

Business

ENGAGEMENT

Grow your business with Brunel



Brunel
University
London



BRUNEL
ENGAGE

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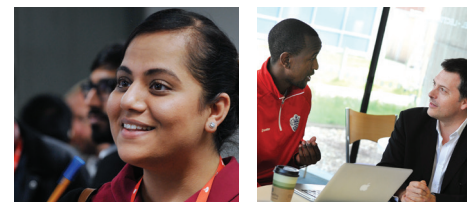
Business newsletter
Engage in a different way

Working with a London based University

Brunel University London has a proud tradition and distinguished reputation for being innovative, agile and able to work effectively with business partners.

Today, Brunel works with over 1,700 companies, regionally, nationally and internationally. For over 40 years we have been providing expertise and services ranging from world-leading collaborative research and design projects, specialist training, talent recruitment and many more.

This prospectus outlines all the different ways in which an organisation can engage with the University. As one of the UK's top 10% of universities for innovation and business partnerships we will work with you to build a strategy for success.



There are no recruitment costs when advertising for any type of role. We can also arrange for your vacancy to be advertised to students with a specific skill set



Talent recruitment

There are a number of options for organisations to find the best talent we have to offer:

Placements

Forms part of a university degree programme where third year students use the skills they have learnt from their course in industry. This type of role must start between June-September and runs for one year. Students can also do two six month placements as part of this year placement programme.

Postgraduate placements

This is an excellent opportunity to recruit a highly qualified student while they complete their Masters degree. These high calibre students have a deep academic knowledge and can be a big asset to your business.

Internships

Two schemes are currently available where companies get the chance to take on a student for a four to twelve week timeframe in the summer at little or no cost to the organisation.

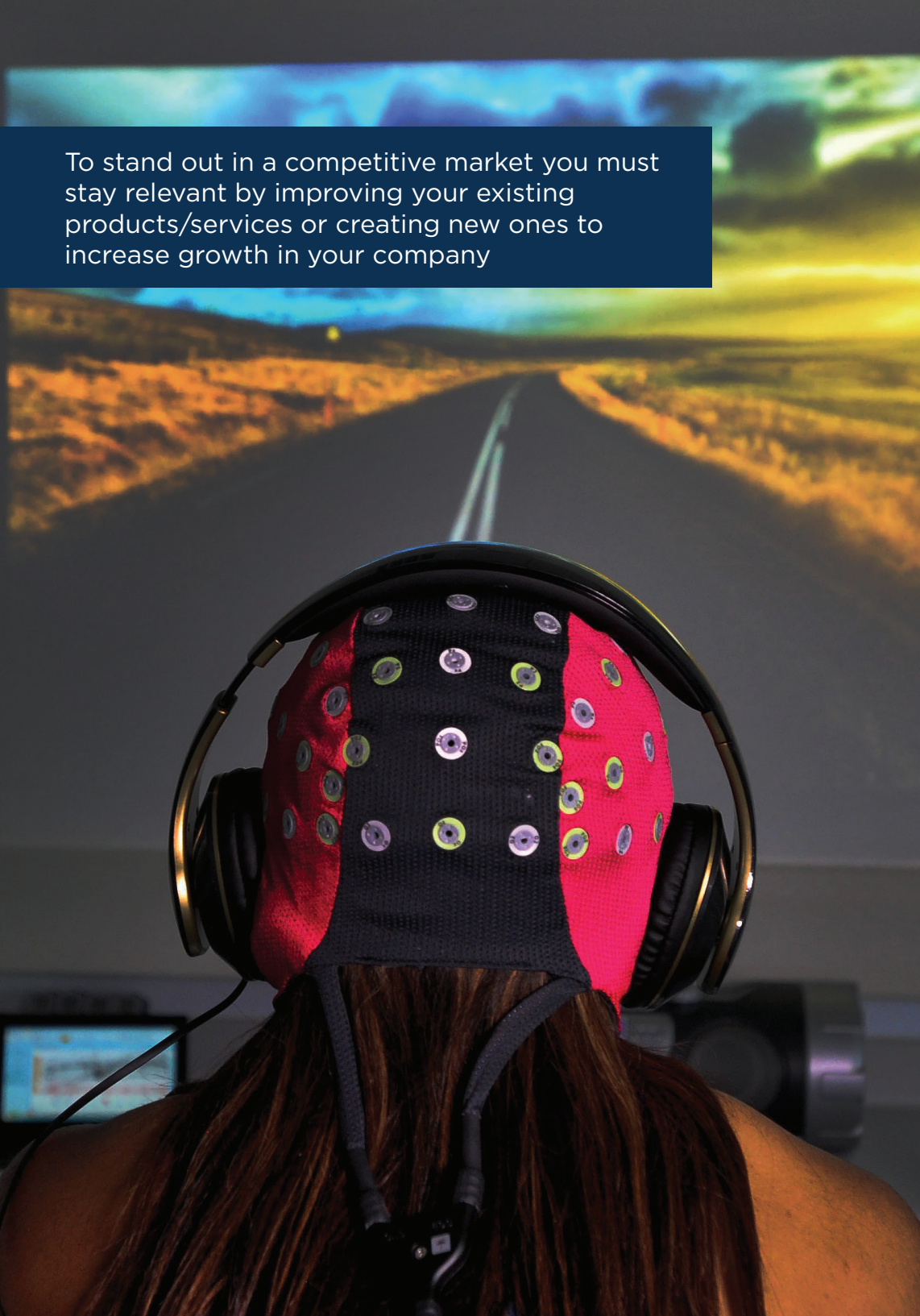
Part time/temporary employment

Hire a student on a short term basis and gain a highly motivated member of staff.

