

Goldsmiths University of London

Office for Business and Community Development

Lambert Review submission

0.1. Background

Goldsmiths College was founded by the Goldsmiths Company in 1891, and recognised by the University of London in 1904. It is a research-led university with an international reputation, for its work in the Creative and Cultural Industries.

In 2002, the College had 9,071 students enrolled, and approximately two-fifths of the full time students are studying at postgraduate level. Eleven percent of the total student population are international students. The two largest international students groups are from Asia and North America. Furthermore, 47 percent of our HE students are 25 years of age or older.

The College has had an excellent research record, with a significant number of 5 and 5* rated departments. For more than a generation it has defined worldwide artistic practice and nurtured some of the best-known talents, from Graham Sutherland, Mary Quant, Bridget Riley, Antony Gormley, to Damien Hurst and Sam Taylor-Wood. The College has a special relationship with the Hayward Gallery that ensures a Goldsmiths Lecture contextualises each major exhibition at the gallery.

Goldsmiths' distinguished roll-call of alumni includes many well known figures, such as Lucian Freud, Malcolm MacLaren, Lord Merlyn-Rees, Tessa Jowell, Molly Parkin and Spike Milligan.

The programmes of study and research range from the Centre for Cultural Studies, the Centre for Urban and Community Research, and the departments of Educational Studies, Computing, Humanities, Languages, and Behavioural and Social Sciences.

0.2. Recent Developments

The College has been highly successful in developing its 'third stream' activities. It established the Office for Business and Community Development (OB&CD) two years ago, and this has been in the forefront of new developments with both business and community focused organisations.

02.1 Centre for Cognition, Computation and Culture

The Office was involved in the initial stages of bidding for money to establish a new landmark building to house the Centre which will link research teams from Psychology, Computing Sciences, Anthropology, Sociology and Media Communications. It is hoped that this initiative will be operational at the end of 2004.

02.2 Spinouts

Over the past 18 months, the office has been responsible for the establishment of three spin-out companies in areas as diverse as media research and textile conservation.

02.3 HEFCE Active Community Fund

The OB&CD has initiated and manages a highly successful scheme with Prison Visiting Volunteers in collaboration with the Goldsmiths Students' Union. This innovative pilot scheme is being undertaken in partnership with the Home Office and introduces and trains students to become prison visitors.

02.4 Higher Education Reach-Out to Business and the Community Fund (HEROBC)

The College has been awarded funds to develop a more entrepreneurial culture in the research centres and encourage the growth of contract research and consultancy activities. This is being achieved through collaboration with local and regional Chambers of Commerce and through industry-led training and short course provision.

02.5 Demand – side Action Group (DsAG)

The Director of Business Relations chairs the DsAG. This is a business-led organisation that brings together CEO's and senior people from the Confederation of British Industry (CBI), London Chamber of Commerce and Industry (LCCI), London First, The London Development Agency (LDA) and the Corporation of London.

The group is coordinating the innovation and research demands of business in London. Its first sector study is in Financial Services.

0.3 Business – Goldsmiths Collaboration

The College has a wide range of collaborative projects with local, regional and internationally based organisations.

03.1 Local

The Sustainable Enterprise Academy (SEA)

A multi-agency partnership delivering business support for new and emerging creative enterprises. A scheme funded by the LDA and local industry and delivered jointly with the Lewisham Creative Agency.

Lewisham Chamber of Commerce (LCC)

The Head of the Office for Business and Community Development is a founder director of the LCC. This Chamber runs innovative training programmes and provides support for local black and minority ethnic business in the Borough.

Ilderton Motor Project

The Head of OB&CD is a trustee of this project that is supported by local businesses and provides training in automotive engineering to disadvantaged sectors of the community.

Manifesto Music Label

A Music Department collaborative venture with PureGoldsmiths to establish a record label to promote local music and performances in south-east London.

03.2 Regional

London East Excellence Network (LEEN)

The College is a founder member of LEEN, an organisation established jointly with Business Links to promote best practice models for SMEs in East London.

The Creative Sector Forum

The forum initiated by the College to bring the senior practitioners in the Creative and Cultural industries together to share information and network business contacts.

Demand – side Action Group (DsAG)

An initiative led by the OB&CD that brings together all the major employers and quasi-governmental organisations in London devoted to the success of London businesses. It is designed to research, and network innovation and research needs sector by sector across London. The Corporation of London and the LDA fund the scheme.

Attainable Utopias

A College initiative supported by the Richard Rodgers Partnership that brings together innovative designers, planners and commercial property developers to examine the development of sustainable and environmentally safe communities. The initial series of seminars are to take place at the Rogers architectural offices and are focussed on the Thames Gateway Development. This brings together senior people from organisations as diverse as NASA, the LDA, Regional Planners and Property Developers.

The Society of London Theatre

The Drama Department research and analyse the box office statistics from over 40 theatres in London that range from the well-known West End venues to the Royal National Theatre on the South Bank. The research influences future programming, scheduling and pricing policy across the region.

Triptych Research Studio

A design department research initiative focussed on Radio Frequency Tagging (RF Tagging). A commercial consultancy service for industry that updates senior managers on the 'state of the art' RF tagging developments that will replace bar coding in industry over the next ten years.

