

University
of Glasgow

**City, Policy, Business and Community: a toolkit
for stakeholder engagement**

**Grazie mille per il vostro invito a me, per parlare
con voi nel mio lingua straniera**

*Murray Pittock, Pro Vice-Principal, University of
Glasgow*

WORLD
CHANGING
GLASGOW



THE SUNDAY TIMES
GOOD
UNIVERSITY
GUIDE
2022
SCOTTISH
UNIVERSITY
OF THE YEAR



University
of Glasgow

General Guide: Informal and Formal tracks

- Engage with local Chamber of Commerce/business forum; become a member (I/F)
- Dining societies/policy groups/university hosted receptions cross sector. Who can you help businesses and politicians meet?(I)
- Encourage/incentivise teaching based on university and external collections, including the engagement of third sector organizations (F)
- Demonstrate the financial value of the university to the local jobs market and economy (direct and indirect effects) (F)
- Create an 'anchor institution' strategy: 75% of FTSE 100 foundation coys (1984) have disappeared; v few universities(F/I). Arts Industry Day.





University
of Glasgow

The Cultures of Blockage

- Governance issues and territorialism, the smaller the unit, the stronger the territorial imperative
- Engaging the curriculum with external providers: the internship model and its discontents
- Time frames: academic and external alignment
- Incentives: model for consultancy, in kind support etc
- Culture: are we ready to be not ourselves, both within and across 'disciplines'?
- New Approaches: the Yale-NUS College, and the 'zoom in-zoom out' agenda with focus on 'global innovation systems' (Tan Chorh Chuan, President NUS, 2008-17):
<https://www.yale-nus.edu.sg/>





University
of Glasgow

Local example: Kelvin Hall

- 2009: Memorandum of Understanding, University and Glasgow Life (<https://www.glasgowlife.org.uk>)
- 2011-13: Agreement on Kelvin Hall development in principle with NLS (<https://www.nls.uk>)
- 2014: Heritage Lottery Fund bid; Cities Partnership
- 2016: Kelvin Hall opens:
<https://www.facebook.com/watch/?v=1429579203728457>
- 2016-17: Scottish Government support; Universitas21 UK choice
- 2021: Kelvin Centre
- 2022: BBC, Screen Scotland and Scottish Govt new studio





University
of Glasgow



Botanic Gardens

Cultural
Sites



Kelvin Hall



Kelvingrove



Riverside



Science Centre



University
of Glasgow

Kelvin Hall





University
of Glasgow

Kelvin Hall innovation

- Five way partnership between University, City and national institutions (NGS, NLS)
- Unique combination of museum, gallery, tourist centre and learning space in one location
- Most integrated site in the UK for collections education and research
- Promotes international partnerships and widening participation simultaneously, changing the nature of university education towards material and digital
- Places UoG at heart of City 2023 tourism and inclusive growth strategies; Joint appointments between partners, creating a new kind of professional





University
of Glasgow

Kelvin Hall: Governance

- Phase 1 Project €50M at 2022 prices

KH Board	City Board	University Board	National Library Board	Theme Boards: audience, facilities &c
Review of CAPEX: overall PM	CAPEX/Facilities	CAPEX/Facilities	CAPEX/Facilities	Report to KHB
City Chair	Reports to KHB	Answers for UoG at KHB	Answers for NLS at KHB	Not at KHB
City Partnership		Chairs City Partnership		MoUs developed in City Partnership
City/UoG Bilateral Exec	Sets agenda	Sets agenda		Resolves Theme Board





University
of Glasgow

Kelvin Hall: Impact

- 1M visitors, year 1, 46 % visited National Library, 35% gym/sports hall/fitness studio, 21% university facilities, 16% joint collections showcase. 11 prizes or shortlistings, Scottish Visitor 5*
- 30% awareness of University of Glasgow as part of partnership, 99% rated UoG facilities as 'good' or 'very good' (67%).
- 71% had an enhanced understanding of KH offer after visit
- Over 2500 students taught in collections spaces, high quality facilities; community research visits/events; Smithsonian partnership.
- **Other opportunities:** links with private companies, civic and knowledge exchange launch events, explicit use as a recruitment/partnership site; *but* lessons of culture of seeing KH as 'museum only' facility.





