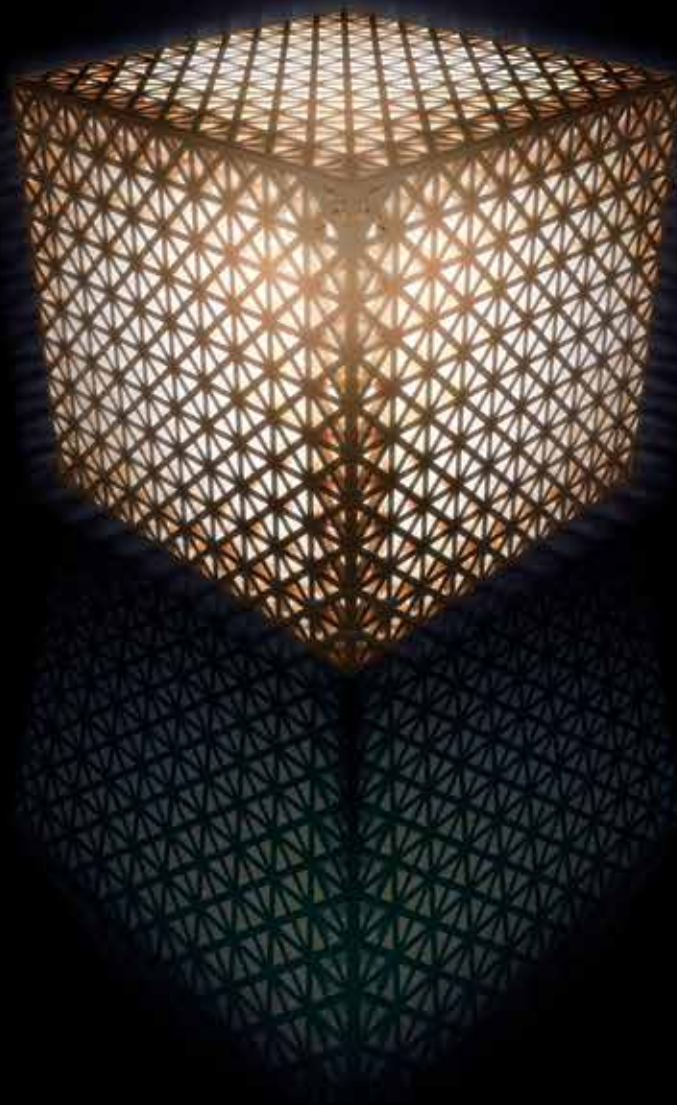


**Sheffield
Hallam
University**



**A brighter partner
*for your business***

Illuminating

Sometimes it's difficult to see the next step for your organisation. We offer our clients a clearer view of the challenges and opportunities they face. It's a view based on cutting-edge academic research combined with professional knowledge and experience.

What's more, our investment in a wide range of specialist facilities and equipment means that we can provide all the additional resources our partners need, in one place.

How can we work with your business?

- **Expert services**
Choose from a range of expertise, all offering international standards of research. We also offer you the pick of 4,000 staff, active in areas such as consultancy, research and development, and event management.
- **High-tech facilities and equipment**
Benefit from over £100m of recent investment in facilities that include state-of-the-art testing labs and a 450-seat conference space.
- **Experience in staff training**
We have a long track record of working with organisations to provide courses that get the best out of your people.
- **Talent recruitment**
From implementing an intern scheme in your organisation to recruiting fresh talent in a permanent role, we can help you select from around 50,000 well-qualified students and graduates.



World-class expertise, *ready for business*

Sheffield Hallam is one of the UK’s leading new universities for generating new ideas and technology. An impressive 68% of our research activity is rated at international quality or above, and we are ranked sixth for research power compared with all other post-1992 universities*.

Yet, our partners – from multinational Adidas to growing SME The Youngman Group – say it’s how we turn academic expertise into real-world applications that really sets us apart. It’s about delivering and demonstrating bottom-line impact.

