

Supporting Outreach & Entrepreneurship

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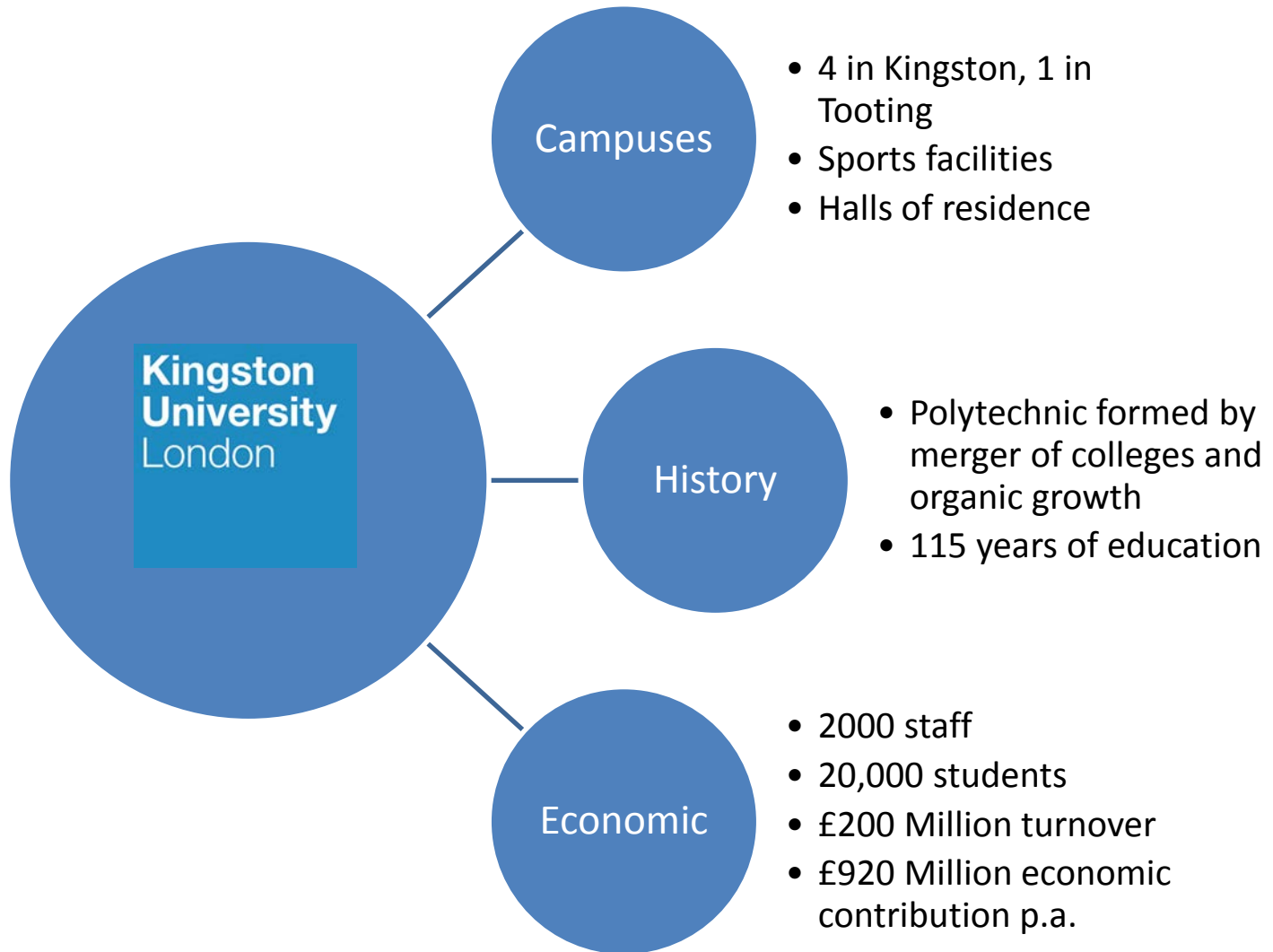
Something About Me

- Student-Facing Role:
 - Co-curriculum programmes encouraging enterprise & entrepreneurship
 - in-curriculum teaching (eg MBA, Nurses)
- Staff-facing role:
 - Helping staff to embed entrepreneurship in the curriculum
 - Helping staff to be enterprising with their ideas
- External networks: HEEG and KnowledgeLondon

