

Bournemouth University Higher Education Corporation (known as Bournemouth University)  
Poole House  
Talbot Campus  
Fern Barrow  
Poole  
Dorset  
BH12 5BB  
UK

Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)

This document is produced using FSC® certified paper from sustainable well managed forests and is carbon balanced through the World Land Trust.  
This publication is 100% recyclable.

11701-07/23

**BU**  
Bournemouth  
University



**BU and the  
business  
community**

**Let's  
connect**

# Connecting you

- |   |  |
|---|--|
| <b>01</b>   Our way of thinking         | <b>10</b>   Help with staff development        |
| <b>02</b>   The ways we can help you    | <b>12</b>   Ways you can access our facilities |
| <b>04</b>   Help with staffing          | <b>14</b>   Sustainable growth and development |
| <b>06</b>   Funding that helps you grow | <b>15</b>   Sponsorship opportunities          |
| <b>08</b>   Partnership opportunities   | <b>16</b>   Our team and how to reach us       |



# Connected thinking

**Bournemouth University is at the heart of Dorset's thriving business sector and we have an extensive network of partnerships and associations within the region and beyond. We work with businesses, health and social care providers, third sector organisations and government bodies, so we've got plenty of experience of acting as a catalyst for growth, using our skills and expertise to boost skills and advance the economy.**

We can place our experts, knowledge and networks at your disposal to help with your organisational needs. You might know exactly what you want, or you might be looking for someone to advise on the best way to meet your goals. Whatever you need, we can offer a cost-effective solution to help transform the way you do business.

Our focus on sustainability means that the work we do together won't just be good for your organisation – it will be good for the environment too.

Our research, education and professional practice makes a real difference to the world around us, and to the region we are proud to be part of. Through our work, we:

- Help people live better, for longer
- Protect and preserve a sustainable environment

- Help people and organisations to prepare for and recover from crisis
- Challenge marginalisation, misinformation and underrepresentation
- Help creative and cultural industries to thrive
- Act as a catalyst for growth, using our skills and expertise to boost skills and advance the region.

To help us achieve all this, we are home to international experts, brilliant students and outstanding graduates, and we'd love to use all that to your advantage. This booklet shows just some of the ways we can connect our thinking to yours, and how you can get in touch.



# How our connected thinking can help you

**Like most universities, we offer education, research and professional practice. Unlike most universities, we blend them together, so that each influences the other and nothing exists in a silo.**

## **We call this Fusion, and it's what makes us different**

It means that when you work with us, you won't only benefit from our experience of engagement with organisations across all sectors. You'll also benefit from our expert research, and the insights we have gained from educating the next generation of the global workforce. Everything influences everything else, and it's all at your disposal.

That spirit of collaboration means our departments and people work together too. It's knowledge without frontiers, where everything is connected.

It's helped us succeed in a wide variety of ways. We work with strategic partners such as University Hospitals Dorset NHS Foundation Trust, and we are a major supplier of talent for large organisations requiring skilled graduates, like the BBC and Virgin. We also work with small businesses, and our graduates

have helped power many start-ups to success. We connect industries with our students in innovative ways, such as our annual Festival of Design & Engineering, and we also hold recognition from world-leading external bodies. For example, our Business School is accredited by the Association to Advance Collegiate Schools of Business, a status held by fewer than 6% of the world's business schools.

These partnerships and relationships help us to focus on the challenges that we need to help overcome, because we know exactly what will make a real difference to the organisations we work with and society as a whole.

Fusion helps make us different, and it can help make a difference to your business too. We're ready to start when you are



Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Connecting you to the right people

**We can help you find the right people to meet your goals – whatever your organisation is looking to achieve. By helping identify the right groups of people for you to talk to, we can provide access to an incredible pool of talent.**

If you're looking for a permanent staff member, then our graduates will be able to hit the ground running. Our courses are built to match the requirements of your industry, and we'll be able to help you find the perfect candidate for your role.

Alternatively, you might want to recruit a current student to a role in your organisation – either on a placement year (usually 30 weeks) or a shorter placement (between two and six weeks). These students can be an ideal way to deal with a short-term project, or a temporary need for increased staff numbers. They bring with them the latest thinking and a strong work ethic – many of our placement students make such an impression that they are offered permanent roles with their placement companies after they graduate.