Biomedical

Specialist analytical techniques, such as mass spectrometry • molecular and biological models • assays • disease mechanisms • bioanalytical science • molecular microbiology • pharmacology

Business functions

Accounting • human resources • marketing • leadership and management

Computing and communications

Technical communication design • communication strategy • information management • media production • user requirements analysis • interactive design

Design

Concept design and development • appearance and ergonomics • packaging design • prototyping • research and testing

Education

Schools and early years settings • adult and community learning providers • local authorities • national organisations and governing bodies

Facilities management

Performance measurement • business analysis • workforce development

Food

Nutritional analysis • sensory evaluation • product development • packaging design • process modelling and automation • sustainability

Health and social care

Nursing and midwifery • physiotherapy • occupational therapy • radiography • radiotherapy • social work • operating departments • general practice • public health • health economics • health policy • healthcare commissioning

Materials and engineering

Advanced coatings, including HIPIMS • automation and robotics • corrosion and structural integrity • infrastructure management • materials analysis • materials modelling and complex flows • polymers and nanocomposites • sustainability and process simulation • energy management

Policy research

Policy research and evaluation services in social and economic • children and young people • community and criminal justice • healthcare • sport • voluntary sector

Sport

Physical activity and wellbeing • sports participation • performance enhancement • biomechanics • product development • prototyping • computational modelling and simulation • instrumentation and sensor applications • economics of sport • sport and leisure market forecasts • evaluation of major events and festivals

Sustainability

Strategy development • energy and water usage reduction • renewable systems • new building design • retro fitting existing buildings • resource efficiency in manufacturing • waste reduction • reducing emissions and carbon footprint

Tourism, hospitality and events

Event strategy • economic impact of major events • event marketing • sustainable events • event safety • event evaluation • professional event management service

Workforce performance

Working environment • workplace health and wellbeing • training and development • management and leadership • coaching and mentoring

*most recent RAE 2008.



Your challenge may be complex – *working with us is easy*

As a large university, we can offer you a breadth and quality of services unmatched by commercial consultancies. And, thanks to our dedicated business teams, you don't miss out on the personal touch usually associated with smaller service providers.

After decades of experience working with thousands of organisations, our culture is one that thrives on partnerships and takes your success as seriously as our own.

Research and development

Accelerate your R&D process by working with one or more of our internationally-renowned research centres. Whether you're looking for general improvements or a solution to a specific problem, you can work with experts from across our specialist research centres to develop your products and services.

Through R&D we help our partners tackle challenges such as

- developing innovative new products
- introducing cutting-edge manufacturing processes
- understanding consumer perceptions
- evidencing marketing claims
- conducting policy development and project evaluation

All of our R&D projects are tailored to your needs. You can choose from a menu of specialisms that include market research, testing and analysis, process simulation and modelling, materials engineering, product development and design, and much more.

As well as being specialists in conducting independent research, we also know how to apply our findings to drive your organisation forwards. Our history of working with external partners in the public and private sectors gives us the experience needed to deliver high-quality results to budget and on time.

Not sure how we can help with your challenge? If you're an SME in the Yorkshire and Humber region, our Innovation Futures project lets you speak to specialist experts, who will explore your options and create an action plan for the future. It's an ideal way to tap into our expertise at no initial cost – and it could lead to a productive relationship with the University.





Consultancy

Get more from consultancy with access to over 4,000 experts, offering fresh perspectives that are based on cutting-edge research and real industry experience.

Sometimes you just need an independent view or some additional expertise to take a project or strategy to the next level. Our consultancy services give you just that. Looking at your project with a fresh pair of eyes, it's often easier to find solutions – and even spot additional opportunities beyond the initial scope.

We draw upon the latest thinking generated through our research, and our experience of working with other organisations – either from previous careers in the industry, or from other consultancy or R&D projects with organisations. We also consider ideas and processes from other areas of industry, and sometimes apply them in a totally different context to great effect. It's another advantage of working with such a large and diverse organisation.

Consultancy projects can be as short and simple, or as in-depth as you like.

Commercialisation

Looking for a new investment or idea? Speak to us about taking one of our patents or patent applications to market.

With so much research activity in the University, we frequently need partners to realise the commercial development of new technologies. These opportunities represent a shortcut to innovation that can give your organisation the edge.

Our technologies are most relevant to development companies, venture capitalists and other universities worldwide. Opportunities are most common in physical and chemical sciences, engineering, IT, bioscience and industrial design. Some of our specialist areas include physical vapour deposition (PVD) coatings and systems, sol gel coatings, intumescent paint, fluid modelling, electron microscopy, mass spectrometry and medical instruments.



Knowledge Transfer Partnerships (KTPs)

Tackle a specific challenge with our help and funding from government, with a KTP. Over the last three decades, we have worked successfully with more than 100 companies.

KTPs give you the chance to combine the expertise of our academic staff with the enthusiasm and fresh thinking of a recent graduate. They're designed to help you with a strategic business problem or challenge, and can help to introduce innovative solutions and embed new skills that help your organisation grow.

We work with you to recruit a high calibre graduate who receives guidance and support from one of our academics with specialist expertise. The academic acts as a consultant for you, while the graduate provides a dedicated resource to drive the delivery and implementation. You also have access to our vast range of equipment and facilities.

