Tap into a world of business support

University of Hertfordshire | Discover, develop, deliver
Discover why we are internationally renowned as the UK’s leading business-facing university
Explore our range of business services from impactful Knowledge Transfer to targeted consultancy. See page 5.

Outstanding facilities and business services
Access our expertise and first-class facilities for your business needs. See page 6.

An award-winning business portfolio
Find out what the University of Hertfordshire Group can do for you. See page 8.

Recruitment support for your business
Source skilled, talented and ambitious individuals with help from Careers and Employment. See page 10.

Supporting the UK’s ‘eight great technologies’
Make an impact with support of the University’s expertise and facilities. See page 12.

Agri-science
Discover how the University develops sustainability along the food chain in the agri-food sector. See page 15.

Energy Storage
Identify how University researchers investigate, test and analyse various energy storage systems. See page 16.

Robotics and autonomous systems
Explore the University’s developments in robotics and how it can support commercial partners. See page 19.

Big data and energy-efficient computing
Identify how our academic expertise can support industry professionals with big data projects. See page 20.
Discover the UK’s leading business-facing university
University of Hertfordshire

Professor Quintin McKellar CBE
Vice-Chancellor
University of Hertfordshire
Discover why we are internationally renowned as the UK’s leading business-facing university.

The University of Hertfordshire places particular emphasis on being internationally renowned as the UK’s leading business-facing university. An innovative, enterprising organisation with a strong entrepreneurial spirit. Committed to tackling economic challenges head on, we bring pioneering technology, creativity and innovative thinking to the ambitious organisations we work with every day.

Our cutting-edge research, impactful Knowledge Transfer, targeted consultancy, bespoke training and exceptional talent pool are already empowering businesses to achieve outstanding results. So, wherever you want to take your business, work with us and benefit from all the inspiring, targeted support you need to get there, fast.
We are leading the next generation of business-facing universities, creating a powerful, positive environment where forward-thinking companies from all sectors can find the support and expertise to achieve their most ambitious goals.

Access our expertise
Our academic consultants work with companies to overcome challenges and support their growth in a wide range of areas. This can be through:
- Corporate consultancy
- Workforce development
- Specialist support
- Partnership engagement
- Recruitment support
- Facility hire.

Recruit outstanding new talent
Raise your profile on campus and tap into a pool of talented, commercially focused students and graduates. See page 10 for more.

Train and develop your people
The University offers a wide range of flexible training courses and qualifications, including leadership and management courses such as:
- Our International AMBA accredited MBA
- Short Courses for Continuing Professional Development
- Qualifications from the world’s leading professional bodies
- Bespoke degrees and training programmes
- Degree Apprenticeship programmes provided by employers in partnership with the University.

Use our first-class facilities
We have invested in creating a dynamic, state-of-the-art campus. We believe passionately in engaging with community partners, so many of our facilities are available for businesses to use including fully equipped:
- Workshops
- Studios and laboratories
- Arts centre
- Hertfordshire Sports Village
- Conference and meeting room spaces.

Outstanding facilities and business services
University of Hertfordshire
Success Stories

Mothercare UK Ltd

“The students are very knowledgeable about our organisation and the roles we are advertising when they attend the Recruitment Fairs”

Nick Clarke, Employment & Placements Adviser

“We work closely with organisations of all sizes across a wide range of industries. Every employer has different needs and recruitment goals, opening up opportunities for both our current students and graduates. Businesses who have previously engaged with the University for a range of recruitment support, career fairs and employer presentations have commented that our students are a ‘credit to the University’ and are ‘very aware of the employment market and are eager to attend sessions’.”

Nick Clarke, Employment & Placements Adviser
An award-winning business portfolio

University of Hertfordshire

The University of Hertfordshire Group is our portfolio of commercial organisations that provide business support, skills development and facilities to companies of all sizes, in all sectors.

Exemplas

It has been over two decades since Exemplas first started working with businesses to develop and fulfil their potential.

They’ve shared their visionary approach to business growth and success with over half a million UK SMEs (small and medium-sized enterprises) through developing and implementing collaborative strategies with partners from industry, academia and government to shape the future for small business.

Constantly evolving and improving our diverse portfolio of business support and skills development services, Exemplas provide effective business guidance at every stage from start-up to establishment.

Some of the areas in which Exemplas can support include:

• Analysis of your challenges
• Turning research into success
• Improving your processes
• Supporting your clients
• Securing skilled apprentices
• Skills development
• Delivering exceptional performance
• Measuring development impact.

Exemplas Performance Improvement

A highly effective means of exposing an organisation’s untapped business and personnel potential, Exemplas Performance Improvement provides organisations with an efficient and proven route to better business results and reduced risk.

