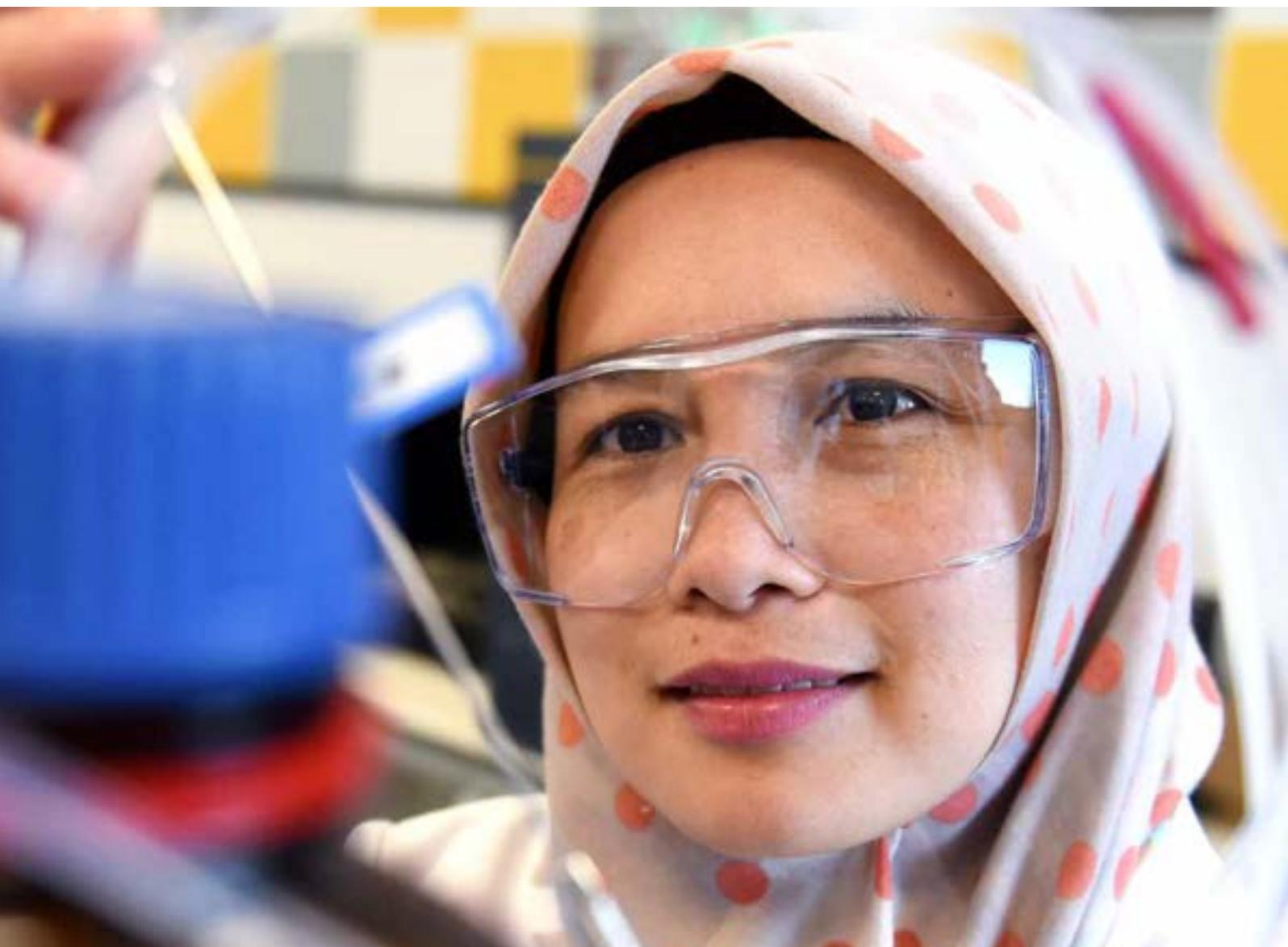


Building Back Together:

How Teesside University can
unlock your business growth



Grow resilient leaders • **Get better** professional skills
Find the best graduate talent • **Develop** new markets
Develop new products • **Harness** leading-edge research



Teesside
University

Together with business

NEED TO REWRITE THE WAY YOU DO BUSINESS? WE'RE READY AND WAITING TO HELP...