We also offer Knowledge Exchange Partnerships, partnering your organisation with a Master's student supervised by one of our academic staff. These are partly funded by the government, and you can read more about them on page 6.

We can even help if it's part-time staff you're looking for – lots of our students are looking for part-time work and we can help match them to your requirements.

## Come to a recruitment fair

We host recruitment fairs all year round – they're a great way to put yourself in front of hundreds of potential employees. Whether you're after undergraduate or postgraduate students, permanent, temporary or part-time, we can help connect you. We can even arrange for you to come onto campus at any time of the year to host an exhibition stand – using our knowledge to pick the best time and place for you to do so.



## Work with people who know

When it comes to hiring a BU student or graduate, we are in a great position to help – in many cases we have known them for years. Our team can work with you to help you target the students best matched to your needs, and can even assist with shortlisting and interviews to help make the process even smoother.

Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Connecting you to funding that helps you grow

**A Knowledge Transfer Partnership (KTP) will embed a high-calibre graduate into your organisation and partner you with a leading BU academic, and is a proven way to help you develop new products and improve your services.**

KTPs are a proven way to help you develop new products and improve your services - giving you an edge over your competitors. What's more, KTPs are largely funded by the UK Government - 67% for SMEs and 50% for large organisations - while your own costs are eligible under the research and development tax credits scheme, reducing your contribution even further. Thousands of businesses have made use of the

scheme over the 47 years it's been running, with benefits including increased investment in research and development, increased exports and increased revenue.

The partnership can last from one to three years, and, because it's a collaborative partnership, we work with you to develop the proposal which massively boosts the chances of the application succeeding.



## **BU research with seven-figure returns**

Producing high-quality character animation involves a significant amount of time-consuming manual work, making character animation production difficult and inefficient. A KTP between BU and Humain Ltd tackled this problem, with student Shaojun Bian being embedded into the company to research ways to make animation easier and more efficient. The result was an improvement in production practices and economic impact for Humain Ltd, using BU's newly developed character animation techniques. These techniques reduced the time needed to create a facial rig from several weeks to several minutes, helped Humain Ltd. attract £1,096,000 investment and generate £1,153,000 revenue in three years, and helped them become a world-leading technology and entertainment leader with high-quality products and services.

Call: **01202 961916**

Email: **business@bournemouth.ac.uk**

Visit: **www.bournemouth.ac.uk/connected**



# Connecting you to our partnership options

**Making sure your organisation is heading in the right direction with a robust strategy and business plan behind it is critical to succeeding in a competitive marketplace. We have a long history of working as a strategic partner with organisations ranging from start-ups to multinational giants across a variety of different sectors.**

We are used to dealing with new ideas every day – our staff and students have an endless supply of them. If you have the ideas, we can help you bring them to life. We can work with you to identify new markets, develop new products or services, and create business plans and strategies that are achievable, measurable and realistic.

Many of our staff have considerable experience of consultancy, and bring their detailed understanding of their industry with them. We can connect you to the person or team that can help you to identify the best way forward for your business.



## **Funded research**

If you've got a dedicated Research & Development budget or you're looking to source funding through Innovate UK, we can help you get the ball rolling.



Call: **01202 961916**

Email: **business@bournemouth.ac.uk**

Visit: **www.bournemouth.ac.uk/connected**





# Connecting you to our staff development options

**Your most vital asset is your people. As a university, we know just how important it is to help people reach their potential, and we can help your staff to drive you to greater heights.**

## **Short courses**

We have a wide range of professional short courses that last anything between a few weeks and a year. Our reputation for delivering outstanding education means you can rest assured knowing that your staff will benefit from studying on well-structured courses that will deliver the outcomes you are looking for as their employer.

## **Bespoke courses**

Alternatively, we can build a course specifically to meet the needs of your organisation and staff, delivering exactly what you need, exactly the way you need it. We can work with you to identify the best way to design, deliver and assess your course, giving you a powerful tool to build on whatever it is that makes your organisation tick.

## **Traditional degrees**

Many of our traditional undergraduate and postgraduate degrees can be delivered in a way that makes them accessible to professionals. This can involve studying online, part-time or in intensive block – again, we can work with you to tailor a solution that does what you need it to.

Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Connecting you to our facilities



## Meeting rooms

All our meeting spaces are modern with comfortable seating and audio-visual equipment at your disposal. You'll be able to connect to our Wi-Fi and use our interactive whiteboards or large presentation screens as required.