Exemplas manage Biopark, which includes:

• 6000m² of ready to use chemistry and biology laboratories
• Office space and extensive conference centre.

Based just outside London, Biopark is the ideal base for bioscience and health technology companies.

Contact Business Development to see how we can work with you:
be@herts.ac.uk
Case Study

NET LED Lighting Ltd

A rapidly-growing business with fast-evolving needs

Since Paul Bubb and Chris Dawes set up NET LED Lighting Ltd in 2009, it has expanded quickly. Today, annual sales are near £5 million, and in the last 18 months the company’s workforce has grown from just 6, to 26.

To cope more effectively with the pressures that come with fast expansion, and to secure the company’s next generation of managers and leaders, Paul and Chris sought a partner organisation to design a business improvement and training programme with.

Enter Exemplas Performance Improvement…

Exemplas Consultant, Keith Stopforth, worked closely with Paul and Chris to create a carefully blended two-stage programme based on extensive initial consultations and employee surveys. The programme focused on making commercial knowledge more widely available across the business – and introduced more flexible and efficient business processes designed to adapt to the company’s projected growth.

Exemplas recruited 6 employees and coached them in developing a business plan based on NET LED’s vision, mission and values. This covered budgeting and prioritising business objectives – and worked towards longer-term staff development and succession planning.

An open and transparent process for change

Continuous feedback and briefing sessions between Paul, Chris and Exemplas ensured everyone was up-to-date and happy with the progress.

2 of the 6 selected employees have since taken senior management roles, and Paul and Chris are delighted with how Exemplas has identified and nurtured these employees’ leadership qualities.

“The programme is already an unmitigated success,” says Chris, “I’d recommend Exemplas Performance Improvement to any growth business.”
Skilled, talented and ambitious individuals are the lifeblood of any organisation, and the University of Hertfordshire believes in integrating business minded students from the start.

All our courses are designed with input from employers. This ensures our students and graduates have the skills, knowledge and experiences that make them highly attractive to employers in a diverse range of sectors.

Whether you want to offer year-long placements, summer internships or permanent employment, our team will guide you every step of the way.

Target the brightest talent
Our Careers and Employment team can help you promote your organisation and attract the best students by:

- Hosting on-campus presentations about your company and its employment opportunities
- Advertising vacancies for free on our online portal, CareerHub (www.careerhub.herts.ac.uk/employers)
- Taking part in specially run networking events
- Attending our specialist University School and careers fairs
- Running a skills based workshop at a careers event or a part of a lecture
- Take part in our ‘10 Golden Minutes’ with students either at the start or end of lectures. This is a chance to get students excited about the possibility of working for your company.

Explore a full range of capabilities for your business at:
go.herts.ac.uk/studentrecruitment
Success Stories

Careers Fairs
“Good event to hire students and build relationships with graduates”
Salmon Limited

Employment Service
“Engaging and professional Service”
Thomas Cook Group UK Ltd

Our Students
“The students we saw last time were engaged and interested”
SAP UK Ltd

“Several students are doing well within our company”
Hyde Group

Why do employers work with the University of Hertfordshire?
Watch here: youtu.be/ZuIW6iv-epg
The Government set out its mission in 2012 for ‘eight great technologies’, which it sees as fundamental to UK growth, committing an extra £600 million to fund these vital areas. We are proud to have strong research expertise and outstanding facilities exploring many of these key areas.

**Advanced materials**

At the University of Hertfordshire, the Materials and Structures Research group specialises in the following areas:

- Advanced materials processing
- Materials joining processes
- Structural integrity
- Biomaterials, nanoparticle functionalities and biological toxicity
- Carbon/carbon composites
- Natural fibre composites, formulation, processing and characterisation
- Materials for radioactive waste management.

As well as working with our researchers in this area, you can also benefit from our world-class facilities, including:

- A scanning electron microscope
- A CompuCell gas-management system to test fuel cell output
- A drop-weight impact facility and fatigue testing
- A tribology suite
- Fibre composite lay-up facility
- Autoclave and high temperature furnaces
- Tensile, hardness and microhardness testing facilities.

In the last UK Research Excellence Framework, over 80% of the University’s engineering research was rated as internationally excellent. In part, this is a reflection of our commercial collaborations and influence in partnerships such as the European Virtual Institute on Knowledge-based Multi-component Materials (KMM-VIN).

During the last ten years, our research has been supported with grants from the European Union, EPSRC, DTI, EEDA, and Innovate UK.

**Find out how you can work with the University at**
go.herts.ac.uk/businessservices
Influential networks

The University is made up of many national and international networks. We are a founding member of The Green Triangle and Evalu8 Transport Innovations Ltd belongs to the Cambridge Cleantech Network.
Agri-food science is largely conducted within the University’s School of Life and Medical Sciences. The newly established Centre for Food, Agriculture and Environmental Management (CAFEM) brings together relevant expertise which is supplemented by that from other areas such as the Agriculture and Environment Research Unit (AERU).

