



COMBINED UNIVERSITIES IN CORNWALL

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COMBINED UNIVERSITIES IN CORNWALL

WHAT IS CUC?

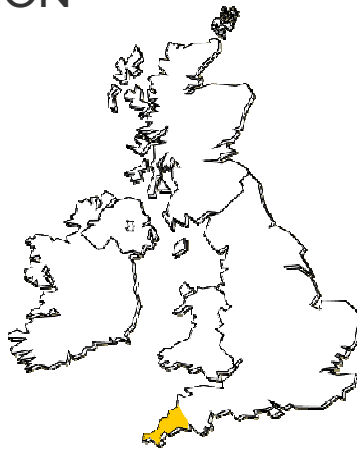
- An economic regeneration project based on HE as the driver
- A partnership of 7 Universities and Colleges serving Cornwall
- An innovative, regionally distributed model



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THE CUC VISION

- To create a university infrastructure for Cornwall
- To stop the brain drain
- To make Cornwall's businesses more competitive
- To bring well paid jobs
- To bring opportunities to people and businesses county wide

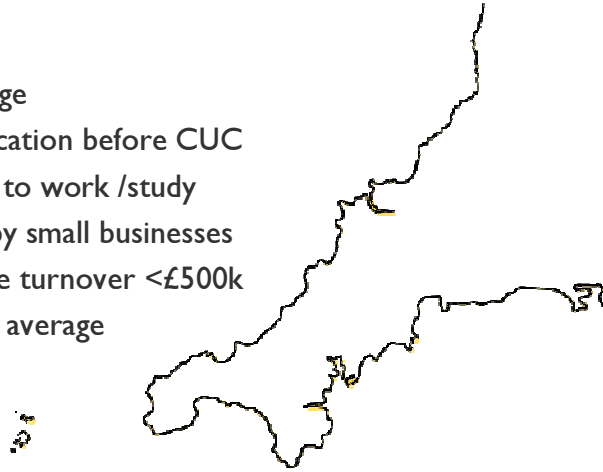




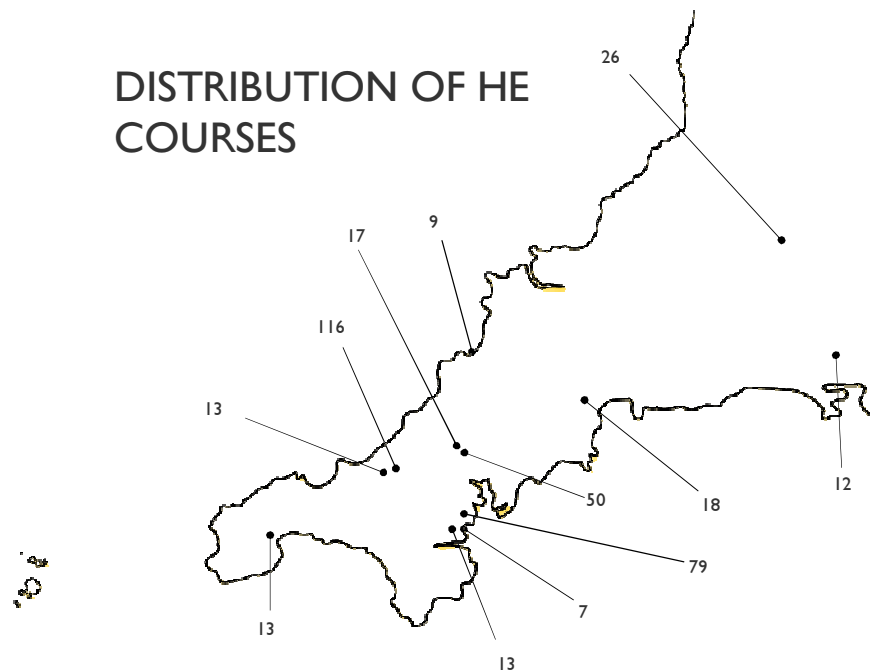
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CORNWALL & ITS CHALLENGES

