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123 Victoria Street, London SW1E 6RB TEL: 01-212 5494

Ref:
December 16, 1981

PATRICK JENKIN LAUNCHES 'EPIC' AWARD SCHEME

Mr Patrick Jenkin MP, Secretary of State for Industry, today announced a new Government Award Scheme - EPIC - for stimulating improvement in the competitive performance of UK industry and commerce through successful participation between higher education and industry or commerce.

EPIC (Education in Partnership with Industry or Commerce) will reward and encourage active, close and sustained co-operation between universities, polytechnics and colleges of higher education and industrial or commercial companies as a means of applying technological knowledge and expertise in education for the benefit of industry and the national economy.

A panel of judges chaired by Sir Henry Chilver, Vice-Chancellor of the Cranfield Institute of Technology, will assess the benefits accruing to companies participating in the Scheme, such as improvement in a product, process or service, or in the development of the company and its personnel. They will also take account of benefits to the higher education establishment, education as a whole and the community.

Besides the tangible rewards that a company involved in a co-operative venture will reap, two cash grants of £25,000 each will go to the most successful higher education teams for the purpose of helping to develop the joint venture. Individual members of the two joint teams will each receive a Diploma to mark their personal achievement. Plaques will be awarded to the winning establishments and companies.

NOTES TO EDITORS

Entry forms and further details are available from:

Industry/Education Unit, Department of Industry, Room 354,
Ashdown House, 123 Victoria Street, London SW1E 6RB.
Tel: 01-212 0458


Entries should be submitted with supporting material by April 30, 1982. Winners will be notified by July 31, 1982.



ENTRY FORM AND DETAILS OF THE AWARD SCHEME

Education in Partnership with Industry or Commerce

Wanted: Successful ventures that have built a bridge between academic and industrial or commercial organisations.

 **THE EPIC AWARD**



Department of Industry,
Ashdown House,
Victoria Street, London SW1

CONDITIONS FOR ENTRY AND CRITERIA FOR ASSESSMENT

Aims and Objectives

The EPIC Award has been established by the Government to reward and encourage active, close and sustained co-operation between universities, polytechnics or colleges of higher education and industrial or commercial companies with the aim of stimulating improvement in the competitive performance of UK industry and commerce.

Such co-operation should improve the effective use by industry or commerce of the resources in higher education, and encourage efforts on the part of those in education to become actively involved in projects which have a direct impact on, and lasting benefit to, industrial and commercial competitiveness.

The Award, therefore, will be given to proven examples of successful participation between industry and higher education which can also serve to encourage others.

It is intended that the Award should create recognition for such activities comparable to that given in higher education to published academic work. It will emphasise the importance of building bridges between academia and industry or commerce, and the demonstrable benefits which derive from a close association between them, such as in a process, product or service, or in the development of the organisation and its personnel.

The Award will also take account of the benefits which accrue to the institution of higher education involved in the partnership, together with the more general benefits attributable to the co-operative venture by other companies, higher education as a whole and the community at large.

Type of Awards

The EPIC Award will comprise two cash grants of £25,000 each for the most successful higher education establishment teams who, in the opinion of the judges, best satisfy the aims of the Award. In both cases the grant will be awarded for the express purpose of assisting the further development of the educational side of the partnership. It is envisaged that the industrial partner will benefit through the 'profit and loss' account.

Individual members of the two joint teams, representing higher education and industry or commerce, will each receive a Diploma to mark their personal achievement. Plaques will be awarded to the winning establishments and companies.

Recognition will also be given to a maximum of five 'runners-up', depending on the overall standard of entries, in the form of a Certificate of Commendation plus a smaller cash award of £2,000 to the higher education team to assist in developing the co-operative venture.

Cash awards, therefore, will not be made to individual members of the team, but to the parent institution, and all submissions entered for the Award must include a statement on how the grant will be used in the event of success in the scheme.

The Department of Industry reserves the right to withhold one or more of the awards in the event that entries are not of a sufficient standard to justify selection.

Eligibility

Entries will be eligible from any area of engineering, technology, science, marketing, business studies or commerce and must be presented in the form of a businesslike proposal. They must be submitted by the higher education partner of the joint team in collaboration with their industrial or commercial counterpart, and list, where appropriate, the demonstrable benefits shown in the section headed — 'Criteria for Assessment' — with tangible evidence of achievement.

The proposal must also state when the joint venture was started and what plans for further development are anticipated.

A Diploma or Certificate of Commendation will only be awarded to the team of individuals whose involvement in the partnership is clearly shown, since it is important that the Award should primarily recognise those directly concerned.

Entries

Entries must be made on the official entry form and supplemented by material evidence of the joint venture and the benefits achieved.

