

# PraxisAuril spring Conference 2018

Telford International Centre, 16 – 18 May 2018

**Provisional Programme** [Timings and sessions may be subject to change]

## Wednesday 16 May:

For delegates arriving in Telford in the afternoon, we have two optional visits:

- **Site visit:** [Sirane](#) (transport departs Telford International Centre 13:45)

Sirane is an NPD product and process development company with full manufacturing capabilities and four main divisions: food packaging; medical & healthcare; horticultural & industrial. Founded by Simon Balderson & Ian Beardsall in 2003 with the simple objective of providing a new pace of innovation and level of service to the packaging industry, Sirane today has manufacturing facilities in the UK, Mexico, Russia and Turkey, and offices/representation in the UK, Turkey, South Africa, Mexico, Russia, Poland, and the US.

Delegates will learn more about this successful company during a tour (including lab visit) and presentation (Max 30 delegates)

- **Brewery tour:** [Rowton Brewery](#) (transport departs Telford International Centre 13:25)

Rowton Brewery was established in October 2008 by Jim Preston. This purpose built micro-brewery based on the family farm has plenty of character and the beer quality is unparalleled, using a mix of high-quality Marris Otter malt and fresh Shropshire water drawn from their own borehole.

Join us for a talk, tour and tastings! (Max 20 delegates)

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- In the evening, please join us for networking, drinks reception and food (hot-fork buffet) and pre-registration, Telford International Centre from **19:00 onwards**
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## Thursday 17 May:

- 08:30 – 10:00: Registration, refreshments
- 10:00 – 11:30: Opening plenary sessions:
  - **Welcome to the PraxisAuril spring conference:** Angela Kukula, Director of Enterprise, Institute of Cancer Research; Chair, PraxisAuril
  - **Welcome to Telford:** Jan Gilder, Director, Project Support Office, University of Wolverhampton
  - **Opening keynote:** Rebecca Endean, Strategy Director, UKRI
  - **Opening keynote:** Tom Thackray, Director for Innovation, CBI
- 11:30 – 12:00: Networking break, refreshments

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- 12:00 – 13:00: Parallel sessions
  - **A1: KE and the Industrial Strategy: Connected Capability Fund, Chair: Dr James Wilkie, University of Birmingham. Confirmed speakers: Alice Frost, Research England; Dr Wen Hwa Lee, Oxford Martin School; Dr Tim Hammond Director, Durham University** - The £100m Connecting Capability Fund (CCF) has been awarded to incentivise universities to collaborate in the areas of technology transfer and research commercialisation. CCF recipients are expected to strengthen collaborative approaches to research commercialisation beyond the plans set out in their existing institutional KE strategies. This places high expectations that the use of the CCF will support activities that exemplify high standards and innovation in KE practice. Hear from winners of the recent CCF bids and debate why and how KE in the UK will benefit as a result
  - **A2: Knowledge Exchange 4.0 - responding to KEF: The Knowledge Exchange Framework, Chair: Kathryn Walsh, Loughborough University. Confirmed speakers: Hamish McAlpine, Research England; Beata Szoboszlai, Transport Systems Catapult** - The Knowledge Exchange Framework shot up the agenda in October 2017 when the then Universities Minister Jo Johnson, announced the KEF metrics group, chaired by Professor Richard Jones FRS, University of Sheffield. In this session we try and unpack the various activities that make up KEF including the roles of metrics and concordat groups. How can KEF support the Industrial Strategy? We will consider potential outcomes and their implications for our leadership of the agenda in our own institutions.
  - **A3: Commercialisation routes: Platforms for quicker connections and speedy IP deals, Chair: Jennifer Unsworth, Withers & Rogers. Confirmed speakers: David Churchman, Oxford University Innovation; Patrick Speedie, IN-PART, Edward Maughfling, UMIP** - With increasing funding pressures on universities and public-sector research organisations to obtain a return on their investment in research, more organisations are looking for ways of increasing the efficiency and number of commercialisation deals that they do. An increasing number of "innovation platforms" are becoming available to help link researchers and development partners. Low friction routes to license deals are also being developed by Universities. In this session we discuss some of the advantages and disadvantages of these technology platforms and initiatives
  - **A4: Lessons from Arts, Humanities and Social Sciences: Creative approaches to collaborative KE project development, Chair/speaker: Tim Brundle, Ulster University. Confirmed speakers: Becca Edwards, Bournemouth University** -The UK's creative technology companies have a number of characteristics which differentiate them from other technology-based sectors, requiring tailored support mechanisms from universities. This session will explore the role of KE professionals in building successful collaborations, and the nature and drivers of the sector. We will hear three creative talks on the UK's creative technology enterprises, their

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technological, skills and collaborative needs and examples of successful university-led KE projects within the sector

