

# Driving innovation in Europe's universities: A University-wide approach to innovation



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**Ranked No.13  
UK University**

Guardian University  
Guide 2019

**University of the Year  
for Student Experience**

The Times and Sunday Times  
Good University Guide 2019

**2nd in UK for  
Teaching Excellence**

Times Higher Education metrics  
ranking 2017

**Queen's Award  
for Enterprise**

International Trade 2015

**“... one of the most innovative of modern universities, bold with  
its brand and its vision ...”**

Times and Sunday Times Good University Guide 2019

(University of the Year for Student Experience)

# 175 years of innovation and impact

- Founded as Coventry College of Design in 1843
- **Teaching:** Leading UK public university in teaching excellence
- **Research with impact:** 15 centres, including “Future Transport and Cities”
- **Internationalisation:** Leading university for international mobility experiences, HESA 2015/16
- **Enterprise:** First to open a “Faculty on the Factory Floor” (with Unipart in Coventry)
- **Innovation:** Developed new model for Higher Education for places that need it

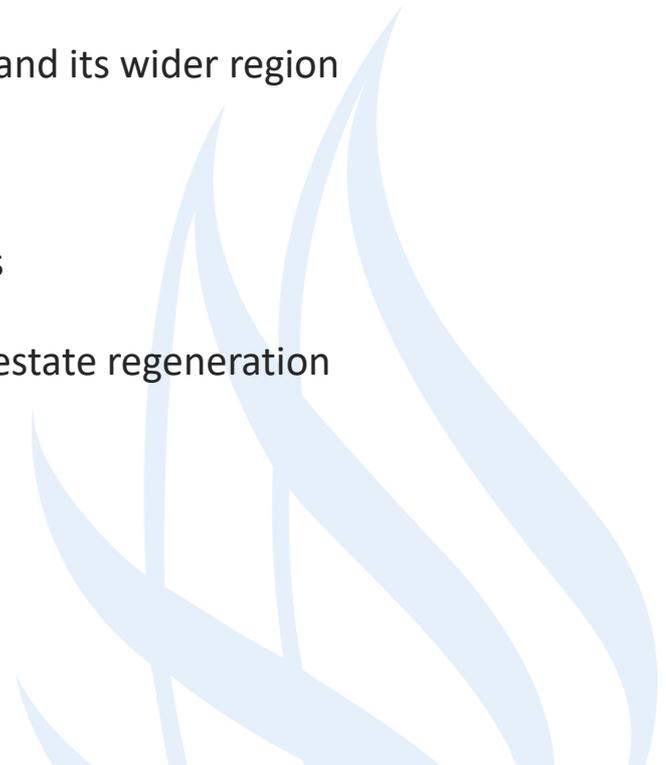
# The phoenix rises

- One of the UK's fastest growing Higher Education Institutions in the last 15 years
- Gold in the government's Teaching Excellence Framework
- Ranked 13<sup>th</sup> UK university (Guardian University Guide 2019)
- More than 34,000 students across UK campuses; 15,500 through partners worldwide
- A Group structure to drive innovation, entrepreneurship and impact

