

The Benefits of Knowledge Exchange



The University of York is a University for Public Good and supports public good through the activities of the University, allowing people from all backgrounds and organisations to thrive. We contribute to public good on a global scale to improve lives, tackling social change and inequalities.



Enhances the reputation of the University with stakeholders and businesses. We are an ambitious, inspirational and innovative university with founding principles of equality and opportunity. We have academic departments undertaking groundbreaking research and teaching excellence.



Develops relationships with businesses that benefit the whole University. Our academics generate knowledge and create impact through thriving and collaborative relationships with individuals and organisations, who think differently in order to solve the challenges of the world today.



Embeds the University as an anchor institution playing a key role in regional strategic initiatives. We work with organisations in our region to develop and support new ideas on pioneering and innovative projects.



Delivers income for reinvestment to support initiatives to enhance our effectiveness and scale of engagement, for our research, societal impact and public good.



Allows our research knowledge to make a difference in the world, expanding its reach and touching lives. Members of our community carry out curiosity-driven, inspirational and life-changing research to help tackle some of society's greatest challenges.

Supporting the Next Generation of Entrepreneurs

Staff from *Enterprise Works* and *Careers* were invited in July to join over 70 other companies to support the next generation of entrepreneurs from *Archbishop Holgate's School*.

The event, sponsored by Pavers Shoes, enabled year 9 students to

- practice skills for enterprise and work
- learn about the way a business works
- take part in activities set in a work context
- use ideas and applications from the business world
- develop leadership and team-working skills

The students were challenged to form a new company in a day to produce a pair of shoes, a bag, a t-shirt and a hat. At the end of the

day they presented their items to a judging panel who assessed the quality and appeal of the items as well as the approach taken by the students.

During the day the teams received a detailed project handbook which included a number of exercises to complete, including: cash flow forecasting, team roles, break even point analysis, business objectives, branding, strapline, marketing mix and a materials budget.

Sam Gardner, Director of Enterprise Works, Andrew Ferguson, Head of Student Opportunity and Chris Hiscocks, Enterprise Officer, acted as



Shoes, hat and carry bag designed and created by Sam, Andrew and Chris' group

mentors and advisors to one group of eight pupils.

Reflecting on the event, Sam said "I was really impressed by our group, their team-working skills, energy and focus on the task. Our final products were well matched to our brand attributes and it was really encouraging to see the students learning new skills and becoming more confident as the task progressed. The standard of the competition was very high, and to my surprise, shoes with inbuilt GPS and heart-rate monitors didn't win!"

First hundred days...



Dr Adam K Featherstone, Knowledge Exchange & Commercialisation Fellow, Nuclear Physics Group, School of Physics, Engineering and Technology tells us about his first hundred days in his role engaging with people in Knowledge Exchange.

Nuclear physics in the real world

By way of an academic/professional introduction, I have a bachelor's degree in physics and a PhD in medical imaging from the University of Manchester. I have since prosecuted patent applications for inventions (as a Trainee Patent Attorney), created scientific and sales presentations, delivered presentation training (as a Communication Consultant), and most recently managed innovation projects and commercial partnerships (in two NHS roles). Aside from my CV, I would describe myself as a warm and inquisitive people-person. These experiences and personal qualities lend themselves well to my current role.

I joined the University of York's

Nuclear Physics Group (NPG) as an STFC Knowledge Exchange & Commercialisation Fellow in May 2022, leading on industrial liaison to accelerate the impact of my group's research.

That sounds rather lovely, I agree, but also quite vague. In slightly more detail, I focus on finding challenges in industry which our research can help solve, and work to ensure our research trajectory is pointed at these real world applications. Success in this role could come in the form of generating academic or industrial research collaborations, leveraging industry funding, and/or licensing our technologies to companies. To this end, I have been mapping out the NPG's research, creating commercialisation plans for priority

projects, and travelling far and wide to meet companies to sow the seeds for potential partnerships. I also like to believe I have imparted a sense of structure and injected some momentum into our translational research activity... my boss would hopefully confirm that!