As a result of the pandemic, business leaders and managers are having to consider its impact on their business, their people, their customers and their ways of working, fundamentally determining the changes required to turn disruption into survival and opportunity.



Even for the most successful businesses in our region, the experience of the 2020 Covid-19 pandemic has been one of upheaval, disruption and change.

Operations have been interrupted, business plans ripped up, the viability of business models thrown into question and energy and effort put into trying to make sense of the changing landscape and the creation of recovery plans.

Organisations of all sizes have had to rethink what it will take to succeed in a world reshaped by the impact of the pandemic, consider how they turn disruption into opportunity and work out

how they can profitably serve customers in the future. All but a few will be ripping up the rule book and reinventing the way they do business.

When you talk to founders of start-up and scale-up businesses, you will frequently hear them say that disruption is a key to innovation.

According to research we conducted with the Tees Valley Combined Authority, this is something which is well understood by Tees Valley businesses, who say that pivoting to new markets with new products and new ways of working will be key to future commercial success.

Yet at the same time, the research suggested that, after finance, the ability to create new products, services and ways of working is key.

Knowing where to turn for the right advice can be hard and this is where Teesside University is ready to step in. Not only do we have a great understanding of the challenges faced by business, but we've got a track record of helping businesses position themselves for the future, whether that is by adapting your operating model, identifying new markets or developing new products and services.

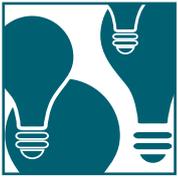
Today every organisation is like a start-up, needing to ask itself what changes it must make to turn disruption into opportunity.

A catalyst for growth

A university may not be the most obvious place to go, so the purpose of this guide is to enable you to see the transformational impact we have on the businesses we work with. We're confident that if you come to us, we'll be able to help you plot the right course for future growth – just as we have for every business featured in this report and the many others we have supported in recent months, helping cement their position for the future.

All you need to start your journey is to get in touch – our team is ready to help.

Prof Jane Turner
Pro Vice-Chancellor for Enterprise and
Business Engagement, OBE DL



EXPERTISE TO UNLOCK INNOVATION AND GROWTH

From start-ups to scale-ups and the most established organisations, commercial success post-pandemic will hinge on the ability to quickly target new customers with new products and services.

At Teesside University we have a real strength in combining our specialist knowledge with the strengths of a business in order to unlock new markets and find new sources of competitive advantage.

We do this across the Tees Valley for organisations in traditional sectors such as advanced manufacturing and engineering as well as those in the emerging life science, healthcare, digital and renewable energy sectors.

Support tailored to your needs

As every business is unique, we start by identifying each organisation's pain points before we work out what's needed to overcome those challenges. Working in this way we help you to:

- **Solve business problems with applied research** – we deploy the knowledge of our academic staff to solve the practical challenges holding you back from delivering the new products and services you need to thrive.
- **Unlock the power of intellectual property** – we identify grant funding, enable international partnerships or manage innovation bids and contracts through a dedicated team of business-focused experts.
- **Find a new competitive edge** – we can help you launch new products, improve business processes or find new ways to work to keep you ahead of the competition through projects and partnerships.

