capital of the region through scale of activity, capabilities and leadership role

If you are professional service or academic staff from across the university and would like to join us in a strand of work, to deliver our Action Plan, we would love to hear from you.

To find out more please contact Clare Murgagroyd [clare.murgatroyd@york.ac.uk](mailto:clare.murgatroyd@york.ac.uk)



# North Yorkshire County Council and the University of York Partnership

## Response to the economic impact of Covid and future trends in North Yorkshire



The University of York (UoY) and North Yorkshire County Council (NYCC) have been working in partnership to help NYCC develop their post Covid-19 social and economic recovery plans, through a research-informed collaboration. This has involved the University reviewing data, producing videos, writing policy briefs and holding workshops.



In Autumn 2020, North Yorkshire County Council approached the University of York to collaborate on a project to support NYCCs work to develop a research-informed post covid recovery plan. As part of the initial work five key themes were identified as areas where the University had expertise that could support the council's project. These five themes were

1. Workforce and Skills
2. Low Carbon Infrastructure and Business Growth
3. Technology Change and I.T. Development
4. Agriculture and Food Manufacturing
5. Housing

### Outputs

More than 20 colleagues from The York Management School, Department of Social Policy and Social Work, Department of Economics, Stockholm Environment Institute York, Department of Theatre, Film, Television and Interactive Media, Department of Archaeology, XR Stories, DC Labs and Centre for Housing Policy, have been

working on various projects over the past twelve months. They have delivered a wide range of outputs focussed on helping NYCC develop new policies to address specific areas and understand the impact of both existing and new policies on the economic and social impacts of Covid-19 in North Yorkshire.

Outputs have included policy briefs, videos, workshops and research reviews. The videos and policy briefs have been produced to imaginatively promote many of the themes and target researchers, academics and the public, who would like to find out more about the collaboration.

### Future Work

Although the majority of the initial project outputs have been delivered, there is clear enthusiasm, commitment and scope from both sides for further collaboration. There have been discussions too on new emerging themes, such as ageing in coastal communities, the impacts of green and blue space on health and wellbeing for older populations, the economic aspects of elderly populations, and how to attract more creative industries to North Yorkshire.

NYCC are currently reviewing the recommendations of the policy documents and considering future areas for collaboration.

This has been a significant opportunity for us to proactively deliver on the University Strategy and Institutional KE activities, by developing and extending our engagement as key partners with local government. The project outputs contribute to the enhancement of the University's reputation with stakeholders and demonstrate the reach of our research through knowledge exchange. The projects showcase the key role we have as an anchor institution in supporting regional strategic initiatives.

Our thanks go to University of York colleagues and North Yorkshire County Council staff, who have collaborated to achieve the success of these projects, in response to the pandemic. We look forward to working together on a second phase of innovative approaches, which will help deliver economic recovery, prosperity, diversity and quality of life to the North Yorkshire community.

# North Yorkshire County Council and the University of York Partnership *continued*



UNIVERSITY  
*of York*



## Projects in Brief:

### THEME 1: Workforce and Skills

**UoY Colleagues: Peter Ball, Tina Kowalski, Jane Suter, Bob Townley**

The impact of Covid-19 on business resilience and individuals wellbeing. The University of York developed a number of policy recommendations including community support, help for SME businesses and workforce well-being.

- *Short well-being Video*
- *Long well-being Video*
- *Workforce and Wellbeing Policy Brief*

### THEME 2: Low Carbon Infrastructure and Business Growth(1)

**UoY Colleagues: Peter Ball, Luisa Huatuco, Paola Zerilli**

NYCC aims to reduce its carbon footprint to as close to zero as possible by 2030, by reducing carbon emissions through operational activities, through procurement activity and driving policy changes to enable the transition to a low carbon economy. Colleagues from the York Management School developed a sectoral analysis of the economy in North Yorkshire and considered both economic and environmental factors to determine how the different sectors could be aligned towards the NYCC's strategy of becoming carbon neutral by 2034 and carbon negative by 2040. The aim of the analysis was to provide useful input for policy makers when setting targets and defining priority sectors for addressing the climate change challenge.