- Rural and peripheral
- GVA 75% of EU average
- Very little higher education before CUC
- Young people leaving to work /study
- Economy dominated by small businesses
- 35% of businesses have turnover <£500k
- Wages below national average



DISTRIBUTION OF HE COURSES





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DIFFERENT HE FOR DIFFERENT NEEDS



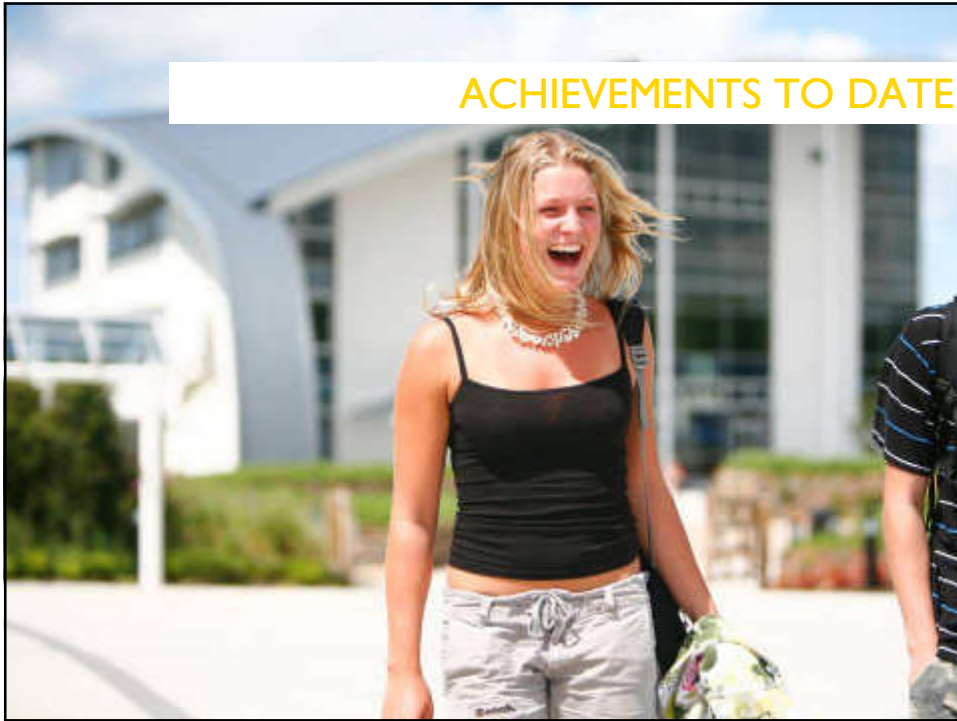
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FUTURE DIRECTIONS FOR HE MARKETS

INCREASED FLEXIBILITY

- More Part Time
- More Work Based
- More roll-on-roll off
- Bite sized
- Building qualifications from several institutions

ACHIEVEMENTS TO DATE



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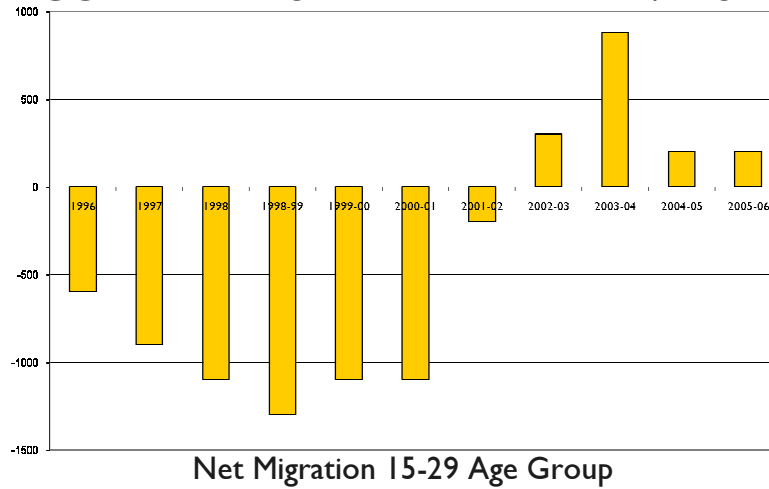
ECONOMIC IMPACT