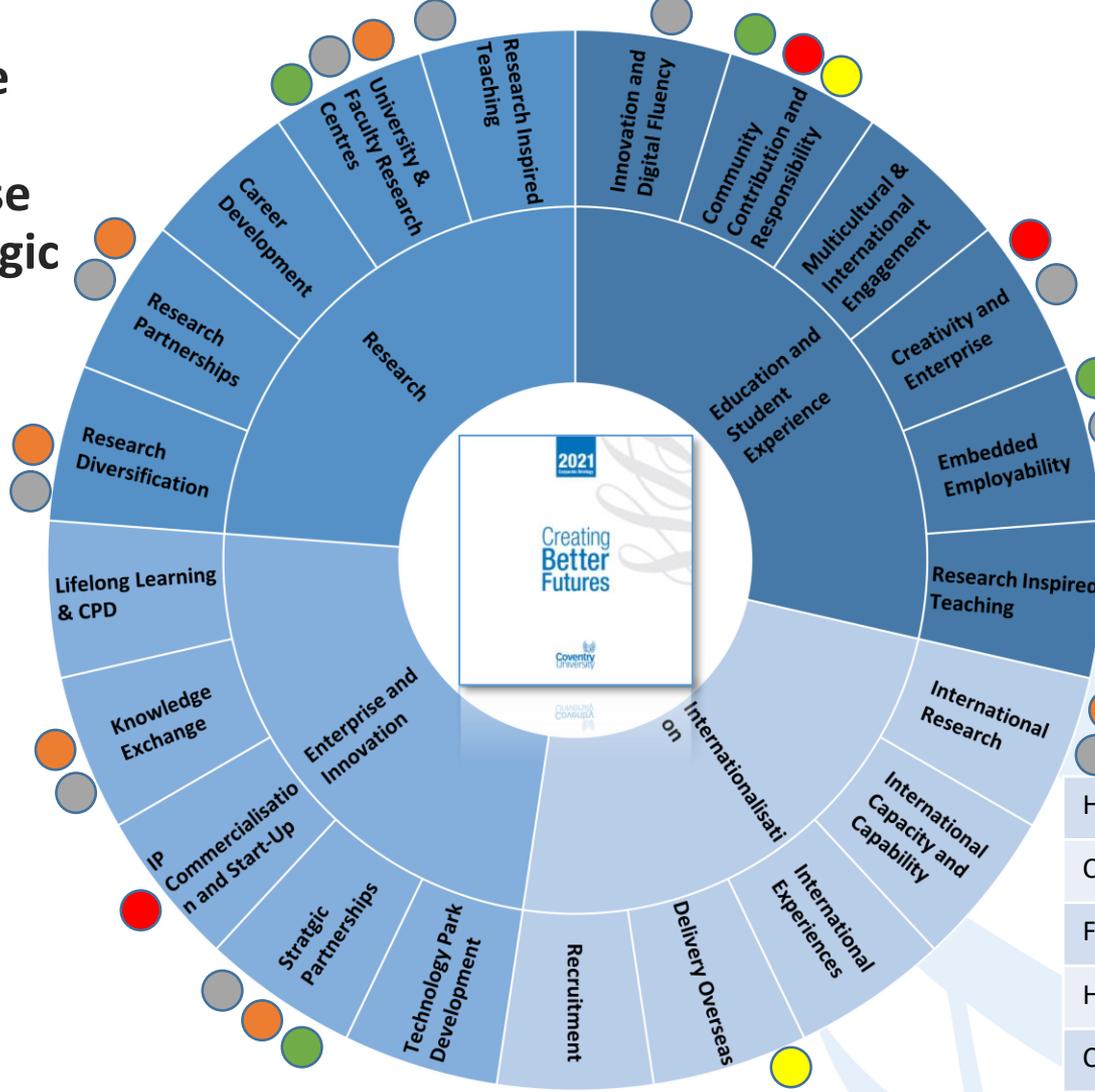


# The phoenix spirit

- Of the city and for the city. Investing in people and places where we work.
- An economic development partner for the City of Coventry and its wider region
- Widening participation and access
- Designing degrees and apprenticeships with local employers
- Commitment to our community - From social enterprise to estate regeneration
- A principal partner of Coventry UK City of Culture 2021



# Positioning the University Innovation Case Studies: Strategic Context



Health and Life Sciences	Green
CU Group	Yellow
Faculty on the Factory Floor	Grey
Horiba MIRA Partnership	Orange
CU Social Enterprise	Red

Case Study 1: Health and Life Sciences  
(Education and Student Experience)

# Learning across the patient pathway

- Rethinking the student learning experience:
  - ‘Real world’ environment following patient journey
  - Work-based learning (No.2 in UK for student nurse placements)
- £59m investment ‘state of the art’ facilities (Alison Gingell Building opened 2018)
  - Hospital wards / Ambulances
  - Two-storey houses (modern and ‘old’ designs)
  - Simulation centre
  - State of the art sports/fitness training equipment (e.g. altitude training)



# Health & Life Sciences ‘innovation’ hub for the community

- Collaborations with:
  - Hospitals, NGOs, independent health and sports science professionals (occupational therapists, hygienists, psychologists, physiotherapists, coaches, dieticians etc.) from Coventry and wider region
- Opening up the University to the community:
  - Access to facilities
  - Sharing of research data
  - Joint projects/initiatives
  - Networking and informal exchange of ideas
- Future investments in planning to expand ‘innovation hub’



Case Study 2: CU Group Model  
(Education and Student Experience)

## Background - CU History

Launched in Coventry as Coventry University College (CUC) in 2012.

Target students falling out of scope of traditional HE (addressing barriers)

Success in student numbers led to opening of Scarborough Campus and London Campus, and model being used for new campus planned for Poland.

