Our knowledge is your business
The global economic impact of the University is £591 million a year – with £472 million going into the local economy.
University of Hull: the friendly experts

Whether your organisation is large or small, private- or public-sector, or even in its formative stages, the University of Hull is the perfect partner to help you achieve your goals.

We support employers in many fields, most notably in logistics, the environment, health care, creative and digital, engineering, computing, law and a broad range of science and technology.

We work with respected national and international brands on a variety of projects. If you have a problem to be solved, if you need help or facilities to start your new venture, or if you have the next ‘big idea’ that requires cutting-edge research and development, the University can help you. We provide a range of services to add value to your business by delivering real, bottom line benefits.

It is easy to work with us. We provide a ‘shop window’ into all that the University can do for your business, ensuring a quick, efficient and friendly service.

We have been described as the ‘friendliest UK university’. We certainly have an impressive track record of delivering world-class research, consultancy and teaching, not to mention producing some of the country’s most employable graduates.

We look forward to being of service to you. Contact us on 01482 464900 or at business@hull.ac.uk.

Our knowledge is your business

Neptune Renewable Energy Ltd and Pulse Tidal

Scientific expertise from the University’s Marine Renewable Research Group has resulted in the design and development of devices that will harness the force of nature to generate greener forms of energy.

High-profile businesses Neptune Renewable Energy Ltd and Pulse Tidal commissioned the University to carry out numerical modelling and tank testing at the Total Environment Simulator research facility, housed at The Deep.

Jack Hardisty, Professor of Environmental Physics, has world-leading expertise in the analysis of wave power, tidal stream and wind power systems and carried out data analysis for both companies before full-scale prototypes were built.

Neptune’s full-scale Proteus Tidal Stream Power Device demonstration has since passed in-water testing, paving the way for arrays of the generators in the Humber. The company’s engineers believe the Proteus will generate at least 1,000 megawatts of energy a year – enough to power 500 homes.

For Pulse Tidal, the University built a mathematical model of a device that converts shallow wave tidal power into energy. Subsequently, a prototype rig was lowered into the Humber and now powers an Immingham chemical company.

Glenn Aitken, Financial Director of Neptune Renewable Energy, said: ‘The University’s analytical capabilities played a significant role in the development of highly efficient designs. The manufacturing costs have now been minimised for these companies so that tidal electricity can be generated at competitive commercial prices for the first time.’

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Glenn Aitken, Neptune Renewable Energy
Our knowledge and expertise

The University of Hull has an impressive range of specialist expertise and resources and is world-renowned in many areas – most notably liquid crystal technology, for which our Department of Chemistry received the Queen’s Award for Technological Achievement. Pioneering developments in LCDs at the University continue to this day.

Our specialist areas include environmental technologies, with particular emphasis on renewable and sustainable energies. We are a founding partner of the Centre for Low Carbon Futures, a collaboration of the Universities of Hull, Leeds, Sheffield and York, ensuring that world-class research and business support is rooted in Yorkshire.

Our scientists are involved in a range of important areas of research in the renewables agenda, including the degradation of the foundations of wind turbines and the advancement of solar energy technology.

In line with the region’s maritime history, the University has expertise in everything from maritime history and law to high-tech testing of the coastal and marine environments.

The University of Hull and York created the Hull York Medical School, producing doctors of the highest calibre, leading research and ensuring continuing excellence in regional hospitals. It also works closely with worldwide businesses, developing innovative products and services in specialist areas including wound care, telehealth, obesity and a range of medical technologies.

Through the Department of Computer Science we have a state-of-the-art 3D immersive visualisation facility, allowing users to interact and simulate objects, as well as providing responsive, commercial software development.

Our Logistics Institute, a world class centre of excellence, is transforming the way in which organisations approach logistics and supply chain management. It generated increased sales of £55 million for businesses in just two years.

We also have expertise and specialist facilities to help the growth of the creative and digital sector. All this – and much, much more – makes the University a natural choice for ambitious, innovative businesses to work with.

‘The reason this particular project initially interested the IP Group is that the University of Hull has a great pedigree and rich history in the development of liquid crystal display technology.’

Danny Lynham, IP Group plc
Collaborative research and consultancy

Forward-thinking and commercially minded, our experts can meet your business needs.

We can identify opportunities and connect you to leading expertise; we can deliver consultancy and research that will be at the forefront of your industry, combined with practical advice to help you achieve bottom-line benefits for your business.