Agri-food science research and consultancy activities are funded by: central and local government, the research councils, the EU and industry and covers a broad range of specialist areas across most sectors of the industry. This includes: arable, horticulture, livestock, food development and processing and food and public health. Recent research has investigated the interactions between agriculture, food and the environment, the development of sustainable strategies for the control of crop pests and diseases, climate change mitigation and adaptation and agri-environmental policy development and evaluation.

Our specialist areas include:

- Agricultural chemistry
- Agri-environmental policy
- Agricultural productivity and sustainability
- Climate change mitigation and adaptation
- Crop pests, diseases and their control
- Crop and livestock pathogens
- Environmental impact of agriculture
- Food Science & Food Security
- Food and public health
- Nutrition and Dietetics
- Rural development
- Sustainable food policy.

Our work in this area can help businesses within the agri-food sector achieve sustainability along the whole food supply chain from farm to fork.

Read more on how we can help you with business support:
go.herts.ac.uk/businessservices
Renewable energy is a feasible solution to global warming. At the University of Hertfordshire, our researchers are investigating, testing and analysing various energy storage systems.

These systems include:

- Chemical thermal energy storage
- Latent thermal energy storage
- Advanced compressed air energy storage.

One application of the team’s research is energy-efficient buildings. Statistics show that 40% of our total energy consumption is in residential and commercial buildings. To better manage building heating and cooling, the team develops innovative materials, such as phase change materials (PCMs), and explores heat transfer / thermodynamic modelling and experimentation.

The team often works closely with energy-intensive industries where there is a large amount of waste heat recovery. They are currently developing and testing PCMs to help industry recover waste heat and reduce their energy costs and carbon footprint.
Energy storage research in practice

The University of Hertfordshire spin-out Evalu8 is a successful alternative fuel technology company that is responsible for implementing the electric vehicle recharging network in the East of England.
Case Study

One of the team’s most high-profile projects is KASPAR, a child-sized humanoid robot.

More information

go.herts.ac.uk/adaptivesystemsresearch
Our Adaptive Systems Research Group (ASRG) is internationally renowned for their research in artificial life, cognitive robotics and service robots, with specific emphasis on the study of Human-Robot Interaction.

The team has been involved in European projects since 2004, investigating how robots can provide socially acceptable and useful assistance as home companions. This research has been conducted in the University’s Robot House, a domestic smart home particularly suitable for human-robot interaction experiments.

The group’s most high profile projects include:

- **KASPAR**, a child-sized humanoid robot designed to help teachers and parents support children with autism
- **ACCOMPANY**, developing a robotic home companion supporting elderly people in their homes
- **ROBIN**, a robot designed to work with children with diabetes to help them discuss their condition
- **Trustworthy Robotic Assistants**, exploring how robots participate in sophisticated interactions with humans in an increasingly safe and trustworthy manner.

The University has recently invested in two Baxter Robots to assist in research and teaching. The robots are designed to interact with humans and they can be programmed to work collaboratively with each other as well as people. They have already learned how to play a game of draughts together!

Our School of Computer Science is always keen to explore and support new ventures, projects and consultancy opportunities in Robotics and Applied Artificial Intelligence, together with our commercial partners and other academic institutions.
Big data and energy-efficient computing

Academic experts at the University of Hertfordshire work collaboratively with industry professionals to explore the benefits of exploring big data initiatives, demonstrating how large and complex data can identify issues and opportunities for: storing, transferring, visualising and backing up information.

Our School of Computer Science have been inspired by the broad range of challenges of big data, and are developing their research and teaching to solve these difficulties.

Our work on pattern recognition, including predictive analytics, reveals hidden trends and regularities in massive datasets. This has practical applications across a range of areas including business informatics, law enforcement and scientific research.

Specific practical applications of big data the University is working on include:

- Prediction of the skin permeability of drugs
- Analysis of large astronomical images
- Analysis of epileptic electro-physiological recordings
- Analysis of complex neuronal morphologies
- Analysis of EEG data
- Visualising societal information on an urban landscape
- Reduction of errors in optical data transmission
- Applying information to design architectural structures.

We can advise on how software engineering impacts on and optimises usage of hardware and energy consumption. By use of aggressive software instruction scheduling techniques, energy hungry hardware units can be replaced, reduced or simplified.

Find out how we can help you with business support:
go.herts.ac.uk/businessservices
Work with us

For further information and for business support, please contact Business Development:

email: be@herts.ac.uk
tel: +44 (0) 1707 286406