- 13:00 – 14:00 – Lunch, networking
- 14:00 – 15:00 - Parallel sessions:
  - **B1: KE and the Industrial Strategy: Agri-tech Innovation – opportunities and new horizons, Chair: Rupert Osborn, IP Pragmatics. Confirmed speakers: Sean Butler, Cambridge AgriTech; Chris Danks, Knowledge Transfer Network; Toby Reich, KisanHub** - Agricultural science and technology is one of the world’s fastest growing markets. The sector is evolving rapidly with farmers, food processors and producers embracing opportunities to use technologies not traditionally associated with agri-tech to boost competitiveness and automation. To support these market challenges there is a need for greater innovation and greater scale to develop and enable these innovations to get to market. Hear from investors, innovative agri-tech companies and research partners to learn about how the sector undertakes KE, what the opportunities and challenges are, and how the new funding landscape created by the Industrial Strategy is shaping the UK agri-tech sector
  - **B2: Knowledge Exchange 4.0 – responding to KEF: Optimal structures for business development within a university, Chair: Martin Davies, UCL. Confirmed speakers: Dean Moss, Uniquet Pty Ltd** - The KEF and expectations of government through increased science funding will require Universities to continue to evolve business development structures and ways of working with industry, to enable rapid responses to innovation opportunities. How are universities organising themselves to drive more interactions with industry? What can we learn from sharing experiences of others, considering the diversity of institutions in the UK? What do different international perspectives have to offer, and can there ever be a single ‘optimal’ structure for business development? This session will hear from a range of UK and international speakers to examine the challenge in more detail
  - **B3: Commercialisation routes: Accelerating innovation – working with intermediary industry research & innovation organisations, Chair: Frank Allison, FIS 360 Ltd; Rhian North, Cardiff University. Confirmed speakers: Nafeesa Dajda, Satellite Applications Catapult; Alex Weedon, Transport Systems Catapult; Graeme Wilkinson, Medicines Discovery Catapult** - The Catapult centres and analogous organisations are networks of world-leading centres designed to transform the UK’s capability for driving, accelerating and translating innovation. How can we work successfully with these organisations to leverage their resources to support KE / commercialisation of our technology and services? This session will give an insight into services these organisations can provide and how they can facilitate growth across a wide range of sectors

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- **B4: Lessons from Arts, Humanities and Social Sciences: Blurring the boundaries of creative industries – engaging with the creative industries, Chair: Bruce Etherington, Cardiff University. Confirmed speakers: Andrew Wray, University of Bristol** - Creative industries from a significant part of the UK economy, yet many of the companies involved are small and do not have many spare resources. Many of the partnerships that universities form are with local and regional cultural organisations, this makes for a challenging environment to work within. This session will look at approaches to working with the creative industries to maximise the benefits achieved
- 15:00 – 15:30 - Networking break, refreshments
- 15:30 – 16:30 – Parallel sessions:
  - **C1: KE and the Industrial Strategy: Universities and Innovation District Developers, Chair: Simon Hepworth, Imperial College London. Confirmed speakers: John Anderson, Imperial College London; Professor Jackie Oldham, Corridor Manchester; Nayan Patel, Birmingham City University** - Exploration of different approaches taken by three universities to grow their own innovation districts, understanding their motivations and strategies and hearing the challenges faced. How should universities contribute to the development of local innovation ecosystems? What should they do themselves? Who should they partner with? Which industries should they focus on? These, and many more questions will be explored during this session
  - **C2: Knowledge Exchange 4.0: Skills and support to maximise TTO resources, Chair: Sarah Macnaughton, Oxentia. Confirmed speakers: Simon Bond, SETSquared; Rob Johnson, Research Consulting; Christine Thompson, Cranfield University** - Increasing pressures on Universities to deliver KEC and 'impact' have led universities to expand their KEC offerings via external – often specialist consultancy, and internal – crucially not KEC office based, support. At the same time, funding opportunities aim to develop collaborations across universities to improve and evolve 'KEC'. Using external and internal resources, and collaborating to share resource, brings challenges and opportunities. What should you 'avoid' when using an external supplier? Where can external and internal support really help your organisation achieve its KE targets? What can external providers and collaborators bring to maximise researcher impact and industry engagement?
  - **C3: Commercialisation routes: How the best new venture technology accelerators accelerate technology ventures, Chair: Jeff Skinner, London Business School. Confirmed speakers: Ana Avaliani, Royal Academy of Engineering; Amrit Chandan, Aceleron Ltd; Mark Hammond, Deep Science Ventures, Olga Kozlova, Converge Challenge** - New venture accelerators - some linked to universities and academies – are popping up all over the place, promising all kinds of support, resources, training and networks. These are a useful addition to the landscape but bewildering too, not least because they seem to offer so many different things, many of which seem beneficial...but we don't really know. In this session we have the opportunity to quiz a

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few of those with first-hand experience and multiple perspectives. Should we entrust them with our most promising technologies and ventures? And if they're that brilliant, should we be setting up our own?