There is a commercial focus to the Knowledge Exchange (KE) relevant to my role, but KE is not at all limited to this. KE in its broadest sense is about making best use of the knowledge generated in universities. Policy input, public engagement and training course provision are just a few of the extra flavours of KE. It is all about making a difference with research, and I am thoroughly grateful that STFC and the University of York see the value in translating nuclear physics research into the real world.

KE Funding Call Now Open

The Internally-distributed Funding (IDF) Autumn 2022 Call for funding applications was launched on 20 September. Funding to support KE activities is available from a range of sources including BBSRC IAA, EPSRC IAA, HEIF, the Place and Community Fund and YIAF. **The deadline for applications is Friday 21 October at 12 noon.**

In response to feedback from stakeholders, including applicants, a number of changes have been made to the application form for this Call so please make sure you read carefully all the documentation provided before applying.

You can find full details of the funding available, application guidelines and fund criteria on the [Internal Funding website](#) or by contacting re-internal-funding-team@york.ac.uk



Historical advice consultancy for the third series of *All Creatures Great and Small*

Ever since Dr Mark Roodhouse, a *Reader in Modern History*, joined the University he has viewed Knowledge Exchange (KE), especially consultancy, as a fundamental part of his role and a key way of ensuring his research has an impact beyond his teaching and academic publications.

Over the years, Mark has worked with local libraries, local history groups, television (drama documentaries) and radio, providing expert advice and sharing his knowledge. In early summer 2021 he was asked by the script producer of the latest TV adaptation of *All Creatures Great and Small*, to help the writing team understand more about life in rural Britain during the 1940s.

Mark remembered watching and enjoying the original BBC drama series as a child of the 1980s, which led him to read the James Herriot books. He also had a genuine passion for, and personal interest in, working with the scriptwriters on the new TV series of *All Creatures*. Not only is he an expert in the history of mid-twentieth century Britain, but he also grew up on the other side of the moor from the Yorkshire Dales village of Grassington, the filming location for the fictional village Darrowby in the new series.

The writers wanted to know what life was like in the Dales in 1939 so the show's viewers would enjoy a rural drama set at the outbreak of the Second World War. This involved striking a balance between entertainment and historical authenticity. Mark interpreted his brief as ensuring that storylines and characters were historically plausible if not always likely in the Dales. Knowing that some viewers and critics might challenge the show's historical veracity, Mark ensured that events in the show tallied with contemporary sources of information about life in the Yorkshire Dales and on the Moors.



University of York historian Mark Roodhouse working as an adviser on the BBC2 documentary *Wartime Farm*

The Value of Knowledge Exchange

For Mark, engaging in these KE activities has attracted unexpected fun through the sharing of his expert knowledge with non-specialists. It has also prompted him to re-examine what he knew of the period from unexpected angles and suggested new lines of inquiry and interpretation. In sharing his knowledge, he has also learned to rate it more and recognise what others value in his work.

Mark's KE activities tie in with the work of the Department of History's *Institute for the Public Understanding of the Past* and are recognised and valued by the University. This work has also benefited his MA History students and the *Department of History*, as the relationships he has developed with external organisations have enhanced his research and in turn his teaching, benefiting Mark, the department, his students and the University.

Knowledge Exchange for Academics

Mark wholeheartedly believes that engaging in KE energises, stimulates and enhances academic life, enabling the ability to see academic expertise in a different way and highlighting that the job of an academic is so wonderfully flexible. Knowledge Exchange can facilitate new pathways, without any prior knowledge of where it will lead and what it will hold.

From his perspective, Mark has found that the COVID-19 pandemic has provided greater opportunities for curiosity, openness and humility. More permeable boundaries mean we are no longer constrained by organisations in the same way we were pre-pandemic. There is an excitement around entrepreneurship and creativity as long as we remain humble in recognising and reaching out with our expertise.

The next series of *All Creatures Great and Small*, Season 3 began on Channel 5 on Thursday, September 15.