

# KNOWLEDGE EXCHANGE NEWS 33

## The UNIVERSITY OF YORK joins TECHUK, MAKE UK, and SOCIETY OF CHEMICAL INDUSTRY to Stimulate New Opportunities between the University and Business

**techUK** is the UK's technology trade association dedicated to championing technology's role in delivering a better future for the economy and society.



The University of York's **techUK membership** offers significant benefits, including connecting with peers in a vibrant community of over 1,000 organisations, key policymakers and thought leaders to **foster valuable collaborations**. It provides a platform for **policy shaping** the future, by contributing to dialogue with government and regulators to help establish a supportive environment for innovation and growth in technology policy.

Members can also gain an informed perspective with expert **insights on critical UK tech innovation** projects and policy, allowing them to anticipate opportunities and navigate future challenges.

Furthermore, the membership will provide access to resources and engagement opportunities to raise the profile of research at the University, expand networks and **respond to industrial challenges** through 21 specialised programmes and exclusive events designed to facilitate key connections.

To learn more about how **techUK** can support your external engagement, sign up for our onboarding (zoom) session: Tuesday, 18 November 2025, 11:00am - 11:45am. Email [clare.murgatroyd@york.ac.uk](mailto:clare.murgatroyd@york.ac.uk) for a calendar invite and James Hastie, Head of Business Development ([james.hastie@york.ac.uk](mailto:james.hastie@york.ac.uk)) for any other support.

**Make UK** is the UK's most influential manufacturing community, acting as a powerful voice for manufacturers and championing growth and innovation. Our membership will facilitate colleagues' engagement with the UK's manufacturing industry.



The **Make UK membership** offers the University key benefits, including a platform for **policy influence** through access to Make UK's Campaigning & Policy services, enabling engagement with the government.

Furthermore, it provides opportunities for **skills development** by focussing on apprenticeships and skills, which are aimed at cultivating next-generation skills. The membership also facilitates **network growth** through connections with buyers and suppliers across the nation. Ultimately, this membership enhances the University's research and innovation culture by integrating it directly into the sector that is driving UK growth.

**Join us for an in-person overview of benefits and Q&A. Date: Thursday 4 December, 11.00am, CL/A/057 Lecture Theatre. Please email [clare.murgatroyd@york.ac.uk](mailto:clare.murgatroyd@york.ac.uk) to register your interest.**

To find out more about how Make UK can support your external engagement, please contact James Hastie, Head of Business Development ([james.hastie@york.ac.uk](mailto:james.hastie@york.ac.uk)).

**SCI (Society of Chemical Industry)** is an organisation that brings together a global community of individuals and organisations working across science and industry.



**Membership of the Society of Chemical Industry (SCI)** provides the opportunity for staff and students to engage with a global network of business and academic colleagues working across a **diverse range of sectors**. These include agri-science, colloid and surface chemistry, construction materials, electrochemical technology, AI and digitalisation, fine chemicals and innovation.

Alongside regular **sector-based networking opportunities**, SCI provides **career development opportunities** for postgraduate and early career researchers through its events, training, mentoring network and student ambassador scheme.

Members also have digital access to Chemistry and Industry magazine and opportunities to view live streaming of public evening lectures.

**We are currently planning a face-to-face session with SCI in December where you can find out how to make the most of our membership. For more details please contact [clare.murgatroyd@york.ac.uk](mailto:clare.murgatroyd@york.ac.uk).**

# THE YORK POLICY ENGINE CO-HOST LABOUR CONFERENCE EVENT ON CHILD POVERTY AND INEQUALITY

**The York Policy Engine** (TYPE) co-hosted an event with Northern Health Science Alliance and Health Equity North (Child of the North) at the 2025 Labour Party Conference.

The session titled 'Addressing child health and social inequalities through poverty reduction' examined poverty, health and inequality among children and young people in the UK.

The panel event included **Born in Bradford Centre for Social Change Director, Professor Kate Pickett**. They explored how national policy and local strategies can work hand-in-hand to reduce child poverty and close the health and opportunity gap experienced by children across the UK, particularly those in the North of England.

Examining the challenges and possible solutions at both a local and national level, the panel discussed what local areas could do to tackle child poverty and

how local authorities could deliver cost-effective interventions that reduce poverty and health inequalities.

At the national scale the panel focused on Labour's mission to break down barriers to opportunity for children and young people and explored what a successful strategy to reduce child health inequalities would look like.

The event drew on evidence from **Child of the North**, the **Born in Bradford Centre for Social Change at York** and **Resolve Poverty's** joint endeavour with the **University of York's Local Authorities and the Cost of Living Emergency LOCALE project**.

The report taken to the conference will add to a portfolio of evidence and recommendations from the Cost of Living research group and its regional partners aimed at building pressure on decision makers to make the case for more support for the North of England.

**Read more about the event.**



# ENHANCED AUDIO DESCRIPTION (EAD): HARNESSING THE POWER OF SOUND DESIGN FOR ACCESSIBILITY

Traditionally, films and television programmes offer accessibility for blind and visually impaired audiences through Audio Description (AD). This involves a third-person verbal commentary added after production, which describes the visual elements of the content.

Professor Mariana López, School of Arts and Creative Technologies and Professor Gavin Kearney, School of Physics, Engineering and Technology, have

audio spatialisation, and first-person narration to create a truly immersive and accessible experience. EAD is smoothly integrated into the soundtrack of a production, thanks to close collaborations with writers, directors and producers. The team also works directly with visually impaired individuals, evaluating every production with a focus group before its release.

Their recent collaboration, with animation director Isabel Garrett and creative producer Sue Gainsborough, resulted in the short, part-animated documentary 'Follow the Dogs,' now available on BBC iPlayer.



*Image courtesy of the film 'Follow the Dogs'.*

developed an alternative to this method called 'Enhanced Audio Description (EAD)'. Instead of relying on a narrator's voice, EAD integrates sound effects,

Mariana shares, "The aim is to provide an accessible experience that creative teams love as much as they do their 'original' – and we have often found that sometimes they love it even more!"

Visually impaired audiences have provided overwhelmingly positive feedback, highlighting EAD's success in offering accessible, engaging, and informative experiences that have the potential to reconnect audiences with the joy of listening.

**Head to BBC iPlayer** to experience this beautiful and wonderfully accessible production. For the best experience, we recommend wearing headphones to fully appreciate the binaural (3D) audio.

## SKILLS TRAINING FOR EFFECTIVE COLLABORATION WITH EXTERNAL ORGANISATIONS

This **Connecting with Business and External Organisations** series of online training is currently running, and you can still sign up to dates across November and December.

These six standalone sessions equip researchers with the skills, tools and confidence

to work more effectively with non-academic organisations such as businesses, NGOs and charities. The sessions are designed for researchers and research support staff from all faculties, who are interested in collaborating with non-academic organisations and/or already hold such relationships.

Topics include communicating the value of your work, identifying and pursuing opportunities, and strengthening your professional presence. You can sign up to as many sessions as you wish. Places will be filled on a first come, first served basis. **Find out more and sign up.**