Whether you need a quick solution to a business challenge or are looking for longer term, strategic leadership and change, we can help. We have the knowledge to help you achieve growth in market share and turnover, reduce your costs and improve your service quality.


Countrywise Water Coolers Ltd
Supplying plumbed and bottled water coolers across Yorkshire and Lincolnshire, Countrywise Water Coolers has enjoyed steady business growth since it was established in 1991.

Branching out beyond Yorkshire and Lincolnshire and keen to demonstrate its awareness of environmental issues and the need for a low carbon footprint, Countrywise turned to the University’s environmental research team.

In addition to validating Countrywise’s low carbon footprint, the team’s research into the water cooler supply chain led to a final report that also identified areas for further improvements and highlighted commercial opportunities.

General Operations Manager Rebecca Stow said:
‘Working with the Department of Geography was a very positive and pleasurable process.

‘This unique research reinforced and informed our environmental practices. As a result our decisions to use water sourced locally, recyclable cups and low-energy coolers have been reviewed with the aim of reducing our carbon footprint within our supply chain.

‘The work of the University gives us a distinct advantage as we consider further development and expansion.’

As well as gaining the support of the University in meeting its goals, Hull-based Countrywise also benefited from positive press attention once the findings of the report were made public.

The Logistics Institute, as home to a range of world-leading training simulators, is the only centre of its kind in Europe.
Having hatched his plan to revolutionise football training, Gérard Jones enquired about basing his start-up at the University’s Enterprise Centre. Gérard School of Football (GSF) was subsequently contracted to deliver Arsenal Soccer Schools in the Hull and East Yorkshire region.

Established in February 2009 by Gérard and his father, Bryn Jones, GSF has enjoyed rapid development and quickly attracted the attention of Premier League clubs and Spanish coaching providers.

GSF provides specialist football performance and life skills coaching to boys and girls aged 4 to 15. The fruitful partnership with Arsenal has allowed Gérard and his team of coaches to train 1,500 youngsters a week using the globally recognised football methodologies developed by the London club’s manager, Arsène Wenger. GSF’s highly qualified coaching team comprises current and former professional footballers.

Gérard Jones’s entrepreneurship has been widely recognised: he won a Future 100 Award in 2010 and was named in the top 15 young entrepreneurs to watch in 2011.

‘It’s a real coup for us to be here. The address and the association with the University definitely helps, and when we bring people to the office for meetings the first impression they get of us, because of our location, is fantastic.’

Gérard Jones, Gérard School of Football

Enterprise and entrepreneurship

From small ideas, exciting businesses do grow.

The University of Hull is proud of its state-of-the-art Enterprise Centre, which helps turn bright ideas into successful businesses. The centre was opened by the Duke of Edinburgh in 2008. It encourages people in the art of entrepreneurship, whether they wish to start their own businesses, work for themselves or be an enterprising employee for someone else.

Hull already has some of the most employable graduates and the Enterprise Centre is helping to develop that further, with increasing numbers of start-up businesses trading at the University. But the centre is not just for students and graduates – it is available to anyone with a bright idea who understands that working with the University can help them on the road to success. External customers account for around a third of the 40-plus fledgling businesses at the centre at any one time.

Innovation has never been more important to businesses. The Enterprise Centre provides a great platform for that to be explored and exploited.

The University’s Department of Sport, Health and Exercise Science has been able to offer his team a wealth of expert support. Undoubtedly, the business address has also helped to impress clients and potential business partners and investors.

‘It’s a real coup for us to be here,’ said Gérard. ‘The address and the association with the University definitely helps, and when we bring people to the office for meetings the first impression they get of us, because of our location, is fantastic.’

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Sewell Group
The Sunday Times Top 100 ranked company chose to bring its annual staff conference to the University. Sewell Group’s Sewell Convention 2010 saw 13 events take place over five days across various venues on the Hull Campus.

The education and business environment was perfectly suited to the series of seminars, personal development workshops, lectures and presentations held for 320 staff of the retail and estates management company.

Becky Wilburn, People and Brand Manager, said: ‘We chose the University because of the range of really effective spaces which enabled us to run different sessions simultaneously. The atmosphere and the surroundings made it really easy for everyone to engage with one another.’

Sewell Group made full use of the University’s catering facilities during the convention, the Group’s biggest to date.