- **C4: Lessons from Arts, Humanities and Social Sciences: Measuring impact of KE projects, Chair: Yanina Aubrey, University of the Arts London. Confirmed speakers: Morag Shiach, Queen Mary, University of London**

A case study-based session exploring KE projects in the AHSS sector at 3 universities. Within a workshop format, we will explore what the critical elements of the projects have been, what impact they have achieved and how this impact has been assessed. How is impact understood in the context of KE projects (how is this different or not to REF impact)? Are KE projects within the AHSS sector different to KE projects in other sectors with regards to the type of impact they generate? How critical is the financial return from KE projects? What are the main challenges of measuring impact of KE projects within this sector?

- 16:30 – 17:00 – AGM
- 19:00 - Gala dinner, Ironbridge suite, Telford International Centre

## **Friday 18 May:**

- 09:00-09:30 – Registration, refreshments
- 09:30-10:30 – **Industry plenary: Chair: Rob Evans, Cranfield University; Confirmed speakers: Tim Brown, Garrandale Rail Ltd** - In this session, senior managers from industry, who all collaborate extensively with universities, will give cross-sector generic examples of best practice, worst practice, common but undesirable practice, with tips to improve and develop working practices to deliver positive interactions that will promote industry demand.
- 10:30-11:00 - Networking break, refreshments
- 11:00-12:00 – Parallel sessions:
  - **D1: KE and the Industrial Strategy: The changing funding landscape - new money, old money, Chair: Adebayo Ogunjimi, City University London. Confirmed speakers: Bruce Colley, Innovate UK; Nicola McConville, Penningtons Manches LLP, Brijesh Roy, Mercia Technologies PLC** - The aim of the session is to map the financial landscape for new technologies against the back drop of Brexit and potential reduction in EU funding. We will explore changes in the funding landscape by discussing the new generation of funding, such as the Industrial Strategy Challenge Fund (ISCF), the HEIF uplift and other translational funding opportunities from RCUK [UKRI from April
  - **D2: Knowledge Exchange 4.0 – responding to KEF: REF Round 2...it's all about the impact, Chair: Jennie Shorley, Manchester Metropolitan University. Confirmed speakers: Sam Gray, Manchester Metropolitan University, Professor Sue Baines, Manchester Metropolitan University** - This practical session will present different

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perspectives on creation of excellent Impact Case Studies, and the impact and influence of the forthcoming Knowledge Exchange Framework on the impact that we generate. We will hear from speakers tasked with both generation and depiction of impact from different vantage points – a university policy perspective, a university REF Management perspective, and an academic. Discussion with all session participants will centre upon their own approaches and experience, and how we may be able to leverage the KEF to support our work.

- **D3: Commercialisation routes: Spin-outs and start-up formation & support, Chair/speaker: Tony Hickson, Imperial Innovations. Confirmed speakers: Dr Mark Ashton, Uniquist; Dr Roisin McCallion, UMIP; Rupert Osborn, IP Pragmatics -**  
Although a relatively minor component of the total KE tapestry, spin-outs generate more 'heat & light' than almost any other KE topic. This session will mainly focus on the most commonly discussed topic i.e. the "equity/royalty/services mix" and look at how different universities the UK and Ireland are approaching this. The session may also touch upon related areas such as dilution, post-formation support, software vs non-software and investor attitudes. A technical session for those already involved in spinout or start-up formation at their institutions
- **D4: Lessons from Arts, Humanities and Social Sciences: Alternative approaches to generating value from University IP, Chair: Tim Francis, Coventry University, Co-Chair: Helen Johnstone, Potter Clarkson. Confirmed speakers: Paul Harrod, DECIPHer IMPACT; Mark Mann, Oxford University Innovation; Gabriela Matouskova, Coventry University Social Enterprise (CUSE) CIC -** It's not all about patents, spinouts and licences! In this session we will explore alternative approaches to generating value from University IP and other assets, with a focus on social enterprise. This is your opportunity to hear from practitioners with first-hand experience in this area, as we consider the challenges of balancing financial returns, impact and other sources of value.
- 12:00-12:15 – Comfort break
- 12:15-13:00 – Closing plenary – **Mark Chapman, Engineering Director, Bloodhound SSC**  
Built in the UK by a team of Formula 1 and aerospace experts, the [Bloodhound project](#) aims to inspire the next generation in science, technology, engineering and maths by reaching 1000mph. Delegates will hear about the Bloodhound project - including key statistics and future plans, and also about areas of the project that will be of particular relevance to the PraxisAuril community, such as how the project team have worked with academia on transferring technology and knowledge into the Bloodhound Project; how the project has used technologies from other sectors and developed them specifically for use on Bloodhound; how Bloodhound has been used as a test bed for early stage technologies... and more! Don't miss this exciting opportunity to hear from one of the project team of this ambitious project!
- 13:00 - Closing messages

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- 13:10 – Lunch, depart (takeaway options will be available)