Teaching Company Scheme (TCS)

A College initiative with ARUP Design (the Automotive Design and Styling to Nuclear Engineering Group) to establish a strategic TCS focussed on the Internal and External Communications for the group.

Next Move Scheme

The College is working with the Craft Council to provide incubator facilities for designers/makers, and support for business planning and research facilities for new product development. The first company to be selected from a large application from across the country was Flour Design Limited, a furniture and industrial design start-up.

03.3 International**Chinese Partnerships**

The OB&CD has developed a comprehensive range of research consultancy and training programmes for China. This was stimulated by a trade mission to China jointly led by the Director of Business Relations and the LCCI, for companies from London interested in developing business with China. Commercial projects that resulted from this initiative include:

- Leadership programme for graduates from China who wish to understand the relationship between political, governmental and business communities in the West;
- Familiarisation seminars for the Chinese Scientific and Medical Manufacturers Association, Chinese companies wishing to locate in London as a springboard for trading in the European Union.

Singapore Economic Development

The College is collaborating with the Singapore Economic Development Board on the provision of training and research activities in south-east Asia. It is hoped that the location will provide some of our spinout companies with a base for expansion, in particular i2 Media Research Limited who specialise in research into digital, interactive and immersive television

SpeedStep Software

The Design and Education Studies departments are working with a German software company on the development of e-learning and training in the use of specialist software for the fashion and clothing industry across Europe

Chilean Wine Industry

As a result of a recent trade mission to Chile, the OB&CD is now working with the Chilean government department, 'Prochile', to establish business support and incubator space in London for Chilean SMEs involved in the production of specialist niche wines, and who wish to market within the EU.

Commonwealth Education Fund

The OB&CD is supporting Sir Eddie George, Governor of the Bank of England, in his development of a charitable foundation to improve education facilities across the Commonwealth. This initiative is dependent upon matched funding from industry and is sponsored by the Treasury.

New Media Arts

The College is working with Btexact Technologies to establish a joint research centre at the Martlesham Heath Research Park in Suffolk. This collaborative research centre brings Cambridge University, MIT, University of Essex and Goldsmiths College University of London together with BT to explore and exploit new technologies in multi-media and digital communications. This initiative will involve funding from major industry collaborators.

0.4 Main Barriers to Collaboration

There are two main obstacles to developing commercial applications of collaborative research with industry:

- **Background IPR**
When academics have moved between institutions as part of the build-up to the competitive RAE exercise, establishing background IP can often be time-consuming and costly to negotiate;
- **RAE-rated research**, with its concomitant publication criteria, often competes with the development of patents and business exploitation.

0.5 How Businesses can attract the best graduates

The dichotomy of demand for, on the one hand, society's requirements for broadly educated graduates who will be able to move between disciplines and careers in the future, and the demand for highly specialist graduates who can make an instant contribution to an SME's bottom line can cause bifurcation in HE. The institutions that have traditionally delivered four-year programmes, with the third year as a work placement, have always had very high first destination scores and very successful and long-lasting relationships with the commercial world. The escalating cost of study has been antipathetic to this form of provision.

The preoccupation with the nomenclature for science and technology graduates can be counterproductive and harks back to an era prior to the emergence of the knowledge based economy. Computing Science graduates these days can be just as gainfully employed as multi-media or games software writers or web developers as they can as traditional engineering software applications specialists. Creative design graduates can be found working in sustainable and environmental management, and engineering graduates working in theatrical production and lighting roles.

SMEs in particular rely upon multi-skilled, multi-tasking graduates who have the ability to quickly learn new skills to meet the challenges of the rapidly changing market place.

We are now international educators who deliver graduates who can seek employment across the EU, North America and the Far East. Much of the larger traditional UK businesses are now owned and managed by European or North American based multinational conglomerates. These organisations can recruit the best graduates from across the EU. The UK universities need to embrace the Sixth Framework Programme, and ensure they are collaborating with not only the best large companies in Europe but also the most innovative SMEs.

The demand side is an environment where constant innovation is required to maintain and enlarge a company's market share. Even the largest of conglomerates cannot

depend solely upon in-house research and development if they are to keep abreast of the fast moving technology-led environments in which they operate.

In the future, the exploitation of knowledge assets will necessitate the development of a R&D model that includes university collaboration as the norm for many companies. Organisations will need to grow their research relationship in line with their business expansion strategy. This kind of systemic relationship will allow for a regular flow of high quality graduates into the company, and for transfers in and out of the company with the university. This sort of relationship is possible with larger companies but does not preclude SMEs from developing more modest collaboration.

0.6 Financial Considerations

The financing arrangements for the service-based consultancy and contract research activities that we undertake are adequate for our requirements. The spin-out companies and commercial developments we are involved in do not require significant funding up-front, and we are able to finance this. It is likely that the expansion of these companies will require external funding support in the future.

The introduction of the R&D tax credits has not been a significant factor in attracting clients or potential collaborators. We have drawn companies' attention to this opportunity but it has not been a major factor in company decision-making so far.

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