EMPLOYER & EXTERNAL ENGAGEMENT

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November 2025

University of CUMBRIA

OVERVIEW

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STRATEGIC OBJECTIVES

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Build Strong Regional and National Employer Partnerships

Engage key employers to align curriculum with industry needs and co-develop pathways to employment.

Position the Campuses as a Talent Hubs

Promote the campuses as a key source of high-quality, work-ready graduates in broad variety disciplines.

Drive Innovation and Knowledge Exchange

Foster R&D, consultancy, and applied research collaborations with local and regional businesses.
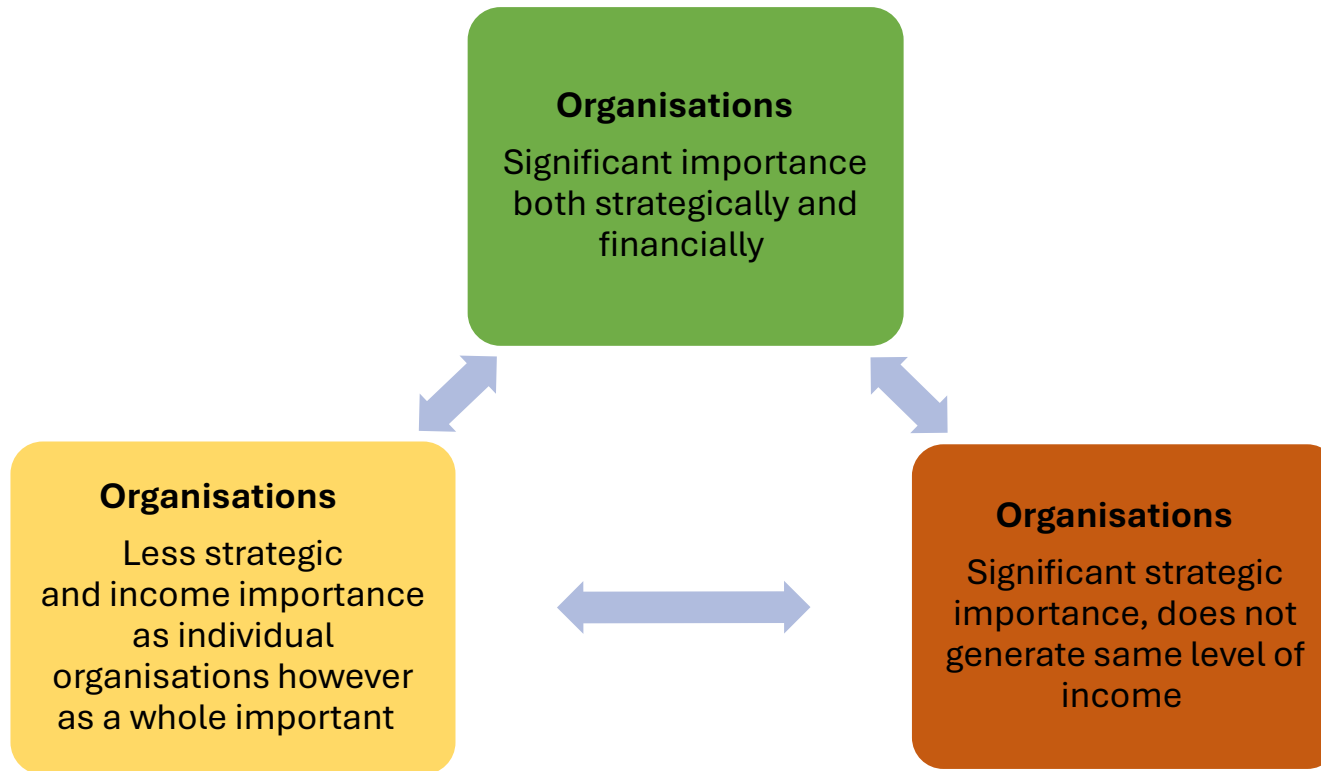
Support Local Workforce Development

Provide accessible upskilling, reskilling, and apprenticeship opportunities for the existing workforce.

Embed the Campuses in the Local Economies

Become an integral part of Barrow, Carlisle, Lancaster, Ambleside & London business ecosystems through proactive engagement, visibility, and partnership working.

EMPLOYER ENGAGEMENT

Our strategy consists of several strands of engagement each of equal strategic importance

Organisations

Significant importance both strategically and financially

Organisations

Less strategic and income importance as individual organisations however as a whole important

Organisations

Significant strategic importance, does not generate same level of income

Rationale:
Understanding the employer landscape ensures the university's programs, research, and services align with business needs, thus increasing collaboration opportunities and fostering mutual growth.