Graduate recruitment

Chance to recruit a highly skilled young prospect equipped to apply their knowledge, understanding and skills in your workplace.

For more information about the benefits of recruiting any of our students for your organisation and to register your interest please visit www.brunel.ac.uk/pdc/employers



To stand out in a competitive market you must stay relevant by improving your existing products/services or creating new ones to increase growth in your company

Research and development

Brunel is an internationally renowned university at the leading edge of global research. There are a number of options for organisations to get involved with research and development:

Knowledge transfer partnerships (KTP)

KTP provides a structured mechanism to gain funding for research and development projects between the university and public organisations. The purpose of the project is to transfer knowledge and expertise from the university academic staff to your organisation. This enables our technology and expertise to develop new products, manufacturing, operations and systems that enhance performance in your business.

Collaborative research projects

This scheme allows your business to partner with Brunel in investigating new concepts, processes and products. Funding is available from both UK and EU sources to finance these partnerships. By working together with Brunel's academic staff, your business could considerably increase its market share by enhancing the quality of service it can offer in terms of new and innovative products and processes, whilst also allowing your business to expand its horizons through diversification into new areas.

Research commercialisation

We also help with the commercial development of a technology, invention and other outputs of intellectual property and transferring them into a protected marketable product within the industry.

Consultancy

The university offers an entirely free consultation service to discuss companies' individual needs and to identify ways in which the university might assist to solve specific problems that is hindering your business from growing.

For more information about the benefits research and development can bring to your organisation and to make an enquiry please visit www.brunel.ac.uk/business/research

We are always looking to provide help for SMEs from a wide variety of industry sectors. If you are an SME we have a range of services that can increase your business prospects.



Help for SMEs

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Co-Innovate



Jointly funded by Brunel University London and the European Regional Development Fund, Co-Innovate provides support to London-based small and medium enterprises (SMEs) and start-ups for new product, service and process innovation. We provide the tools and support necessary to help your business innovate, examples include:

- Collaborative projects with students
- Innovation support from specialised academics
- Tailored workshops and events
- Help to access innovation funding
- Mentorship from experienced entrepreneurs

To be part of Co-Innovate you need to be an SME, based in a London borough and have a defined business challenge you need help to address.

Innovation Voucher Scheme

The Brunel Innovation Voucher Scheme is specifically designed to promote collaborative innovation between Brunel and UK SMEs by offering vouchers to be used toward the costs of projects using the University's facilities and / or its academic staff. The vouchers will be allocated to projects that help to develop new products, processes or services that will benefit the company and the UK economy.

Impact Acceleration Account

The aim of this initiative is to accelerate the impact of EPSRC funded research to help grow the automotive, transport, energy, sustainability and digital sectors.

If you would like to find out more about all the initiatives we have available for SMEs please visit www.brunel.ac.uk/sme

Case study - Brompton Bicycle

Brompton Bicycle manufactures folding bikes for people all over the world however with increasing numbers of cyclists, particularly in major cities, the market became more competitive.

Senior Design Engineer Eleanor Rogers worked with Brunel University London staff and students for fresh ideas to produce high quality products. Our design department explored the development of new bike accessories and customisable parts to develop a bike that suits all customers needs.

By working with Co-Innovate the bikes have become even more innovative and stand out in the market. The company have recently opened a Brompton Junction store in Bangkok and are continuing to work with Brunel to create new projects.

Case study - Gconsultancy Innovation

Gconsultancy Innovation is a London based SME creating collaborative networks for companies to get the tools, skills and learning needed for business development. The young business sets up online spaces providing innovation education for a wide-range of companies.

Gconsultancy Innovation Director Julia Goga-Cooke came to Co-Innovate to find new ways to grow the business in a technology driven market.

Students and staff developed a service that would connect employers with students looking for internships: Myinternship.org. They created a business model and a market entry strategy in order to make the service a success. Lastly an app was designed to help make the service more accessible to a range of users.

“I would have not been able to develop the research within this time frame and resources without Brunel University London” said Julia.

Postgraduate courses at Brunel strengthen key skills and provide a theoretical and practical background to the field of work and are available in a range of flexible modes



Professional development

Brunel works extensively with businesses to increase the skill-sets of their staff. Schemes we offer include:

Postgraduate courses

We have over a 100 part, full time and short Masters courses in areas such as:

- Engineering (various courses)
- Business Intelligence and Social Media
- Accounting and Business Management
- Design and Branding Strategy
- Media and Public Relations
- Law

MBA programme

Brunel's Master of Business Administration is a qualification employers value extremely highly covering desired skills in marketing, accounting, economics and operations. Available in a range of flexible modes to enable study in combination with full-time working.