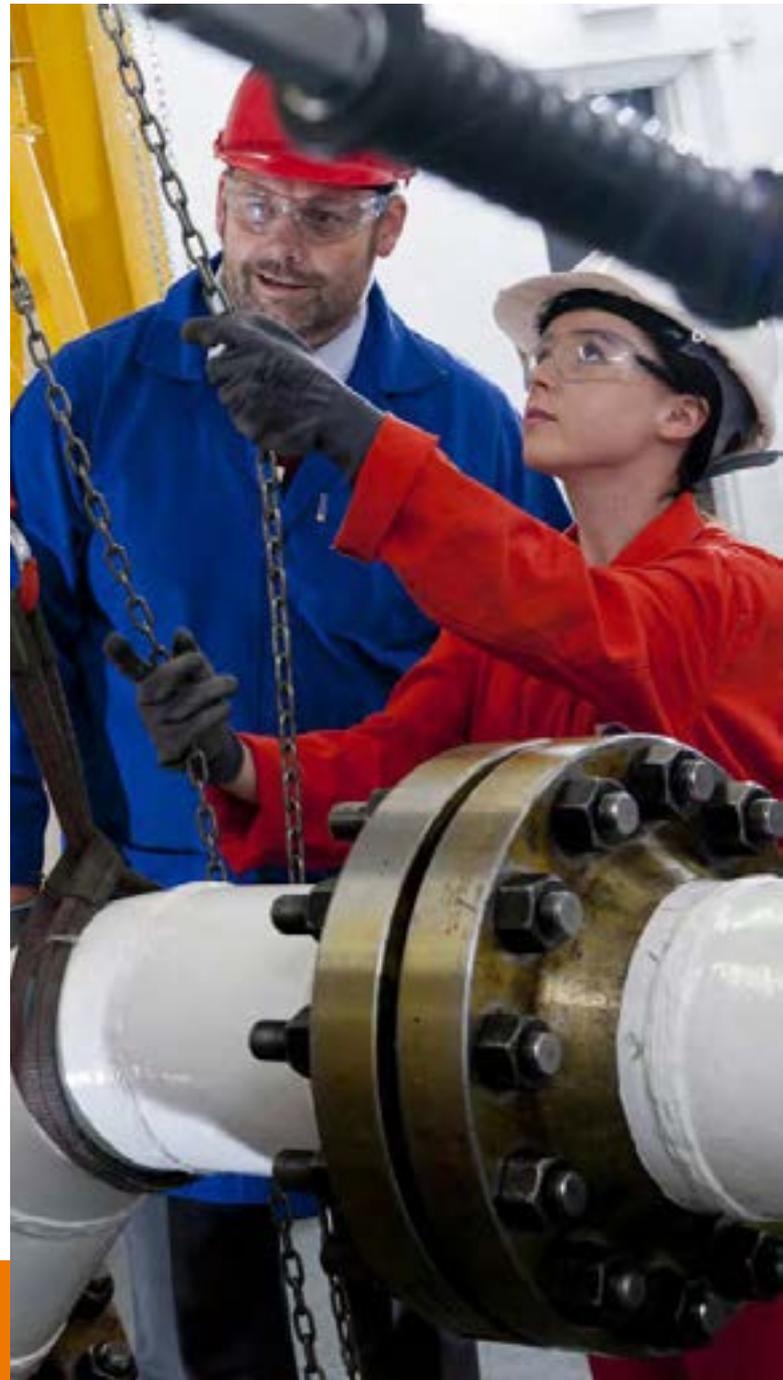
In each instance we'll match you with the right combination of academic expertise, graduate talent and trusted external partner.

One of the ways we can do this is through a **Knowledge Transfer Partnership**, matching you with an academic expert and a talented Knowledge Transfer Associate who will help transform your business.

Another route is our **Grow Tees Valley** initiative, designed to provide consultancy and graduate support for small and mid-sized businesses who want to grow.

Alternatively we can build a bespoke package of consultancy for you.

Whether it's our work with sector giants like Siemens, Rolls Royce or KP Snacks or the many small- and medium-sized businesses who come to us each year, each partnership and commercial breakthrough starts with a conversation with our business innovation team.





Teesside University's knowledge and expertise was key to unlocking research funding which could ultimately prove to be a significant breakthrough in food quality control. Together with our partners, we make a formidable research team.

Malcolm Knott, managing director of ITS.

Applied research

University expertise unlocks £1.36m of research funding in a key area of food safety

One of the UK's leading manufacturers of snack foods has been helped to produce healthier crisps by changing its production processes thanks to the support of Teesside University.

The research is part of a £2 million project, part-funded by Innovate UK with partners Abertay University and Industrial Technology Systems Ltd, to research aspects of food quality control in potato and other food products

The work also resulted in an average 8% reduction in crisp oil levels and a decrease in acrylamides. Acrylamide is a natural chemical produced when starchy foods, such

as potatoes, are cooked at a high temperature. Prolonged exposure to acrylamides have been linked to health problems.