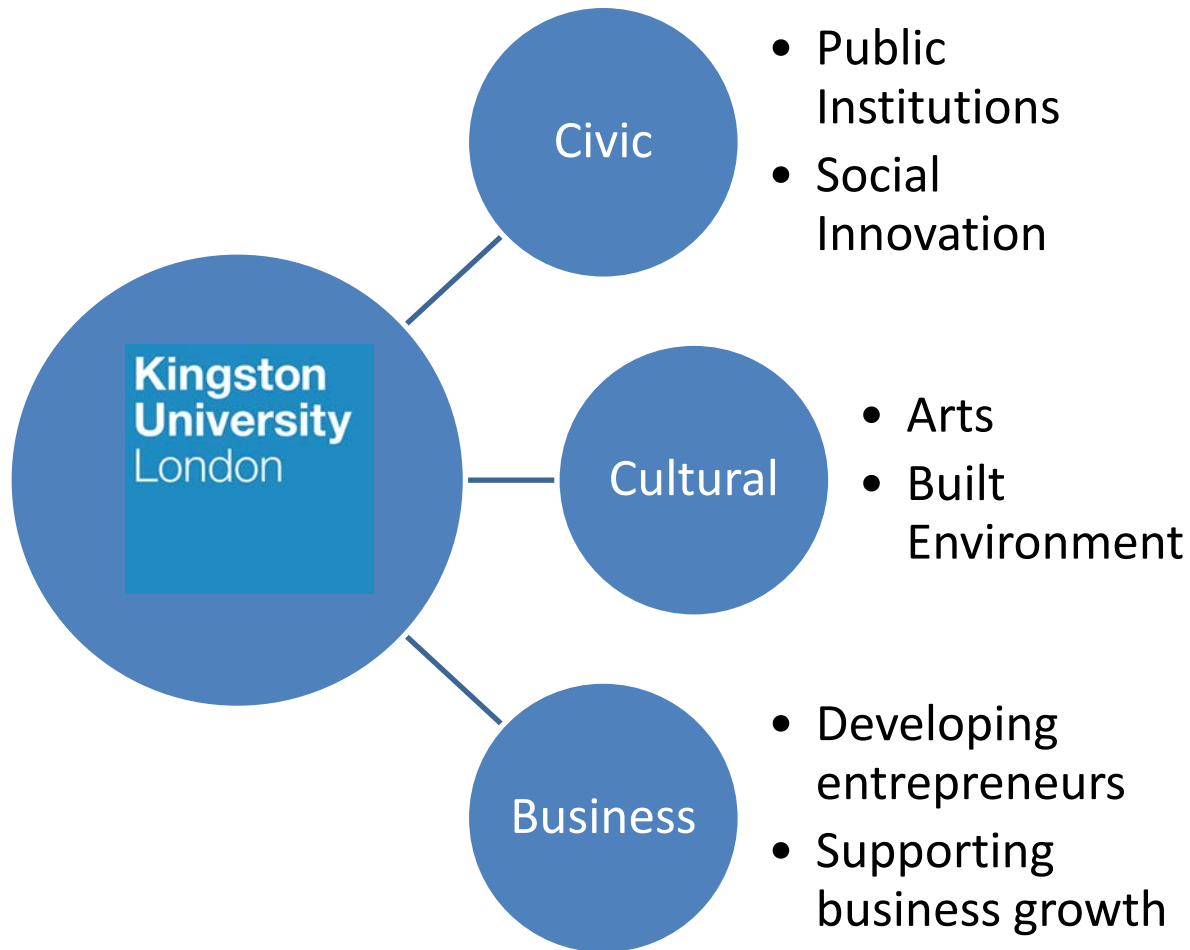
Anchor Institutions

- Universities as economic and cultural ‘anchors’ – not for profit, not likely to move, generating value locally through employment and supply chain, and locally embedded
- https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/414390/Anchor_institutions_and_small_firms.pdf for a literature review by colleagues in the SBRC.

An Anchor Institution



An Anchor Institution



In practice

- >99% of businesses are SMEs.
- Externalisation of government-provided services: social and health care innovation
- London is a creative hub, with many small company specialists working together on fixed term projects: the creative economy
- 'Business' is diverse, including cultural, manufacturing, healthcare related, scientific, etc.

Some Projects / Activities

- Heritage2Health <http://www.heritage2health.co.uk/>
 - Addressing social isolation
 - Creating new social enterprises
 - Drawing together heritage and health sectors
- <http://www.bridgesselfmanagement.org.uk/>
 - self- management and recovery
- KTPs <http://www.kingston.ac.uk/services-for-business/success-stories/>
- Women's Enterprise Network <http://www.kingston.ac.uk/services-for-business/success-stories/inspiring-and-guiding-female-entrepreneurs/>

Organisation

- Central 'Services for Business' department
- Funded through HEIF – a central government which has come from various gov't departments. Now bridging between Science and Education departments.
- HEIF Strategies – need to show target market and expected mechanisms for addressing them.
- Focus on KE mechanisms mechanisms:
 - short courses for professionals
 - summer schools
 - Opportunistic pursuit of grant-funded KT Partnerships and commercialisation opportunities

Organisation

- Short course unit developed to market these to professionals
- BDM in each faculty working with academics and businesses
- Associate Dean Enterprise – new role being articulated
- Schools – Directors of Enterprise

The Entrepreneurial University: Context and Institutional Change

- Fosse & Gibson (2015)
 - Structure
 - Strategies
 - Systems
 - Leadership
 - Culture