Average attendance at the sessions was around 80, while the Allam Lecture Theatre was put to full use over two days for a large-scale team briefing. A final awards ceremony at Staff House was attended by 225 guests.

‘Since the convention we have gone on to hold further events at the University and will continue to do so. As a Hull-based business we are pleased to be able to access a first-class facility on our own doorstep.’

Becky Wilburn, Sewell Group

Exciting spaces to meet and do business

The University of Hull has a range of meeting facilities that can cater for all events and occasions, from national industry conferences to smaller, informal meetings or networking events.

We can provide superbly equipped lecture theatres for up to 500 people, large conferencing rooms with catering and a bar, and inspirational space to help get your team thinking creatively.

From fully equipped offices to high-tech laboratories, we can also support you if you are a business looking for incubation space. With specialist facilities, resources and advice across the campus, you will be in the right place to give your business that vital competitive edge.

Since the convention we have gone on to hold further events at the University and will continue to do so. As a Hull-based business we are pleased to be able to access a first-class facility on our own doorstep.

Becky Wilburn, Sewell Group
AB Graphic International

East Yorkshire company AB Graphic International has substantially increased output since adopting Lean manufacturing principles.

ABGI, a world leader in producing machinery for the labelling and packaging industries, entered into a Knowledge Transfer Partnership (KTP) with the University of Hull to embed Lean, with its emphasis on efficiency and waste reduction, into all of its operations.

The arrangement brought in Dr Gareth Neighbour, Deputy Dean of Science, who has supervised the expansion of Lean methodologies, and graduated development engineer Suraj Suresh Karayath, who is now a permanent member of the team on the company’s main site at Carnaby, near Bridlington.

“We had already introduced Lean into the business, and the KTP has given us the expertise and extra help necessary to put it at the heart of all we do,” said Phil Robson, Operations Manager.

“The programme was also about introducing higher quality standards, and everyone at the site now has a focus on quality and Lean experience. The fact that we have grown the business over the last few years with the same number of people shows how well Lean is working for us.”

The KTP has so far helped the company to reduce ongoing operational costs by more than £200,000 annually, as well as reducing unquantifiable hidden costs.

Family-owned ABGI employs nearly 120 people at Carnaby and plans to further extend Lean at its other UK manufacturing site, at Middleton-on-the-Wolds, and factories and sales offices in Europe and North America.

In partnership with business

The University of Hull has a long-standing reputation for working in partnership with business.

If you want to make your business more profitable but need additional knowledge, skills, technology – and money to make it happen – a Knowledge Transfer Partnership with us could be the answer.

The Government-backed KTP scheme provides resources and expertise to organisations looking to innovate and improve performance, particularly in technology-related areas or applications. A joint KTP project between the University and your business could be anywhere between one and three years in duration, and the support would include grant funding towards the cost of employing one or more full-time graduates to lead the project and the participation of senior academic experts to ensure that you achieve the desired results.

Nationally, average resulting benefits per KTP partner include:

- an increase of more than £220,000 in annual pre-tax profits
- the creation of three genuine new jobs
- knowledge transfer – an increase in the skills/expertise of your existing staff

The University can help with wide-ranging types of projects – especially in technology and innovation-based areas linked to, for example, sciences, advanced materials, engineering, information/communication and digital technologies, creative industries, health care and sustainability, as well as with enabling activities such as business processes.

As part of the KTP programme, University employed Business School alumnus Shona Lloyd, who graduated in 2005.
Graduate placements and recruitment

We have a reputation for delivering work-ready graduates who are among the most employable in the UK.

They are encouraged to think creatively and critically and recognise that attitude is just as important as aptitude.

Part of this success is down to providing work placements at undergraduate and graduate level, allowing your business to benefit from some of the brightest emerging talent and giving individuals an excellent insight into the world of work.

Placements normally last between 8 and 12 weeks but with scope for the graduate to become a permanent employee.

Even if you do not need full-time support, the University could still provide access to our student talent pool, so that you can benefit from their bright ideas. Projects relating to your company can be built into the curriculum, giving students real-world experience and giving you fresh insights into your business or markets.

Talk to us and find out more about how you can engage with a vibrant community of 20,000 students.

Jesmond Engineering

As the appointed designers of a production series of tidal power devices in the Humber, Jesmond Engineering is playing a key role in securing plentiful green energy for The Deep, Hull’s premier tourist attraction.