- *Low Carbon Infrastructure and Business Growth Policy Brief*
- *Carbon 2 minute video*

### THEME 2: Low Carbon Infrastructure and Business Growth(2)

**UoY Colleagues: Gary Haq/SEI York, Anwen Hughes**

The Stockholm Environment Institute (SEI) York (based at UoY) conducted research based on NYCC's low carbon agenda. They carried out a review of current and planned NYCC policies on the carbon reduction of NYCC operations and reported GHG emissions and key challenges. A literature review of measures to reduce the carbon impact of local authority operations and identify best practice in selected areas was carried out and the potential GHG emission reduction based on reported emissions and relevance to NYCC has been determined. Cost, delivery mechanism and implications for NYCC operations were part of the work carried out.

### THEME 3: Technology Change and IT Development

**UoY Colleagues: Claire Boardman, Emma Brown, Isabel Jagoe, Jon Swords**

Using a brief detailing how the 'digital divide' is currently being experienced by minority and marginalised communities within the City of York, staff plan to explore how this research can be applied to the needs of individuals and the existing initiatives to reduce digital poverty in North Yorkshire.

It is hoped that the analysis will provide a useful input for policy makers when setting priorities and designing strategies to ensure digital inclusion

- *Digital Creativity blog about the research which includes all the key findings*

### THEME 4: Agriculture and Manufacturing

**UoY Colleagues: Peter Ball, Bob Doherty, Ariadne Kapetanki**

NYCC is interested in the impact of Covid-19 on the food systems and agriculture sector. The UoY policy brief recommended six practical interventions for school food in North Yorkshire to help them address complex challenges and break long-term cycles of unhealthy eating in childhood.

- *Short School Food Video*
- *Long School Food Video*
- *Final Policy Brief Management Perspectives Policy 2021 -03*

### THEME 5: Housing

**UoY Colleague: Nicholas Pleace**

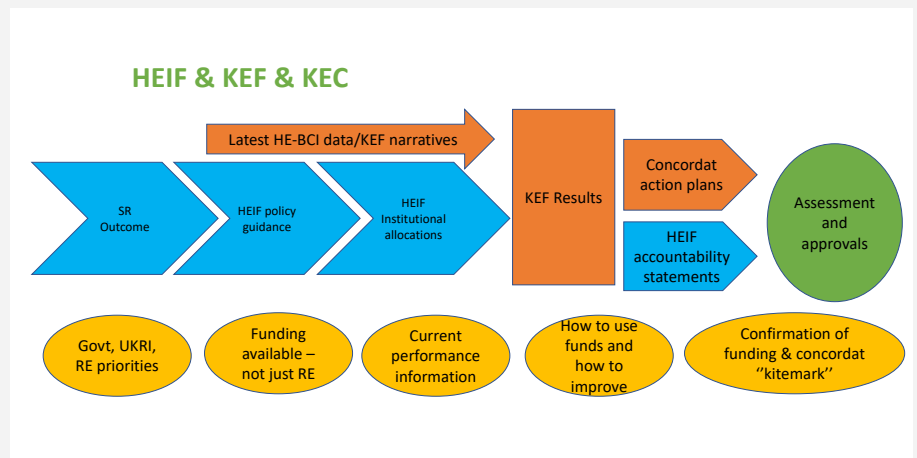
The impact of Covid on potential population shifts, from urban to rural, affecting the demand for NYCC infrastructure such as schools, innovative approaches to new house builds and greening existing housing as part of the net zero agenda is a key challenge for NYCC. The UoY led a sub-regional housing workshop to identify key areas of future collaboration. The results of the workshop suggested that the top priorities are affordable/ social housing financing and supply, housing/social care and later life (including adaptations), and net-zero, primarily around retrofitting.

If you are interested in the collaborative work between UoY and NYCC please do contact Clare Murgatroyd [clare.murgatroyd@york.ac.uk](mailto:clare.murgatroyd@york.ac.uk)

# Knowledge Exchange funding

Higher Education Innovation Funding is one of the funding mechanisms awarded to support and incentivise English universities “to work with business, public and third-sector organisations, community bodies and the wider public, to exchange knowledge and increase the economic and societal benefit from their work”. Crucially, the fund aims to “support and develop a broad range of knowledge-based interactions between HEIs and the wider world, which result in economic and societal benefit to the UK”.

Data suggests that as well as directly supporting KE activities every £1 HEIF funding generates an



additional £7.9 in KE income. The case study below highlights how the BioRenewable Development Centre (BDC) has used HEIF funding

to deliver Knowledge Exchange activity and has levered significant additional research funding.