- CUC formed in Sept 2011
- Doors opened Sept 2012 with 600 students
- CU Scarborough launched 2015 with 150 students
- CU Scarborough £14m New campus building
- CU London Launched Oct 2016
- CU rebrand Feb 2017
- CU London opened Sept 2017 with 400 students
- New campus planned for Wrocław (Sept 2019)

## Principles:

- Life-shaped learning
- High Quality
- Employability
- Flexible
- Affordable
- Achievable

## Programmes to suit our learners

Making **university** learning **accessible** to a wide range of students.

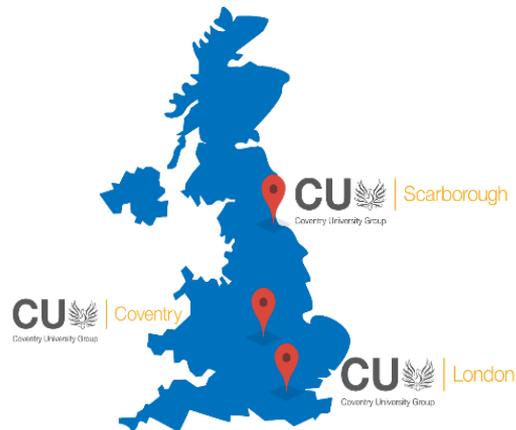
- **Low tuition fees**
- **Multi-level entry** points
  - Foundation Year
  - HNC (Higher National Certificate)
  - HND (Higher National Diploma)
  - Top Up Degrees
  - BA/BSc (Hons)
- Access to HE & Foundation **pathways** onto U/G programmes
- Student **funding available** for courses
- Pay as you study plans
- Flexible approach to teaching and course delivery (easier to combine work/family life commitments etc.)



# A Multi-campus Offering

Students can **choose** to study at any one of our **campuses**.

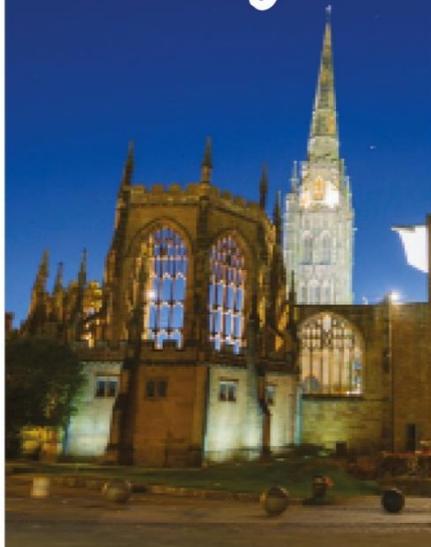
Alternatively, to maximise their UK experience, students can opt to study their course at 2 or all 3 of our campuses located **around the UK**



**CU**  | Coventry  
Coventry University Group

YOUR CAMPUS. YOUR

*city*



**CU**  | London  
Coventry University Group

YOUR CAMPUS. YOUR

*capital*



**CU**  | Scarborough  
Coventry University Group

YOUR CAMPUS. YOUR

*coast*

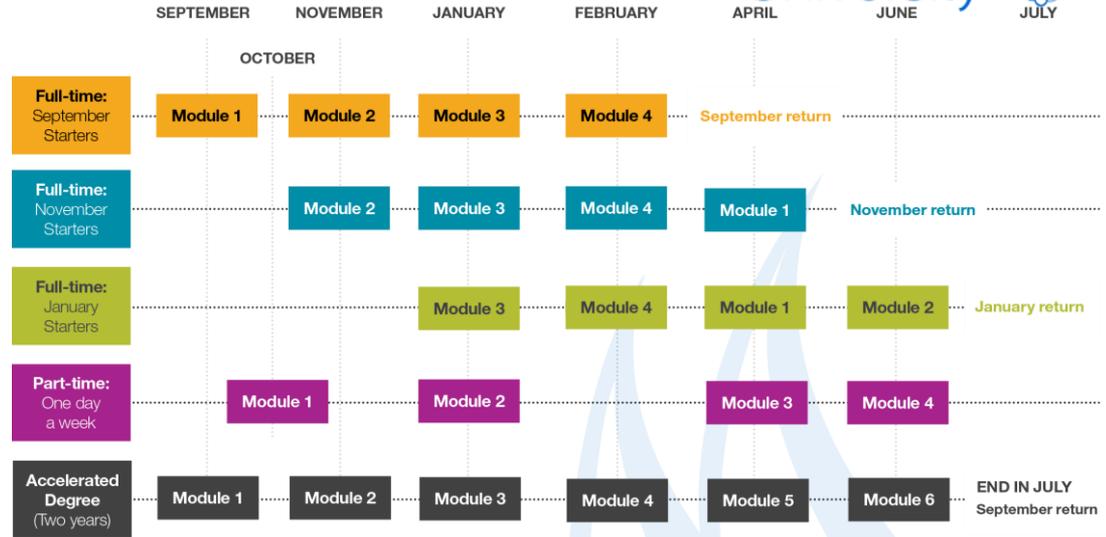


talk. 024 7765 8787 | write. [cuc@coventry.ac.uk](mailto:cuc@coventry.ac.uk) | see. [www.coventry.ac.uk/cuc](http://www.coventry.ac.uk/cuc)

## How we teach

CU's **unique approach** enables the student to **determine** the length and **pace** of study.