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ACTIONS – EXAMPLE, BARROW

Understand Local Business and Employer Landscape

Research: Conduct analysis of Barrow's business ecosystem, particularly focusing on key sectors such defence, engineering, manufacturing, tourism, and energy, which are core to the town's economy.

Stakeholder Mapping: Identify key local businesses, including large employers, small enterprises, and regional bodies.

Analyse who the University already has a relationship with from CRM data as well as other sources.

Also identify employers that UoC dos does not have a relationship with and action accordingly

SME Engagement

Build on current links to foster partnership. Open Campus resources, offer networking opportunities.

Develop Collaborations: Work with local businesses focussing on areas such engineering, energy, and digital technology etc.

Promote UoC initiatives that address specific challenges faced by local employers as well as specialist networks currently active.

DEVELOP ACADEMIC PROGRAMMES

Partner with local employers to deliver programs that match industry needs, especially in areas like engineering, digital technology, and other UoC areas of specialism.

Apprenticeship Programs: Promote and develop degree apprenticeships in collaboration with businesses, where students gain hands-on experience while studying.

This will cater to Barrow's industries, filling skills gaps in areas such advanced manufacturing, software engineering, and project management.

Rationale:

Collaborative academic offerings enhance partnership opportunities leading to income generation and establish the university as a vital local player in workforce development.

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INDUSTRY/UNIVERSITY PARTNERSHIPS

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Offer Student Placements:

Work with local businesses to offer internships and work placements for students in engineering, IT, business and management, and healthcare. This provides students with industry experience and creates a talent pipeline for employers.

Example – finance sector is already asking the Business School for access to students for internships and graduates for open vacancies

Research Partnerships:

Encourage collaborative research projects where students and faculty work on solving business-specific problems.

Rationale:

By creating strong links between academic theory and business practice, students gain employability skills, and businesses access future talent.

This could also have a positive impact on undergraduate recruitment, having the assurances of work placements adding value to the U/Grad offer.

HOST NETWORKING AND KNOWLEDGE EXCHANGE EVENTS

Business Networking Events: Organise regular events bringing together local businesses, industry leaders, and university academics. Focus on sharing industry trends, innovation opportunities, and regional challenges.

Knowledge Transfer Partnerships (KTPs): Implement government-supported KTPs where university knowledge is applied to industry challenges, enabling businesses to innovate and grow.

Partner with Enterprising Cumbria, Chamber of Commerce, et al to host events that encourage engagement with the University

Rationale:

Regular engagement opportunities will cement long-term partnerships, enabling local businesses to see the university as a resource for innovation and expertise.

MEASURES OF SUCCESS

Employer engagement activity positions The University of Cumbria as a key supporter and driver in the regional economy, offering tailored academic programs, fostering innovation, and building strong partnerships with businesses and employers.

Success Metrics

- Number of employer partnerships established
- Number of students placed in industry roles
- Number of joint research or innovation projects
- Employer satisfaction and retention rates
- Uptake of CPD and workforce training programmes
- Positive media coverage and digital reach
- Impact on local employment and skills levels
- Income generated

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PUT SIMPLY

BARROW EMPLOYER ENGAGEMENT STRATEGY

Purpose

Establishing a new university campus in Barrow-in-Furness provides an unique opportunity to foster partnerships with local businesses, boost regional economic growth, and contribute to the workforce. The business engagement strategy should focus on collaboration, local needs, and sustainable growth for both the university and the town. Here's a comprehensive approach to business engagement:

Apprentice Programme Development

Partner with local businesses to offer programs that match industry needs.
Develop programmes in collaboration with businesses. This could cater to Barrow's industries, filling skills gaps areas of need
Rationale:
Collaborative academic offerings enhance employability, ensure business growth, and establish the University as a vital local player in workforce development.