The collaboration was underpinned by the analytical capabilities of the National Horizons Centre, Teesside University's new centre of excellence for the bioscience industries.

Professor Gary Montague, from the University's School of Health & Life Sciences, led an initial project which examined the impact of different food processing methods on the snacks.

Innovation Consultancy

A game-changing new product developed for the rail industry provides a platform for growth

Teesside University's consultancy support for the Northumberland-based telemetry company Transmission Dynamics has been pivotal to innovation and business growth.

Over the past four years, the company has unlocked £1.2m in grant funding from Innovate UK. This has enabled it to develop remote monitoring products for sectors including rail, renewables, marine and defence.

Working with the team, Teesside University was pivotal in unlocking funding for innovation, winning new business and protecting our IP.

Jarek Rosinski, CE, Transmission Dynamics



One of the most significant projects involved a £500,000 grant to develop a 'smart oil plug' which collects information on the condition of rail assets. By replacing less reliable wired technology currently in use, the device is set to revolutionise rail maintenance by reducing costs and pin-pointing when and where assets need replacement.

The University also helped conduct a full intellectual property audit, helping the company to better understand the IP it owns and what needs protecting. We've also connected the company with French and German partners via the University's work with the Enterprise Europe Network and provided on-site bid-writing and business development support.



NEW TALENT TO POWER YOUR ORGANISATION

With 18,000 students and thousands of alumni, Teesside University has a pool of talent with the potential to propel your organisation forward.

As organisations plan for life when the pandemic passes, around half (47%) of Tees Valley businesses say they are concerned about the challenges involved in adapting to the new environment, according to Teesside University's research among business.

With a range of short- and long-term placement programmes which flex around the needs of your organisation, virtually or in your workplace, our students and graduates could provide the knowledge, fresh thinking and enthusiasm you need to take your organisation forward.

We recognise that the talent needs of every business are unique, so through our customised recruitment approach, we match the right person to the right role for each employer, whether that's a graduate for a permanent role or a student placement through:

- **Funded Internships** – graduates or students in their penultimate or final year of study for 8-12 weeks with wages funded by the University.
- **Graduates for Growth** – places graduates on 12-26 week internships with funded support.
- **Growth Associate Programme** – longer term graduate placements aligned to your business needs.
- **Student Placements** – enable employers to bring in undergraduate or master's level students for a range of durations.

For every employer, we'll identify which scheme is the best fit and work with our academic staff and graduate community to identify the right individual.

This lets employers trial prospective new employees at no risk, raising awareness of your organisation as a potential employer, getting a head start for when our students graduate.

You can also be sure you get the knowledge, skills and technological know-how to make a difference to your organisation's performance, productivity and competitiveness.



Graduates for Growth

Powering Absolute Antibody's Covid-19 lab team

A unique work experience programme is providing skills and knowledge to support the fight against coronavirus.

Absolute Antibody is a Wilton-based company at the forefront of the fight against coronavirus which works with 14 of the top 15 pharmaceutical companies.

When Dr Catherine Bladen, the company's chief operating officer, needed more support for 30-strong laboratory team, she approached Teesside University to help source suitable candidates.

The careers and employability team at the University led the search, working with academic staff to find students who would be best placed to join with Dr Bladen's team.

This led to six Teesside University graduates from a range of biological and forensic science degrees joining the company on a work placement.

Given the urgency of the work in developing a treatment for Covid-19 it was really important for us to boost our team with good graduates who had the right skills and knowledge to work effectively in our laboratory. I was impressed by the speed with which Teesside University was able to match our needs with high quality graduate talent.

In fact, we were so pleased with the process we have decided to work with the University again to find more people to help us through what is a critical time for our business and the pharmaceutical sector as a whole.

Dr Catherine Bladen, COO, Absolute Antibody

Funded Internships

Insight from academics and interns helps a specialist manufacturer focus on a new market

With business-as-usual off the cards, bathroom and toilet equipment manufacturer NYMAS re-focussed to respond to the Covid-19 challenge thanks to a Knowledge Transfer Partnership (KTP) with Teesside University and support from the University's Grow Tees Valley Programme.