Projects can last between six months and three years. And as KTPs are a national scheme, backed by the government, funding is available to help cover some of the costs. Small to medium-sized enterprises (SMEs) contribute about a third of the costs, while a large organisation will contribute half.

Event and conference management

Take the stress out of event management with our range of facilities and event organising services.

We have a huge campus with a vast range of venues and conference spaces, and we hold lots of events of our own. We offer these facilities and our event organising expertise to external organisations – taking the stress out of your events by organising them for you.

Our experienced event managers can arrange everything, from marketing your event, inviting people to attend, and booking and dressing the venue, to organising support staff on the day, and carrying out post-event communications and evaluation.

We have a wide range of rooms, from small meeting rooms to a 450-seat theatre. Or if you have somewhere else in mind, we can arrange your events at other venues.

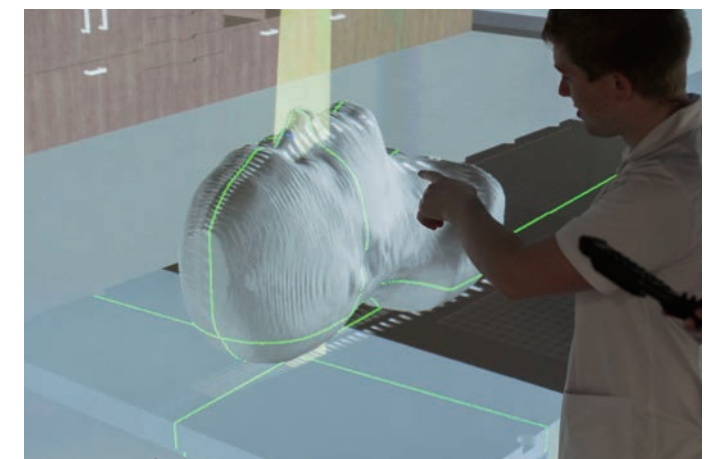
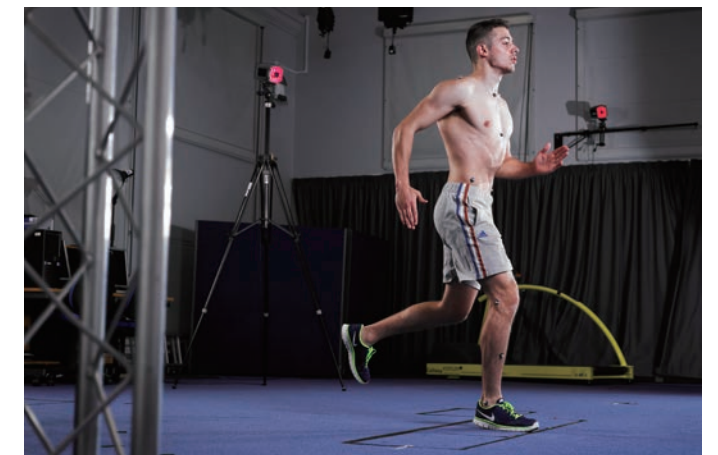
Minimise the cost *of innovation*

Buying specialist equipment and facilities can be a risky and expensive investment, especially when pursuing opportunities for innovation. Partner with us on R&D or consultancy, and automatically benefit from all the cutting-edge facilities we offer.

Because of the size and scope of our activities – research, teaching and business services – we have some impressive amenities to hand. When you work with us on a research and development or consultancy project, you will benefit from these facilities as part of the project budget. You can also hire some of our facilities and equipment to use independently, or for testing purposes.

Examples include

- state-of-the-art testing laboratories in biomedicine, sport, materials and engineering science
- motion capture technology
- an environmental chamber that can simulate the climate of anywhere in the world
- professional-standard restaurant kitchens
- a sensory suite for food product testing
- venue space for conferences and exhibitions, including a 450-seat theatre



Top-quality training *for a better bottom line*

The organisations that flourish are those with a flexible and skilled workforce that can adapt to change. We have a proven track record in training staff with the latest skills and knowledge needed in their sector. From low-cost, low-commitment events to tailored courses, we can offer the training and professional development that you and your organisation require.

Short courses

If you have specific skills needs or want an injection of inspiration, our short courses could be the perfect option, lasting from just an afternoon up to a couple of days. These courses range from more common topics such as coaching and mentoring or developing leadership skills, to specialist subjects such as behaviour change and even the forensic investigation of light bulbs.

Longer-term courses

For more rounded development, our postgraduate courses such as an MSc or PhD can give your staff new knowledge, and importantly, different ways of looking at challenges, opportunities and solutions.