We can also provide catering, from hot drinks and beverages to a working lunch if required.



## Facilities hire

BU is home to well-equipped conference facilities and meeting rooms, and we can help you host everything from small meetings to international conferences. Whether you are hiring a meeting room for a few hours or a conference space for a few days, you'll benefit from unrivalled support in making sure your event is a success.

We can host events on our Lansdowne Campus (close to the train station and in the heart of Bournemouth's business district), our Talbot Campus, which boasts excellent transport links, or our community sports site at Chapel Gate (near Bournemouth airport), depending on what will suit you best.



## Conferences and larger events

As a university, we are extremely experienced when it comes to hosting large events, and we have the facilities and expertise to make sure your event runs perfectly. We can offer large exhibition spaces, conference rooms, smaller breakout rooms and large-scale catering for hundreds of attendees if you need it. Our events team can help you plan and prepare your event, and you'll be fully supported at every stage.



## Specialist facilities

We are also home to specialist equipment across a wide range of disciplines, and we can offer these for hire to organisations that can make use of them. When you work with us, we can give you access to our collection of modern specialist facilities, including TV studios, clinical practice labs, our ultrasonic fatigue testing machine, DNA sequencer, GAIT analysis, and our MRI facilities.

You can see a list of our specialist facilities for hire on our website.



Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Connecting you to environmental sustainability expertise

**We are committed to helping to protect and preserve a sustainable environment, and we have embedded that ethos into everything that we do. It influences how we power our buildings, how we dispose of our waste, what and how we educate our students, the type of research we do – and the ways we work with other organisations.**

By embedding sustainability into all our processes and practices, you can work with us safe in the knowledge that you are partnering with an organisation that is committed to preserving the planet, and will be able to explore ways we can do that better together.

Don't just take our word for it though - we are ranked joint 29th globally and 5th in the UK in the *Times Higher Education Impact Rankings 2023*, which assessed the performance of 1,591 universities against the United Nations Sustainability Development Goals.



Call: 01202 961916  
Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)  
Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Connecting you to sponsorship

**BU has worked with numerous local, national and international businesses to secure sponsorship for a wide range of activities such as sector-leading conferences and events, student sporting clubs, and in-kind provision of cutting-edge equipment for students.**

Our current packages also include room and venue sponsorship opportunities, with a range of profile-raising benefits available to the sponsor. To discuss our sponsorship opportunities further please contact Tom Galpin in BU's Fundraising Team.

Call: 01202 961086  
Email: [tgalpin@bournemouth.ac.uk](mailto:tgalpin@bournemouth.ac.uk)  
Visit: [www.bournemouth.ac.uk/corporate-partnerships](http://www.bournemouth.ac.uk/corporate-partnerships)



# Contact us

**Finding the right person to talk to and figuring out which faculty or department to contact can be time-consuming – especially if you have a few different requirements.**

**That's why we do it for you.**

**One email or phone call to our team is all you need to do, and we'll put together a proposal to meet your requirements. We're ready when you are.**

## Meet our team



**Rachel Clarke**

Rachel has spent more than a decade at BU and has worked in a number of roles relating to business engagement. She has experience in graduate employment, as well as helping BU identify research opportunities and developing proposals. She has also led numerous knowledge exchange partnerships aimed at encouraging organisations to work closely with BU staff and students.



**Finn Morgan**

With over 20 years' experience of working in roles related to partnerships and business development, Finn works tirelessly to connect ambitious businesses with opportunities to grow. He has a detailed knowledge of the government funding landscape and is always looking to find ways to forge new business collaborations allied to the areas of science and technology.



**Matt Desmier**

Prior to joining BU, Matt was a sought-after consultant and conference speaker, working with a diverse range of businesses and speaking about topics such as branding, innovation and culture. He's worked with companies such as Vice TV, Saatchi & Saatchi, Ordnance Survey and Crowdfunder, as well as having spoken on every continent except Antarctica.



**Mary-Ann Robertson**

Mary-Ann has been linking universities and workforce development within the healthcare sector for more than two decades. Her ability to build connections into productive relationships makes her the ideal conduit between businesses, charities, NHS organisations and BU.



Call: **01202 961916**

Email: **[business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)**

Visit: **[www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)**