The hi-tech East Yorkshire-based firm, whose main work is in the design and structural analysis of aircraft and helicopters, has also signed up to the University of Hull’s Graduate Internship Programme and was able to attract funding towards the costs.

The programme offers invaluable experience of the workplace for graduates starting out in their careers.

The significant reduction in the financial risk involved in recruiting makes the programme very popular among businesses in the region.

“Our industry requires a high level of technical expertise and experience before employees are in a position to contribute properly,” explained Simon Walker, Managing Director.

“There’s no major commitment upfront. A fixed-term placement makes it easier to deal with if things don’t work out, and while they’re on the placement, the graduates’ contracts are dealt with by the University.”

Simon Walker, Jesmond Engineering

www.hull.ac.uk
Professional development and training

The world of business is ever more global, ever more competitive and ever changing.

The University can help you get ahead – and stay ahead – by putting lifelong learning at the heart of your organisation.

We offer a large and diverse portfolio of undergraduate and postgraduate courses and bespoke training to ensure that your team has the skills and tools needed to keep your business growing and innovating.

Whether you choose from our range of short courses, ask us to write a training programme tailored to your specific needs or enrol your staff on any of our existing programmes, you can expect a healthy return on investment and your staff will benefit from top-quality continuing professional development.

‘The results of our work with the University have been tangible ... equating to an overall efficiency benefit of around £3 million.’

Eileen Henderson, Hull and East Yorkshire Hospitals NHS Trust

Hull and East Yorkshire Hospitals NHS Trust

Hull University Business School worked with Hull and East Yorkshire Hospitals NHS Trust to deliver more than £3 million in efficiency benefits for the trust. The benefits were achieved during a two-year leadership development initiative.

The trust implemented a number of initiatives to reduce the incidence of infections on hospital wards, one of which was the Business School partnership.

Around 45 people took part in this education programme, which adopted a modular leadership approach, enabling link nurse practitioners to review practices on their wards, identify improvements and make the necessary changes.

Link practitioners were given the tools to become more proactive, to challenge bad practice and to become role models in the ward among colleagues, other health professionals, patients and visitors.

Eileen Henderson, Assistant to the Medical Director at the Trust, said: ‘The results of our work with the University have been tangible. In 2010 serious reportable infections were down three quarters for MRSA and nearly two-thirds for Clostridium difficile.

‘The average cost of an infection, taking into account treatment, drugs, bed occupancy and ward closures, is around £10,000, equating to an overall efficiency benefit of around £3 million.’

Hull University Business School is also involved with the trust on a project relating to tissue viability to reduce expenditure on bed occupancy, treatment, drugs and dressings.
Catalyst for business growth in North Yorkshire

The Scarborough Campus dates back 100 years, although it was not until 2000 that it became part of the University of Hull.

In meeting the needs of 1,600 students, this seaside campus is fast becoming a hub of 21st-century creativity, employing the latest technology, while retaining the traditional community atmosphere.

The site’s five academic departments include the Scarborough Management Centre (SMC), whose research staff are members of the Hull University Business School and can provide bespoke training programmes to meet the needs of individual organisations.

The SMC’s research expertise covers the many facets of business with the aim of building practical solutions to current challenges and generating ideas for new products and services.

- The campus also includes the Centre for Employability and Professional Skills, which works with employers, other agencies and providers to widen the scope for learning opportunities in the locality.
- The specialist Centre for Environmental and Marine Sciences offers degrees in Coastal Marine Biology, Ecology and Environmental Science.
- Scarborough School of Education is a department of the Faculty of Education at Hull and has been training primary school teachers for more than 50 years.
- The School of Arts and New Media encourages students to explore and contribute to the future of music, theatre, performance, English, computing and digital media.
- The Creative Enterprise Laboratory is an exciting initiative that supports the creative industries sector and provides solutions that meet the needs of businesses in the Scarborough region.

The recently upgraded campus is an essential part of Scarborough life and is helping the local economy to grow.
A professional team ready to help you achieve your goals

Engaging with the wealth of expertise at the University of Hull is easy if you do it through our approachable Knowledge Exchange team, based at the Enterprise Centre. Whether you are interested in using the University as a venue, in accessing specialist researchers, or in training and consultancy, your business enquiry will be dealt with efficiently from start to finish and you be treated as a valued client.

Please contact us:
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business@hull.ac.uk

Visit our website:
www.hull.ac.uk/business

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twitter.com/businesshulluni

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