Developing an employee's approach to their work can have far-reaching benefits for the organisation, such as identifying and capitalising on new market opportunities, and more effective problem solving that delivers innovative solutions with greater impact.

Bespoke courses

If you can't find a course that covers everything you need it to, we'll develop a bespoke course to meet your specific needs. We'll work with you to identify the particular needs of your company. Then we'll design and deliver a tailor-made development package in a way that suits you.

The skills your employees learn will allow them to drive real organisational change – and ultimately improve on the bottom line. And because it covers all of your organisational skills requirements in one programme, you get the best possible value out of your training budget.





Fresh thinking, *refreshing enthusiasm*

One of the best ways to inject the latest thinking and original ideas into a business challenge is by working with our students and graduates. We can help you select the very best from 50,000 talented thinkers for both project-specific work and general recruitment.

Preparing students for the workplace is at the heart of the educational experience here, which is why almost 90% of our students are in work or further study within six months of graduating*.

Placements and internships

With a placement, you get the benefit of our students' up-to-date knowledge, enthusiasm and fresh perspective on the workplace.

You'll offer students support and guidance, and pay a salary, but the rewards you'll get will be well worth the investment. Many of our placement students end up in full-time careers with their placement organisation.

Most placements last 48 weeks. If you have shorter-term needs, student internships give you an extra pair of hands for a specific project or to provide temporary cover, perhaps over the summer holiday.

Combining placements with consultancy

Are you looking to introduce strategic change in your organisation? Our academic-supported placements combine the benefits of a student placement with the added consultancy services of our expert staff.

We provide a bright, enthusiastic placement student to work on a project important to your company. You also get an academic mentor who is suitably qualified in the relevant field, dedicated to you for half a day a week.

Student projects

If you have a short-term project and want some additional support, get one of our students involved.

Enthusiastic and full of fresh knowledge, they can help with a wide range of projects including

- market research
- event management
- feasibility studies
- competitor analysis.

Recruit a graduate or student

Every year, our graduates are recruited by a wide range of businesses and organisations in the public, private, charity and voluntary sectors. What all these sectors have in common is the need for enthusiastic, professional people with the skills to help them achieve their aims and objectives.

And that sums up our graduates.

To help attract the best candidates for your organisation, you can

- advertise your vacancies online for free
- have an information stand on campus
- have a stand at our recruitment fairs
- give a presentation to drive applications for your graduate jobs

Sponsor a student

Sponsoring a student during their studies is becoming more popular amongst organisations who want to invest in the future.

Sponsored students gain crucial skills and are in a great position to join your company, either on placement during their studies or as a full-time employee once they've finished their course.

Career mentoring for students

By mentoring a student you can really help them to develop, and give them a fresh perspective and insight on the demands of the modern workplace.

It's easy to become a mentor – all you need to do is share your knowledge and advise a student on a specific subject or industry sector.



The extra benefits *of partnership*

As a large university with a strong network of regional and international organisations, we can offer you additional benefits and opportunities at no extra cost. These may be opportunities to attend events and access government funding, or to enhance your organisation's reputation by giving a guest lecture to students.

Attend knowledge-gathering events and networking

Throughout the year we hold lots of events aimed at organisations, catering for all kinds of interests and professions. Come along to gain inspiration and ideas, stay up-to-date with the latest practices, for your own professional development, or simply to meet like-minded people.

Our events include

- ask-the-expert events where businesses are invited to bring along their challenges
- a series of workshops helping businesses discover the opportunities of cloud computing
- clinical update forums for GPs and practice nurses
- regular events for those working in the event management profession

We also have several well-established events that take place each year, such as the Sheffield Management Lecture, the Facilities Management Annual Conference and the Built Environment Annual Conference.

Most events are free, and as well as giving you the latest knowledge in your sector, they're a great chance to network.

Access support and funding

There are sometimes funding opportunities that make our expertise and services even more accessible. Funding is most commonly offered by Government, and tends to help companies who might otherwise struggle to access our support, such as regional SMEs, or for projects aligned with strategic national priorities, such as healthcare and innovative technologies that have real impact.

We have a good knowledge of the funding streams available, and can help you to work through the processes and paperwork.

Give a guest lecture

Your professional insight and experience of the real world could be invaluable to our students. So why not give a guest lecture? It's immensely rewarding. We're always interested in hearing from professionals who want to speak to our students. It'll help them put their learning into context – and it'll put you in front of potential employees.

Help develop our curriculum

If you want to help shape tomorrow's graduates, you can often provide input to our curriculum for courses relevant to your profession and career.

It means you can make sure the graduates of the future have the right skills and knowledge that you need in your organisation.