To help realise ambitious growth plans, NYMAS had decided to expand their fledgling design department by entering into a KTP with Teesside University. The aim was to embed a bespoke new product development function using emerging concepts in "design thinking", novel material applications and associated manufacturing methods to create a portfolio of innovative accessibility bathroom products. This new capacity would allow NYMAS to become more agile in a growth market.

When the coronavirus lockdown struck, it hit the construction industry – like so many – very hard. As this sector is NYMAS's main revenue stream, the business had to act fast. A diagnostic from Grow Tees Valley allowed it to identify opportunities for growth with funding to support the manufacture of a new product which helped with the ventilation of Covid patients. Once the pandemic passed its peak, the company then met growing needs for



Bringing design and development in-house has delivered extensive cost savings as well as a greater degree of innovation and flexibility in our product design. The new ERP system will streamline our processes and let us focus on the issues of quality, design and delivery which are so important to our clients.

Craig Anderson, managing director, Nymas

sanitising products with the rapid launch of a touch-free hand sanitiser stand, going from brief to design in four weeks. The luxury product has already had orders from high quality hotel chains and car dealerships.



BUILD PROFESSIONAL AND TECHNICAL SKILLS

Getting the right skills for your workforce is critical for organisations who want to build competitive advantage and deliver superior products and services to customers.

But with less than a third (29%) of Tees Valley businesses telling our business survey, conducted with TVCA, that they will invest in training for existing staff post-lockdown, many organisations could be putting recovery at risk by missing out on the new technical and professional skills which are key to future-proofing their business and staying ahead of the competition.

Learning built for your people

Teesside University is the partner who can provide your organisations with the education and training you need to build the knowledge and skills for today and the future.

We do this by developing one-to-one relationships with employers. By listening to their particular needs, we:

- **Provide apprenticeships** – delivering work-based training and qualifications to develop higher skills and competencies for the workplace. Our Higher Apprenticeship provision is rated by Ofsted as Outstanding across the board.
- **Develop bespoke learning programmes** – tailored to the specific requirements of your organisation.
- **Create new qualifications** – for particular industry sectors or groups of businesses.
- **Support emerging skills needs** – tailored interventions to overcome short-term business or people challenges.

Our dedicated business support team will work with you and an academic partner with the right industry knowledge to understand the skills you need to develop.

We'll then recommend how we can partner with you to deliver those skills. We'll also help identify and secure any funding you might be eligible for, guiding you through the whole process from beginning to end.

Whatever your size of business or sector you operate in, our business is to ensure your people have the skills your business needs to grow.



Tailored workforce development

A bespoke programme ensures BMI Healthcare has the people it needs to grow

As the UK's largest private hospital network, BMI Healthcare knows that staff with up-to-date practical skills and knowledge are critical to its success and the wellbeing of the people in its care.

When the company wanted a partner for its people development, it teamed up with Teesside University's School of Health & Life Sciences. This pioneering collaboration led to the development of a full career development pathway for staff which ensures that professionals from apprentices to directors are qualified to the highest standard.

The first step in the partnership involved the design of six new qualification-bearing modules focussed on key roles and best practice in healthcare which resulted in qualifications. Seven new modules were added in June 2018 and the partnership has since evolved further to support an Assistant Practitioner Apprenticeship which helps existing Health Care Assistants prepare for future roles.



The new qualifications are a key element of BMI's people development strategy whose goal is to create a supply of home-grown practitioners who all have the same opportunity to join as a school-leaver and progress from apprentice to director.

BMI Healthcare's head of people development, Jenny McKnight, says the University has demonstrated outstanding flexibility and responsiveness to BMI's needs through the partnership.

"Teesside University has worked hand-in-hand with us, developing the curriculum and moving across the country, teaching and educating our people," says Jenny. "The team has been forward-leaning and supportive, allowing us to grow our own staff and give us a new group of people who will change our workforce exponentially across the next few years."

Strategic partnerships

One-to-one partnerships built around the unique needs of different businesses provide access to work-ready talent

One of the biggest challenges facing organisations today is securing the skills and knowledge needed to support growth or deal with emerging pain points at the right time. We know that each organisation's needs are different and one size most definitely doesn't fit all.