Business Events

Organise regular events bringing together local businesses, industry leaders, and University team. Focus on sharing industry trends, innovation opportunities, and regional challenges. Regular engagement opportunities cement long-term partnerships, enabling local businesses to see the University as a resource for innovation and expertise.
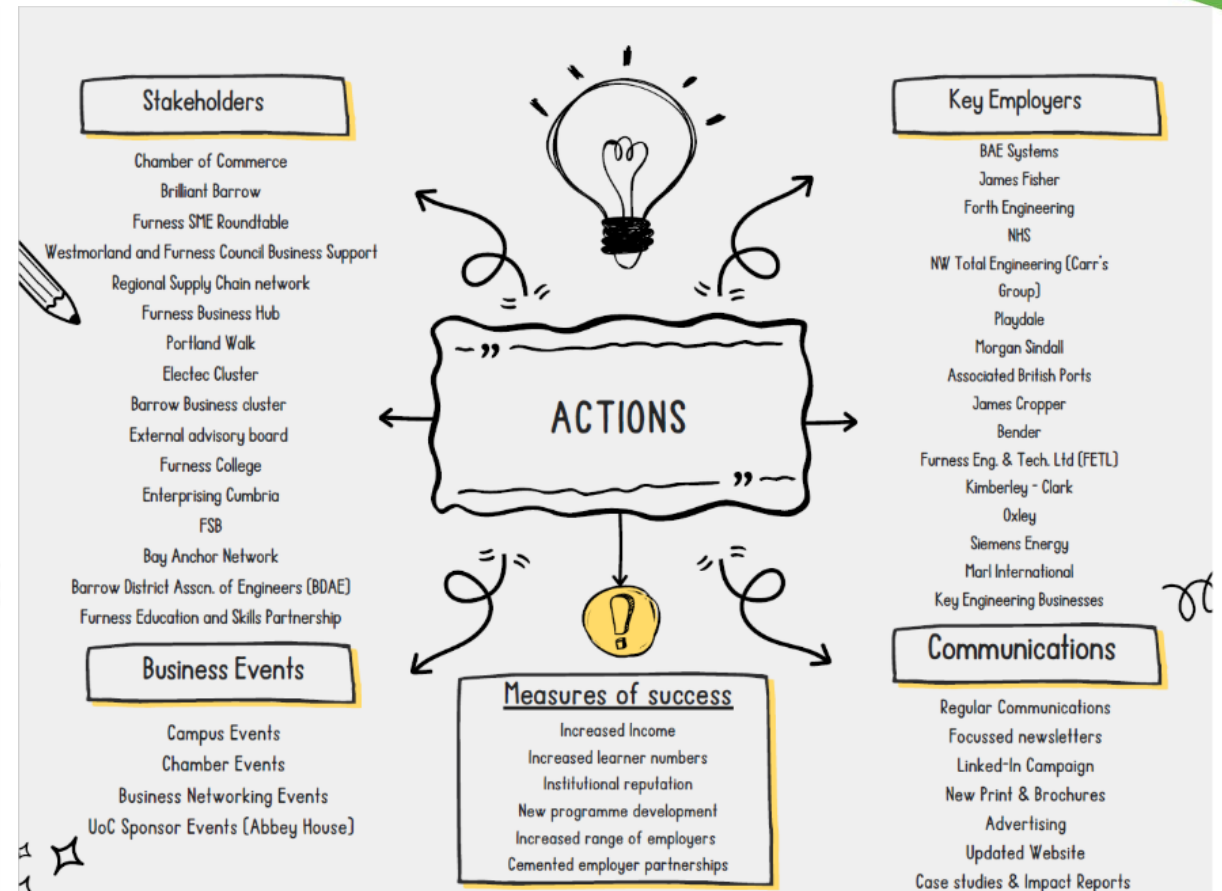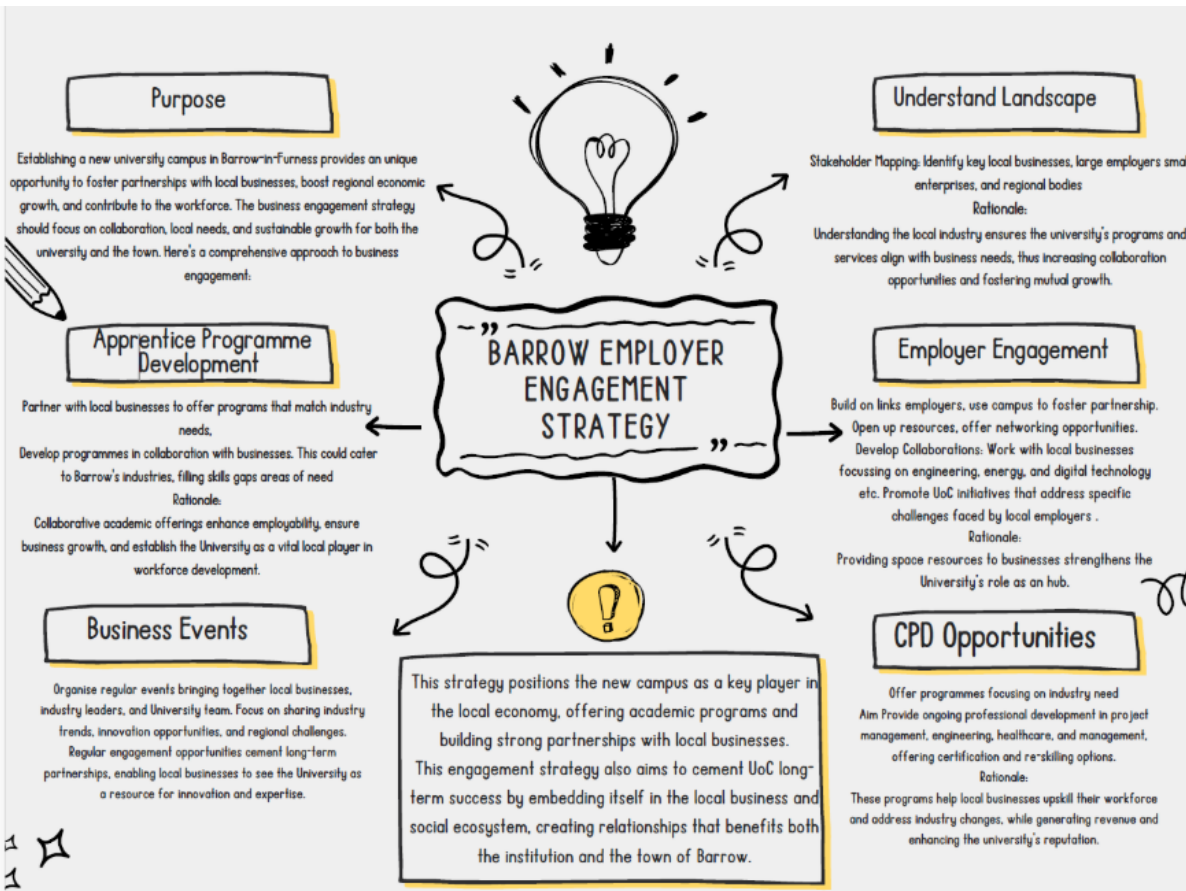
Understand Landscape