## CASE STUDY

The Biorenewables Development Centre (BDC) has won a £400K I-UK project ‘High-Value Biorenewable Peptides from Proteinaceous Biomass’ in collaboration with Bell & Loxton Innovations, a highly innovative circular-economy spin-out from a working oilseed rape farm in South Devon, and Thomas Swan & Company Ltd. The peptides have potential applications in the nutrition, cosmetics and pharmaceutical industries.

This award was made possible by an earlier £20K University of York HEIF award to the BDC, matched with £20K from Bell & Loxton, that pump primed the relationship with these companies.

BDC also had a separate HEIF award for similar levels, matched this time by Biome Bioplastics. This award has so far led to a

further £100K+ of commercial income from Biome and other bioplastics companies.

A further HEIF application to the UoY, if successful, will establish a small scale (10 litre) Quorn production facility at the BDC.

These project streams clearly demonstrate how this type and level of HEIF support is helping build strategic partnerships across the bioeconomy with the BDC and the UoY.

**BDC** Biorenewables  
Development Centre

Staff can apply for HEIF funding through the *Internal Funding Calls*. The types of activities that can be funded include developing external partnerships, testing or developing a commercial idea, developing and delivering training, workshops or other activities including building networks or delivering public engagement activities. More details about HEIF funding rules can be found [here](#).



# Some Fun To Fin(n)ish



Explaining the nuances of Finnish linguistics to the general public may not be the most obvious example of knowledge exchange but this is exactly what Richard Ogden, Department of Language and Linguistic Science, Director of the *Humanities Research Centre* and Associate Dean for Research, Arts and Humanities, did.

With a degree in modern and medieval languages from Cambridge and a PhD in Finnish phonetics, Richard has always had a fascination with language and linguistics, especially Finnish and British Sign Language (BSL).

Following on from a talk on The Wonders of British Sign Language at the York Festival of Ideas (FoI) exploring the features of British Sign Language (BSL), Richard was approached by a member of the Anglo Scandinavian Association in York who asked him to give a talk to the association on the Finnish Language. Richard already knew a member of the association, Eva Robards, who had previously asked him to write an article in *CoScan Magazine* on swearing in Nordic languages.

In part, this article came about because of the increased interest in Scandi dramas and Richard thought it would be fun to help English viewers understand how their favourite characters from TV series such as *Borgen*, *The Killing* and *The Bridge* vent their emotions. A lighthearted article but grounded in academic research, this article explained topics such as the basics of many swear words in the Nordic languages and bad words for body parts.

Richard says "I was delighted to be invited to speak to the association but it was also a challenge determining how to inform members of the public, with no knowledge of linguistics, about the complexities of the Finnish language. Finnish is a language quite unlike any other Scandinavian language with no gender, Finnish words beginning with one consonant and usually ending in a vowel and the letters B, C, F, G, Q, W, X, Z and Å only used in names and foreign loanwords.

I had learnt a lot from delivering my talk at the Festival of Ideas and knew I needed to make it accessible and engaging, hopefully addressing the key things that the audience wanted to know. My preparation consisted of asking my Facebook friends what they would want to know if they were going to listen to a talk about the Finnish language. Topics such as the origins of the language, what it's related to and what excites you about it were suggested. Based on their suggestions I put together a talk that was not only informative but also fun and interactive including a quiz and lots of images and interesting examples showing the uniqueness of the Finnish language."

When asked what Richard got out

of the event he said " I love language and I love teaching and so this was a fantastic opportunity to talk about something I am really passionate about and share my experience.

It was definitely a challenge deciding how best to present to the audience but I really enjoyed putting together the presentation in a way that an audience, with no knowledge of linguistics, could understand and enjoy. Also, as it was delivered on zoom it didn't only attract members of the association but also friends of friends from as far away as Maine, in America."

KE is not always about the big discoveries or solving the world's greatest problems. Often it is about engaging with communities who might otherwise never get the opportunity to hear about and engage with our research or gain new understanding. Without doubt this type of activity is a fabulous example KE helping overcome some of the barriers between the university and communities in our city and making our research and expertise more accessible.

We'd love to showcase more examples of KE in future editions of this newsletter so if you have examples you would like to share with us, then we would love to hear from you.