- R&D jobs doubled from 2001 – 2004 (250 – 575 jobs)
- 1,000 graduates retained in graduate level jobs each year
- 411 additional people directly employed in HE in Cornwall
- Student + institutional spending supports c.395 jobs
- 220 Unlocking Cornish Potential graduate placements
- Total GVA impact from 2000/1 – 2006/7 = £114m

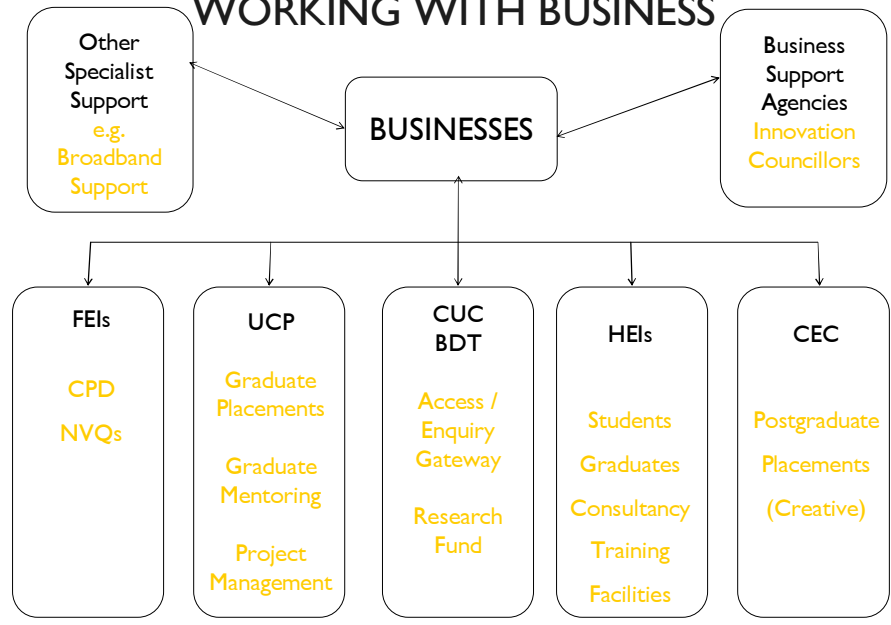


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CORNWALL'S BRAIN DRAIN REVERSED?



WORKING WITH BUSINESS





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WORKING WITH BUSINESS

No standard business intervention, all bespoke

Full portfolio across Cornwall's business base

Flexibility and speed of response are key

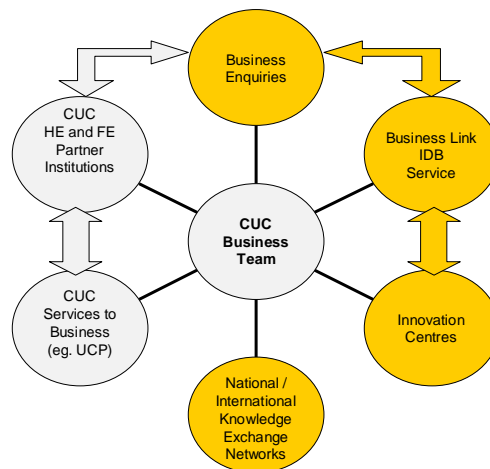
RESEARCH & INNOVATION				PEOPLE & SKILLS				INFRASTRUCTURE	
Pure Research	Applied Research	Research Expertise	Stimulating Innovation	Consultancy & Mentoring	Postgrads, Graduates Students	Higher Level Skills & Training	Support for Start Ups	Specialist Facilities	Networking & Events



COMBINED UNIVERSITIES IN CORNWALL

WORKING WITH BUSINESS

- Collaboration with Business Link / SWRDA
- Collaboration with Innovation Centres
- Collaboration among CUC Business Network
- Collaboration with the rest of the South West
- Networking (Innovators' Forum)



WWW.CUC.AC.UK