Stakeholder Mapping: Identify key local businesses, large employers small enterprises, and regional bodies
Rationale:
Understanding the local industry ensures the university's programs and services align with business needs, thus increasing collaboration opportunities and fostering mutual growth.

Employer Engagement

Build on links employers, use campus to foster partnership.
Open up resources, offer networking opportunities.
Develop Collaborations: Work with local businesses focussing on engineering, energy, and digital technology etc. Promote UoC initiatives that address specific challenges faced by local employers.
Rationale:
Providing space resources to businesses strengthens the University's role as an hub.

CPD Opportunities

Offer programmes focusing on industry need
Aim Provide ongoing professional development in project management, engineering, healthcare, and management, offering certification and re-skilling options.
Rationale:
These programs help local businesses upskill their workforce and address industry changes, while generating revenue and enhancing the university's reputation.

This strategy positions the new campus as a key player in the local economy, offering academic programs and building strong partnerships with local businesses. This engagement strategy also aims to cement UoC long-term success by embedding itself in the local business and social ecosystem, creating relationships that benefits both the institution and the town of Barrow.

ACTIONS

Stakeholders

Chamber of Commerce
Brilliant Barrow
Furness SME Roundtable
Westmorland and Furness Council Business Support
Regional Supply Chain network
Furness Business Hub
Portland Walk
Electec Cluster
Barrow Business cluster
External advisory board
Furness College
Enterprising Cumbria
FSB
Bay Anchor Network
Barrow District Asscn. of Engineers (BDAE)
Furness Education and Skills Partnership

Business Events

Campus Events
Chamber Events
Business Networking Events
UoC Sponsor Events (Abbey House)

Key Employers

BAE Systems
James Fisher
Forth Engineering
NHS
NW Total Engineering (Carr's Group)
Playdale
Morgan Sindall
Associated British Ports
James Cropper
Bender
Furness Eng. & Tech. Ltd (FETL)
Kimberley - Clark
Oxley
Siemens Energy
Marl International
Key Engineering Businesses

Measures of success

Increased Income
Increased learner numbers
Institutional reputation
New programme development
Increased range of employers
Cemented employer partnerships

Communications

Regular Communications
Focussed newsletters
Linked-In Campaign
New Print & Brochures
Advertising
Updated Website
Case studies & Impact Reports

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THANK YOU

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