It is a fantastic opportunity for the company and the University to work together and harness our collective skills and ambitions for the benefit of the region.

Matt Brooke, Software Engineering Manager, Cubic Transportation Systems

To help address this, Teesside University is building a network of one-to-one partnerships with employers. By investing time in understanding in-depth the short- and long-term objectives for individual organisations, our team can map out a bespoke package, attuned to particular skills needs.

For **Cubic Transportation Systems**, the tech company behind the Oyster Card, its partnership with the University will be key to meeting its demand for technical skills as it grows.

"By working so closely with Teesside University we will be able to access the talent and skills of students and graduates and introduce them to career opportunities that are right on their doorstep," says software engineering manager Matt Brooke. "It is a fantastic opportunity for the company and the University to work together and harness our collective skills and ambitions for the benefit of the region."

For **Fujifilm DioSynth**, one of the world's leading biopharmaceutical contract development and manufacturing organisations, degree apprenticeships from Teesside University are giving the company an edge in attracting the people it needs to grow at a time of huge potential demand for a Covid-19 vaccine.

"One of our problems is that we often have to recruit from outside of the area, and there can be a lot of competition," says Donna Jacques, Research and development systems manager at Fujifilm DioSynth. "Having degree apprenticeships at Teesside University means that we can grow our workforce from within Teesside which means we can retain staff a lot more easily. We occupy quite a niche market but Teesside University worked with us from the beginning and was very flexible in delivering what we wanted."



DEVELOP YOUR LEADERS AND MANAGERS

Organisations who want to bounce back quickly from the pandemic need managers and leaders who are confident, resilient and flexible enough to adapt to a business environment which is radically different from what went before.

Building this capability, which is key to helping business reorient to a world of remote working, increased use of digital platforms and increased competition, is a key focus for Teesside University Business School, which works with entrepreneurs, managers and leaders from organisations of all sizes.

Learning for your business needs

We provide a range of programmes which allow individuals to develop the management and leadership skills they need in a format that suits the needs of their organisation.

We work with each organisation to identify their people development needs before matching them with the right course and any relevant funding.



> **Leading Growth**

This peer-based programme gives leaders of small and mid-sized businesses the tools and knowledge to drive the organisation forward. An active alumni network enables participants to continue learning after the programme ends.

> **Management Catalyst**

For managers in small and mid-sized business who want to develop commercial awareness, leadership and strategic thinking.

> **Short courses**

Designed for local employers to develop business knowledge in key disciplines such as marketing or accountancy.

> **Chartered Manager Degree Apprenticeship**

A work-based programme providing future managers with business education and professional development.

> **Senior Leader Master's Degree Apprenticeship**

An MBA programme designed to develop entrepreneurial and strategic management skills for organisations of all sizes.

Leading Growth

These programmes for managers and leaders build knowledge and networks, making a positive difference to their businesses

For leaders and managers in smaller and mid-sized businesses, the Leading Growth and Management Catalyst programmes help overcome common problems that get in the way of successful growth and provide a different way of bringing the knowledge they need into the business.



Foundations for growth

Sarah Collinson, head of client services at Darlington digital design agency Edward Robertson, says that taking part in Management Catalyst provided the stimulus to put in new structures and systems into the business.

“In the twelve months following the course we changed lots of processes. We’ve introduced a new company hierarchy, appraisals, pay-band and all sorts of other things which have really moved the company on,” says Sarah.

“It’s not just about what you learn but the people you meet. For me that’s resulted in a network of friends who I can contact if I have a problem and that’s been really useful. We’ve also built on our relationship with the University who are working with us to develop a bespoke training course to improve team-work.”

New leadership skills

For Richard Weeks, general manager of Hunley Hall Hotel in Saltburn, the course format of Leading Growth, which didn’t include any work outside the classroom allowed him to balance work and study while giving him tools to take back into the workplace.

“It’s been 15 years since I undertook any formal study and this was a great way of getting back into education, says Richard. “The course has made me look at myself a bit more and how I operate at work. It’s meant we’ve worked better as a team and much tighter as a group.”

Richard is now continuing his development by studying for an MBA at Teesside University Business School.