- 2 year degree
- 3 year degree
- 4 year degree (Sandwich Degree)
- Multiple intake dates
- Study 1 module at a time
- Module taught over 6 week block
- 4 x 30 credit modules per year
- Assessments conducted during the blocks
- Step off opportunities – HNC, HND
- Shorter academic year
- Longer holiday period



Traditional Universities (Example)

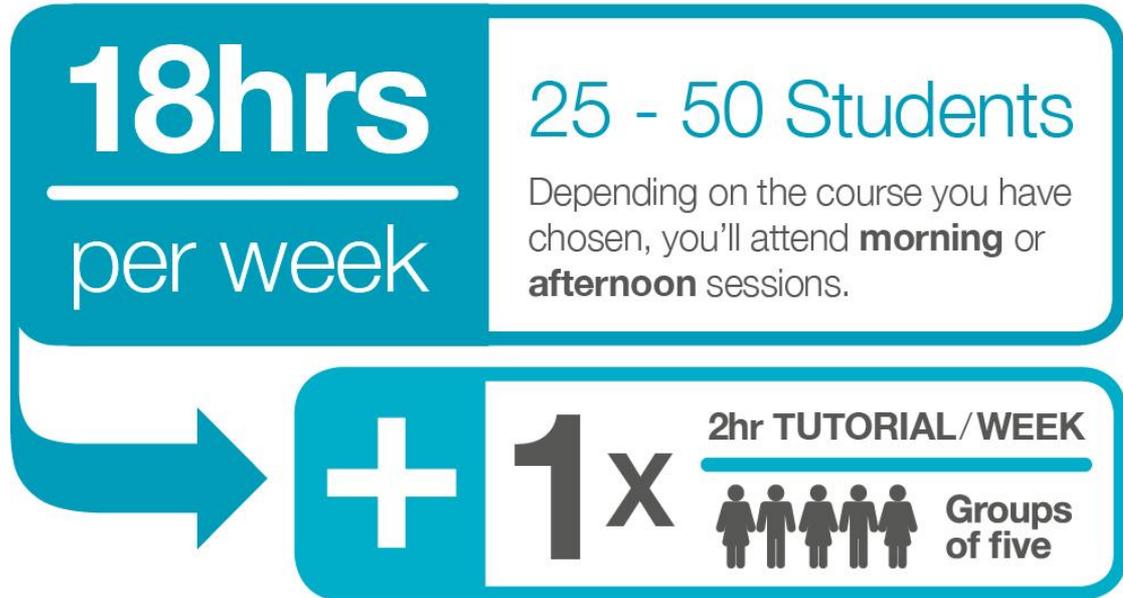


## Course delivery

The **20 hours** teaching hours per week taught in **small class sizes** and tutorial groups enable **students** to develop a positive **rapport** with each other and their **tutors**, leading to success in their studies.

- 20 hours of contact per week (18 hrs teaching + 2 hrs tutorial)
- Plus 4 hours academic study & social support per week
- Small class sizes (50 max)
- No large anonymous lecture theatres
- Step off and on opportunities i.e. HNC, HND
- Removes students' need to compete with each other for their tutors time and attention.
- Part time alternatives

## Full-time study





Case Study 3: Faculty on the Factory Floor  
(Education and Student Experience, Research, Enterprise and Innovation)



**INSTITUTE  
FOR ADVANCED  
MANUFACTURING  
AND ENGINEERING**

A UNIPART & COVENTRY UNIVERSITY COLLABORATION



**UNIPART  
MANUFACTURING**



HIGHER EDUCATION  
FUNDING COUNCIL  
**hefce**  
FOR ENGLAND

**1** THE UK'S  
**FIRST**  
**'FACULTY**  
**ON THE**  
**FACTORY**  
**FLOOR'**

**Coventry**  
University



# Institute for Advanced Manufacturing



- Developing industry-ready engineering graduates
- Undertaking R&D in innovative technology for automotive, aerospace, oil & gas and rail sectors
- Disseminating research and technologies to benefit Unipart, its suppliers and UK manufacturing
- Creating new postgraduate learning opportunities and professional development courses for industry
- Driving economic growth by making the UK globally competitive