For more information about the academic courses we offer please visit www.brunel.ac.uk/study

Health and safety courses

We deliver the IOSH "Managing Safely" and "Working Safely" courses, both designed for organisations, and for those individuals who have occupational health and safety responsibilities. These courses will raise the profile of health and safety within your organisation, which will aid greater productivity and appreciation for safety measures working towards minimising your legal liabilities.

For more information about our health and safety training please visit www.brunel.ac.uk/business/Health-and-Safety-training-courses

All facilities are contained within one campus and are within a 10 minute walk. We provide a coordinator who will oversee your booking from the initial enquiry to the end of the activity



Facilities and services

Brunel has some of the best facilities in London to cater for all needs, these include:

Conference suite

Rooms are suitable for boardroom meetings, training sessions and presentations and a smaller room is available for smaller meetings, interviews or as a holding room. The larger rooms comfortably hold 12 delegates in a boardroom style and the smaller can hold 5-6 delegates.

Lecture theatres

We have many lecture centres on campus which have rooms to fit 200-400 people which is an ideal space for group exercises, training programs and presentations.

Auditorium

This is a state of the art auditorium with seating for up to 400 people. It is a versatile space for meetings, presentations, drinks receptions and gala dinners. The seats are retractable and so can hold up to 130 delegates for banqueting purposes.

Sporting Facilities

We also have a number of facilities for sporting and recreational activities to host internal company sporting fixtures, a great way to boost morale and teamwork.

Lancaster Hotel and Spa

Whether you're travelling for business or pleasure, the Lancaster Hotel and Spa provides the ultimate comfort and service. With en-suite rooms, an indulgent spa, boardrooms, a newly renovated lounge bar and an a`la carte restaurant, this contemporary on campus hotel has been designed to suit all requirements.

Experimental Techniques Centre (ETC)


ETC already has a long and successful track record providing materials analysis services to industries as diverse as buildings, pharmaceutical and automotive, working with organisations from SMEs to multinationals. We are UKAS accredited for many techniques giving an increased level of assurance that the service provided will meet your requirements every time.

When it comes to material analysis/testing we can supply a bespoke service including designing test protocols, carrying out the analysis work, interpreting the results and producing a formal report, according to the needs of the client. We can also provide access to our equipment to generate data for your own analysis if needs be.

Typical examples of our clients' needs might be:

- Evaluating filters for the presence of asbestos
- Identifying an unknown contaminant present in a bulk or in a microscopic sample
- Analysis of coatings or investigating the nature of a component failure
- General materials testing and processing

For more information on all the facilities we offer please visit www.brunel.ac.uk/business/commercial-services



Giving a contribution to the University, be it financial or non-financial, can enable some really positive exposure for a business both on campus and in the wider community.

Support Brunel

Brunel's fruitful relationships with businesses have led many companies to 'give something back' to the university to support its staff and students which can have an fantastic impact. Some organisations have become major strategic partners such as Jaguar Land Rover, Constellation, TWI and Santander across both research and non-research fields.

There are a range of ways you can choose to support Brunel:

Mentoring

Companies including GlaxoSmithKline, RBS, Haart Estate Agents and Hayward Tyler have taken a different route by participating in professional mentoring schemes for students and graduates. As a mentor you support a mentee by sharing your knowledge, experience and expertise from the industry to develop their own learning and development.

Prizes

Sponsoring a student prize is also a fantastic way to help a student and build a company's brand. Crown Packaging have been doing this for quite some time by awarding students for academic achievement through sponsoring design prizes at exhibitions.

Bursaries

Some organisations have sponsored a student(s) by providing funding for the duration of their studies with the idea to then recruit the student once they have graduated. By financially supporting students you are contributing to their training and development making them a more skilful employee for your business.

These are just some examples of how you can give something back. For more information about how you can support the University visit www.brunel.ac.uk/business/support-brunel

Brunel University London is easy to access being close to Heathrow Airport, the motorway network and the Piccadilly and Metropolitan tube lines



Stay in touch

Brunel Business Newsletter

We have a business communications programme which is a twice-yearly e-newsletter outlining all the ways Brunel's facilities, knowledge, talent and events can benefit both small and large organisations.

All companies that currently work with the university benefit greatly from this programme due to its clarity and convenience. If you are thinking about starting some form of relationship with the university we highly recommend opting to receiving this newsletter as it is a good platform to stay informed with all the innovative opportunities we have to offer.

If you are not already receiving our newsletter and would like to please visit www.brunel.ac.uk/business/newsletter to register your current details with us.

Not what you're looking for?

If there is another way you wish to engage with the university that has not been mentioned please let us know. We are always open to new suggestions on how we can help grow any business.

In order for us to deal with your request in the best way possible please submit an enquiry online by visiting www.brunel.ac.uk/business/contact

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