Meanwhile, all Leading Growth and Management Catalyst alumni, are able to participate in regular masterclasses and workshops to keep skills and thinking up-to-date as part of the support provided for programme alumni.

Management degree apprenticeships

Degree apprenticeships provide knowledge and skills for a new generation of managers

When Teesside University launched its Chartered Manager Degree Apprenticeship (CMDA) in 2017, international automotive component specialist Gestamp Tallent saw an opportunity to better align the learning of its commercial apprentices to the needs of the business.

“We’ve always valued in-work learning as a way of developing management skills. Although our previous programme focussed on building knowledge of the different areas such as HR, purchasing, finance and sales it didn’t mesh together or meet our needs fully,” says training manager, David Pearson.

“The Teesside University CMDA appealed to us because it allowed our apprentices to specialise in a particular area and develop their practical skills rather than following a generic leadership and management business course.

The relevance of the course content was also important as it was so close to what we had already identified that we needed as a business. The University offered

us something no-one else in the region could offer at the time – they were truly ahead of the curve.

We’ve found the University very progressive, collaborative and professional in outlook. The team has put the support mechanisms in place to allow an apprentice to get the most out of the course, gaining skills that can transfer into the workplace and making it career relevant.



We highly recommend Teesside University as a partner. They are both reactive and proactive, able to anticipate changes in the marketplace, understand our needs and adjust things to fit.”

In Autumn 2019, the company celebrated the success of Emma Beauchamp, a degree apprentice from the first cohort who won regional Degree Apprentice of the Year at the North East National Apprenticeship Awards.



SUPPORT FOR EMERGING SECTORS

The Tees Valley is home to emerging sectors of national importance. Their future growth can't be left to chance. As the anchor institution for the region Teesside University makes it a priority to ensure businesses have the skills, knowledge and facilities they need to succeed.

If your business is in an emerging sector like low carbon, digital, renewables or biosciences, you will typically have new and specific needs. We work proactively to help you secure funding and provide support through tailor-made initiatives.

Talent, knowledge and space for growth

We provide support for our emerging sectors in a range of different ways, each built around close collaboration with business.

- **Biosciences** – Our flagship initiative the National Horizons Centre supports businesses in the emerging bio-economy (see p13).
- **Building and construction** – Sharing our internationally recognised expertise in Building Information Modelling, which is transforming the way construction projects are designed and managed, with regional businesses and global partners. Creation of new multi-disciplinary courses with the social enterprise MOBIE to transform design in the built environment.
- **Computer games and animation** – Innovative teaching and courses, combined with close partnerships with leading local and global businesses, develop some of the best talent in the UK and support the growth of the sector (see p12).
- **Low carbon** – A new programme to support product and process development for a hydrogen economy among small and mid-sized businesses in the region.

For each sector, our goal is to ensure the Tees Valley becomes a home for nationally and internationally recognised expertise and knowledge, and the place where businesses come for the people and skills they need.



Computer games and animation

The skills and knowledge of our graduates make Tees Valley the place to look for the best talent in animation and games

The Tees Valley is home to some of the best graduate talent the UK has to offer in computer games design, animation and visual effects.

Teesside University's courses consistently appear near the top of industry rankings and supply leading studios and games developers with graduate talent.

A showcase for the best and brightest graduates

At the heart of this success is a close relationship between the University, its undergraduates and potential employers.

Every year the University hosts Animex, the UK's largest animation festival which brings speakers from the likes of Disney, Pixar and DreamWorks to the campus and recruiters who want to meet the graduates who are showing their work.

The University also hosts a series of Expo events to showcase graduate work on campus and in London to potential employers and also provides them with the opportunity to meet students for work placements.

Unique partnerships with leading employers

To further strengthen this growing sector in the Tees Valley, the University is currently forging new partnerships between employers in the sector and the School of Computing, Engineering and Digital Technologies.

In recent agreements with visual effects company Industrial Light and Magic and Middlesbrough-

The University is central to all of the things that make this region a clear choice for people who want to work in technology to live and join the community.

headquartered games studio Double 11, the University will work closely with both businesses on the development of academic programmes, live programmes for students, placements and staff exchanges.

