

Benefit by working with Yorkshire's universities...

Yorkshire and Humberside is home to universities and higher education colleges, as well as a regional office of the Open University and the Hull campus of the University of Lincoln.

- University of Bradford
- University of Huddersfield
- University of Hull
- University of Leeds
- Leeds College of Music
- Leeds Metropolitan University
- Leeds Trinity University College
- Open University
- University of Sheffield
- Sheffield Hallam University
- University of York
- York St John University

www.yorkshireuniversities.ac.uk

Case Study 1



TV documentary maker called on university expert to help fix dementia care

A method of improving care, pioneered by the university's **Dementia Group**, and featured as part of a BBC2 documentary, transformed a declining Cannon Care home into a thriving business, capable of delivering a new model of excellence for the industry.

As a result of the partnership

- The business is exploring how university expertise can continue to help improve their skills
- Residents enjoy a high standard of care within an organisation aiming for centre of excellence status in the UK care industry



Call Malcolm Purdie on 01274 235166 or email m.r.purdie@bradford.ac.uk

Case Study 2



Academic expertise keeps Taylor Hobson a world leader

A 12 year relationship with the University of Huddersfield has helped **Taylor Hobson** maintain its position as global leader in precision technology.

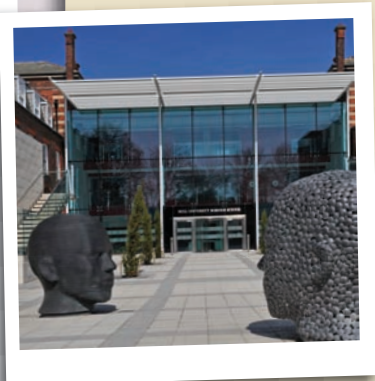
Benefits of the partnership

- Development of 3D software for viewing microscopic surfaces
- Sponsorship of Taylor Hobson Chair of Surface Metrology
- Test bed for new ideas
- Source of potential skilled employees



Call Barry Timmins on 01484 471165 or email b.timmins@hud.ac.uk

Case Study 3



Business school programmes help NHS staff cut infection rates

Staff at **Hull and East Yorkshire Hospitals NHS Trust** are following a training programme developed by Hull University Business School to improve infection control and prevention.

The programme is helping practitioners

- Improve ward practices and reduce incidence of MRSA and C-difficile to below national and the Trust's own 'stretch' targets
- Enhance their leadership skills by being role models of good ward practice



Call 01482 347523 or email businessconnections@hull.ac.uk

Case Study 4



Efficient new turbine technology whichever way the wind blows

A partnership with world class experts at the university's Faculty of Engineering helped **Slipstream Energy Ltd** transform the aerodynamic performance of its innovative wind turbine.

The partnership has resulted in

- Slipstream Energy Ltd awarded the Young Innovative Company Award at Innovator 09 Awards
- The company is already engaged with blue chip companies wishing to install renewable technologies
- Each Slipstream turbine will save an estimated 135 tons of carbon



Call Paul Barrett on 0113 343 0917 or email p.barrett@leeds.ac.uk

Yorkshire universities solving business problems

The Business of Research

Three steps to working with a university

1. **Identify** technologies or innovations your business needs; a 'wish list' of product or service improvements
2. **Specify** what you need by when and your budget
3. **Call** one of the university numbers in this leaflet



For more information contact Business Link Yorkshire on: 08456 048 048



Supported by:

Case Study 5



Leading-edge self-care programme enhances service delivery

The award winning **Getting Sorted** enterprise sits in the Carnegie Faculty of Sport and Education. Enabling young people with long term health conditions to design and deliver a self care programme. Associations include the Yorkshire and Humber Strategic Health Authority and Primary Care Trusts, Diabetes UK and Asthma UK.

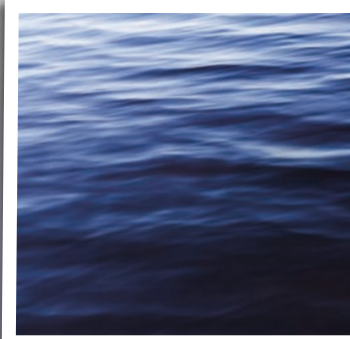
Services include

- Delivery** - unique workshops on the impact of diabetes and asthma on young people's lives
- Research** - young people become researchers
- Enterprise** - consultancy services



Call Liz Webster on 0113 812 4897 or email e.webster@leedsmet.ac.uk

Case Study 6



Solving a business problem and skills issue for Yorkshire Water

The Open University helped **Yorkshire Water** meet legislative requirements and addressed graduate skills shortages in the sector.

The OU developed

- A system to test for disinfection by products in drinking water
- An industry-tailored Foundation Degree in Analytical Sciences

Yorkshire Water provided £30k sponsorship towards a PhD student working on the project.



Call Dr Alison Hardy on 01908 659720 or email a.hardy@open.ac.uk

Case Study 7



Siemens opens pioneering wind power research centre at university

The UK's first wind turbine research centre is the result of an established partnership between **Siemens Energy** and the university's Faculty of Engineering.

The Sheffield Siemens Wind Power Research Centre will

- Employ around 20 people
- Develop innovative and efficient wind turbine generators at the forefront of future onshore and offshore wind power systems
- Provide potential for expansion



Call Professor Qiang Zhu on 0114 222 5854 or email z.q.zhu@sheffield.ac.uk

Case Study 8



Greener, safer building material of the future

Liquid Granite, a revolutionary fire resistant building material developed by university scientists, could make buildings safer and save lives.

Licensed and marketed through a new company **Liquid Granite Ltd**, the product is

- Made from recycled materials
- Used like concrete but does not explode at high temperature
- Being used in building the Olympic Village



Call Alison Money on 0114 225 5000 or email business@shu.ac.uk

Case Study 9



Plant breeding experts chosen by Boots for new products

Boots turned to biologists at the university to create a new generation of skincare products from plant oils.

The university has expertise and technology to determine plant oils composition and the MetAnOil project received £460,000 funding from the Technology Strategy Board.

Knowledge gained

- Produced a pipeline of new skincare products
- Resulted in a number of novel industrial hemp varieties



Call Dr Joe Ross 01904 435289 or email jr23@york.ac.uk

Case Study 10



Keeping Nestlé fit across the world

University sports scientists are helping **Nestlé** staff across the globe to stay fit and healthy in the workplace.

Mutual benefits of this partnership include

- Development of workforce health and fitness programmes and qualifications
- Nestlé managers mentor start-up businesses at the university
- Work placements for students
- Jointly developing modules for the university's business school



Call Simon Newton on 01904 876357 or email s.newton@yorksja.ac.uk