University
of Glasgow

Kelvin Hall: Impact 2





University
of Glasgow

Precision Medicine- Strength in Places 1

- <https://youtu.be/vL6HaQYMYt8>
- ‘The future of cities depends on a really strong innovative ecosystem’ (Stuart Patrick, CEO Chamber of Commerce)
- Global City and innovation theory
- Goals:
 - Transforming Healthcare
 - Economic Development
 - Supporting Industry and Innovation
 - Community Benefits





University
of Glasgow

Precision Medicine: Strength in Places 2

- Living Lab: €115M budget
- 446 high value jobs to deprived area; City creates new bridge, pedestrian and cycle route infrastructure. University offers 3600 sq m of commercial incubation, lab and office space
- The University research agenda has become a civic agenda; ownership is glocal: personal, district, city, commercial, global
- Collaborative workspaces, data deidentification, dataset library service, clinical knowledge management across dispersed teams, data capture & hosting, next generation sequencing, consultancy, support and training
- See <https://www.precisionmedicinescotland.com/programs-and-projects/>





University
of Glasgow

Precision Medicine: Strength in Places 3





University
of Glasgow

Precision Medicine: Strength in Places 4





University
of Glasgow

Precision Medicine- Strength in Places 5



UK Research
and Innovation



University
of Glasgow

NHS
Greater Glasgow
and Clyde

Bio:Clavis

Canon

CANON MEDICAL RESEARCH EUROPE LTD.



GLASGOW
CITY REGION
City Deal

GLASGOW
**SCIENCE
CENTRE**

iCAIRD

KADANS
SCIENCE PARTNER

MR CoilTech

Precision Medicine
Scotland

Scottish Enterprise

**SIEMENS
Healthineers**

Skills
Development
Scotland



University
of Glasgow

Net Zero 1

- 2014: We became the first European university to commit to fully divesting from fossil fuel industry companies.
- 2017: We endorsed the UN's SDGs.
- 2019: We became the first university in Scotland to declare a climate emergency.
- 2020: We published Glasgow Green, our strategy to tackle climate change.
- 2030: Our target date to achieve net-zero carbon emissions.
- Compare <https://www.netzeronation.scot/>
- <https://carbonneutralcities.org/cities/glasgow/>



Net Zero 2: Research Infrastructure

- Hydrogen for heating (Watt School of Engineering)
- Sustainable construction (Watt School)
- Printable Solar Cells (School of Chemistry)
- Steel Slag for Carbon Capture (Geography & Earth Sciences)
- Energy consumption in manufacturing (Watt School)
- Refining ammonia production (Chemistry)
- Wind, Hydro and Bio harvesting/storage (Watt School)
- Retrofitting Tenement flats (Urban Studies)
- Arctic Carbon Storage (SUERC)
- Modelling (Maths & Stats); Microorganisms in water (Watt)



Net Zero 3: University of Glasgow at COP 26

- <https://www.gla.ac.uk/research/cop26/briefings/>
- Adam Smith Business School (ASBS):
- The Aftermath of the Post-Covid Era: Embracing the Net Zero Global Economy
- Glasgow Carbon: Reporting Data through Graphic Art
- Green Finance Green Futures: A Resource for Schools
- Delivering Global Soil Health
- Law School: mobilising the rule of law in Climate Change, Finance, Government and Sustainability/Impact Investing Institute





University
of Glasgow

Making Connexions

- **Kelvin Hall:** Partnership (national, civic, HE); formal and informal, relationship development; national leadership, models of governance
- **Precision Medicine:** alignment of research, research development, civic development, commercial growth, community infrastructure and facilities
- **Net Zero:** institutional leadership of a national and international agenda; packaging of Sustainable research solutions and global display (e.g. at Dubai EXPO, COP 26 Glasgow), creation of a distinctive voice in an area of public policy.



Look to Your Strengths

‘Nearly \$1bn raised to rebuild Notre Dame’- 2019: LVMH group (Christian Dior, Bulgari, Chateau D’Yquem, Fendi, Givenchy, Hublot, Krug, Louis Vuitton, TAG Heuer, Tiffany, Veuve Clicquot) donated €200M (over 25%).

- **Why ?**

Tourism is 8.5% of the French economy (€211 bn), and more than 60% of tourists visit cultural heritage. Elsewhere, French, Swiss and Italian luxury brands are overwhelmingly sold close to the epicentres of cultural tourism in Europe (e.g. London, Prague, Vienna).



Look to Your Strengths 2

- Economic Impact measurements of University activity, engagement, non displaced student spend central:
- * World Changing Glasgow: Our Economic Impact: €5bn, of which research 42%, operating and capital expenditures 27%, teaching and learning 17%, with the remaining 14% (£631 million) was associated with the University's educational exports.
- <https://www.gla.ac.uk/explore/economicimpact/>



University
of Glasgow

Trust and the Anchor Institution

- ‘Economists care about trust because it is closely connected to economic activity. Its absence leads to lower wages, profits, and employment, while its presence facilitates trade and encourages activity that adds economic value’-Alvin Huss, Kellogg Business School, Northwestern
- <https://www2.deloitte.com/us/en/insights/economy/connecting-trust-and-economic-growth.html>
- <https://www.oecd.org/education/innovation-education/1825662.pdf>

Thank you

- Murray.Pittock@glasgow.ac.uk
- <https://insight.kevri.co/scotland-knowledge-exchange-champion/>
- @P14Murray
- <https://www.linkedin.com/in/murray-pittock-b7732b19/>

#UofGWorldChangers