Mark South, Chief Operating Officer of Double Eleven, says these partnerships are key to the success of businesses like his and stand to make the region the destination of choice for the best talent in gaming, animation and visual effects.

"The University is central to all of the things that make this region a clear choice for people who want to work in technology to live and join the community."

For Sue Lyster, Director of Studio Operations, ILM London the partnership is key to ensuring they have talent they need to compete in the future:

"We are excited to partner a key player in animation courses, Teesside University has always provided us with strong junior talent.

"We will work together to identify industry skills gaps and needs, offer advice on preparing students for the workplace and contribute to curriculum development. This partnership will provide enormous opportunities for us and those that want to work with us."



Biosciences

A sector which is critical to the UK's resilience has a focal point in the North East

The onset of the Covid-19 pandemic has pushed the role of bioscience to the forefront of public awareness as a sector which holds the key to our future health and wellbeing.

As a focal point for excellence in the bioscience industries, the newly-opened National Horizons Centre (NHC) will play a vital role in underpinning their growth from its new £22.3m base in Darlington. It is a hub which allows businesses and researchers to collaborate, test and develop breakthrough ideas and for the teaching of technical skills which are critical to the sector.

The NHC is led by Dr Jen Vanderhoven, who is spearheading collaboration between bioscience companies and the University, ensuring the Tees Valley is a leading region for bioscience research and expertise.

“The coronavirus pandemic has shown why bioscience is so important. From vaccine manufacturing to testing we have seen a real need for hundreds if not thousands of highly skilled jobs in this sector.

As a university-based institution we're perfectly placed to train these people and provide the skills that employers need.

The NHC's strong research base in areas such as bioprocessing, biotherapeutics and medical diagnostics also makes it a place where businesses can come to test and develop new products and processes,” says Dr Vanderhoven.

The Covid-19 pandemic has not only shown how important the bioscience sector is within our economy, but also how close cooperation between public and private institutions can yield fantastic results.

Dr Jen Vanderhoven, Director,
National Horizons Centre



Pushing the boundaries

The NHC is already working with leading organisations across the biosciences sector.

A strategic relationship with the Waters Corporation means that the centre is fitted with cutting-edge lab and analytical equipment.

Over the past year, a research partnership with Quorn has tested different methods of making mycoprotein, the main ingredient in all Quorn products, to improve its sustainability and quality.

North East skincare company Hexis Lab is also using the centre's state-of-the-art equipment to research the different properties of natural compounds for product development.

“The Covid-19 pandemic has not only shown how important the bioscience sector is within our economy, but also how close cooperation between public and private institutions can yield fantastic results.

“The National Horizons Centre is perfectly placed to drive forward innovation and growth in this region and establish the North East as a global hub for the bioscience industries – we want to hear from every business in our sector how we can help them.”

WORK WITH US TODAY

We've put everything in place to make it as easy as possible to connect you with the right people and resources you need to drive your organisation forward.

Get in touch with us and here's what we can promise you.

1 **A dedicated business team**

Our business team are the starting point for every partnership. We will listen to your ambitions and a specialist, matched to your needs, will help identify the support we can offer your organisation.

2 **A fast track to tailored support**

We'll respond quickly to outline the ways we can help your organisation with a package built around your needs.

We'll recommend the experts, identify sources of funding and connect you with any additional external support if that's what you need.

3 **Well-managed partnerships**

Our business team will ensure that each stage of your partnership with us works smoothly from start to finish.

Having a relationship with us means that where any new needs emerge, we can match you with the right expertise in the University.

4 **Positive impact**

Our academics, students and business support team are hands-on partners who make a difference to every organisation we work with.

We're not hung up on working with organisations of a particular size or sector – for us, it's delivering the outcomes that matter to you that forms the core of our partnership.

5 **A trusted partner for business**

Teesside University has received widespread recognition for the quality of its business support.

Our higher apprenticeship provision is rated as outstanding by Ofsted, we are one of the few universities to be awarded the Customer Service standard for our services for business and we've won the Enterprising Britain award for Improving the Business Environment.

Get in touch with us today by calling **01642 384068**
or emailing **business@tees.ac.uk**



Grow resilient leaders • **Get better** professional skills
Find the best graduate talent • **Develop** new markets
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