Case Study 4: Horiba MIRA Strategic Partnership  
(Enterprise and Innovation, Research, Education and Student Experience)



- Horiba MIRA:
  - global leader in advanced vehicle engineering, research and product testing, with major transport technology park at its head offices in Warwickshire (car test track)
- Business challenge:
  - develop new key technologies and skills and integrate quickly into business
- Solution:
  - Strategic partnership with Coventry University (2014)
  - Structured/managed relationship: open, trust-based, structured

# Focus of Horiba MIRA Strategic Partnership

- **Strategic Collaborative Research Projects (e.g.):**
  - £26m TIC-IT Project: “Create a purpose built, safe environment for testing CAV up to the limit of operability”  
<https://meridianmobility.tech/project/test-testbed/>
- **Investing in Education and Skills:**
  - Joint doctoral programme (10 PhDs to date)
  - Mira Technology Institute:
    - University is 22% stakeholder
    - 150 Learners/Year: Degree/Apprenticeships/Masters/Short Courses
- Create recruitment pipeline / meet business needs / deepen relationships with Horiba (parent company) in Japan





Case Study 5: CU Social Enterprise  
(Enterprise and Innovation)

# CU Social Enterprise

- Launched 2014
- University as ‘anchor institution’ for local community
- Business support, facilities and services (14 staff):
  - The Enterprise Hub (opened in heart of Coventry) “drop-in” centre
  - The Hub Club (monthly event launched April 2018)
  - Student Enterprise Society
  - Incubation service, Entrepreneurship toolkits
  - European projects
- Target: students, staff, wider community
- Partnerships (e.g. European Business Network)

## Examples:

### EnV CIC :

Events, training  
& volunteer  
programmes

### The Priory Visitor Centre:

Historic site in  
Coventry

### Hope for the Community:

Enablers for  
well-being

### Spring Action Cleaning :

Work-based  
integration of  
refugees

# Our reach



Our new Enterprise Hub is a welcoming place for incubation and co-working in the heart of Coventry.

Opened last year the Hub hosts entrepreneurs, events, visits and CUSE workshops.

## INTERNATIONALLY



Our experts were sought to advise on social enterprise development in :

Greece South Korea  
Belgium Mexico  
Czech Republic Brazil



50 new enterprises

211 students trained (2017)

£150k to tackle local social challenges

## LOCALLY

## INCUBATION SERVICE

# 10,915

NUMBER OF ENGAGEMENTS WITH STUDENTS, STAFF, COMMUNITY MEMBERS AND ORGANISATIONS LAST YEAR

# 5

Entrepreneurs in residence

# 388

NEW ENQUIRIES THROUGH MY IDEA FORM

We launched **THE HUB CLUB** in April 2018, a monthly social event open to all interested in connecting with local entrepreneurs and businesses.

# 135

NUMBER OF ATTENDEES AT OUR SOCIAL EVENTS

# THE HUB CLUB



**Case Studies: Transferable Learning**

# Transferables: Partnership-based innovation

- Networking/openness creates opportunities
- Focus on business need and how University can deliver this (and its own goals)
- Clear common goals/aims/interests
- Commitment from top on both sides (leadership)
- Building trust critical (through all levels): relationship evolves and develops
  - Structures to facilitate ongoing dialogue/feedback loops (e.g. Steering Committees/Boards/Hosting of Offices on each other's sites; joint ventures)
  - Memo of understanding: what can be shared; what cannot; clarity on IPR
- Commit resources (human and capital)

# Transferables: in-house innovation

- Leadership: culture of innovation and openness to change
- Be authentic to core values/history of the institution
- Investment & commitment: direct resources to innovations and innovators
- Rethink physical environment/spaces (central to Coventry's approach)
- Support through learning, people development, rewards, objectives
- Recruitment: draw in people open to innovation
- Create mental spaces for ideas to be evoked, listened to and acted upon
- If it fails – learn and move on

# Contacts/Further Information



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# Any Questions?

**13<sup>th</sup> in Guardian  
University Guide 2019**

of 121 UK institutions ranked

**2<sup>nd</sup> in UK for Teaching  
Excellence (TEF)**

Times Higher Education metrics  
ranking 2017 - Gold winner

**6<sup>th</sup> for Student  
Experience**

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