All entries must be received by 30 April 1982, and only copies of supporting material should be sent as no responsibility can be accepted for returning documents.

The Department of Industry, acting as Sponsor, and the panel of judges will receive all information concerning entries in confidence, but will not be liable for any loss or damage resulting from the disclosure of any information in the course of assessing the merits of a proposal. Entrants are advised, therefore, to consult their parent institution and industrial or commercial partner about any implications on confidentiality of entering for the Award.

All submissions entered for the Award must state whether they have been entered for any other award scheme.

Decisions by the Sponsor on the interpretation of the rules and conditions affecting the award of cash grants, and on any other matter concerning the scheme, shall be final. The outcome of the Award will be notified to all entrants by 31 July 1982.

Judges and Assessment Procedure

A panel of judges drawn from higher education, industry and commerce will operate under the Chairmanship of Sir Henry Chilver, M.A., D.Sc., Vice Chancellor of the Cranfield Institute of Technology. The judges' assessments will be based on the criteria listed in the section headed 'Criteria for Assessment'.

Criteria for Assessment based on Demonstrable Benefits arising from Joint Participation.

The kind of benefits on which the EPIC Award will be based can be listed under five main categories. It is recognised that no single project would score in all categories, but contenders for the Award must give evidence of benefits in some of the categories, and show that these are attributable to the joint venture . . .

In what follows, the term 'industry' is used to cover either industry or commerce.

1. Benefits to the specific company involved in the joint effort.

- The development of a new product, process or service — this could be an innovative response to an existing need, or might be either an incremental or 'quantum leap' innovation. The improvement of an existing product, process or service — the evidence might be reduced costs, reduction of risks, measures to prevent or minimise possible loss, or improvements to company decision-taking procedures. Improvements to marketing or distribution — evidence could include new orders or statistics showing improved product availability and mobility.
- Commercial success — demonstrated short-term or judged long-term commercial success.
- Organisation and personnel development — evidence of improved motivation, human relations, social systems, organisation structure, training, individual marketability, desirable attitude change, improved productivity, etc.
- Potential for continuing or further co-operation — this could be with the same higher education establishment or with others.
- Attraction of high calibre graduates — evidence that the joint effort itself has been instrumental in raising the quality of graduates to the company.

2. Benefits to Industry in general.

- Improved technology — evidence of improvements to machine and equipment technology, materials technology or intellectual technology (statistics, operations research, decision analysis etc.).
- Technology transfer — provision of means for transferring technology either from higher education to industry, industry to industry, or industry to higher education.
- Training — evidence that training materials, courses or schemes that originated from the co-operative effort are being used, further developed or evaluated elsewhere in industry.
- New entrepreneurial activity — formation of new companies or divisions of existing ones; creation of new markets either at home or abroad.

3. Benefits to the specific higher education establishment involved in the joint effort.

- Teaching developments — changes and improvements to undergraduate or postgraduate teaching involving applications of knowledge and problem orientation, with examples provided by the joint effort.
- Personal development. For students — increased awareness of industrial and commercial activity, project experience, development of judgement in problem definition and solution, and career opportunities. For staff — increased awareness of industrial and commercial activity, project experience, improved judgement in problem definition and solution, retraining and exchange of personnel with the company.
- Institutional development — increased inter-disciplinary co-operation, increased commitment to joint effort (evidence must include demonstrable change such as the provision of new consultancy services, the setting up of an Industrial Liaison Bureau, altering promotion criteria to include success in fostering and initiating joint participation with industry), improved use or enhancement of resources (plant, equipment, income and staff), innovation (evidence of fresh thinking and initiative beyond that normally expected).
- Potential for continuing or further co-operation — this could be either with the same company or with other companies.
- Attraction of high quality intake — evidence that the co-operative venture has improved the quality of new undergraduates, post-graduates or staff.

4. Benefits to Higher Education in general.

- Contribution to knowledge — evidence would consist of lists of papers, books and other publications, with special note taken of those that are jointly authored by contributors from both higher education and industry; and of lists of talks given at conferences, seminars and symposia.
- Training — provision of audio-visual materials, tutorial papers and computer programs for use in higher education.
- Potential for co-operation — evidence that the project has facilitated or provided direct encouragement for *other* higher education establishments to engage in co-operative ventures with industry.
- Co-operation between institutions — evidence of increased co-operation between education establishments directly attributable to this activity.

5. Benefit to the Community — Jobs, Education and Environment.

- New jobs — the creation of new jobs, directly or indirectly (e.g. increased service or support activities).
- Labour marketability — improvements in the marketability of individuals (e.g. through provision of retraining schemes) directly attributable to the project.
- Teaching — evidence that the project has had a favourable impact on school teaching, or has made available training materials, skills or knowledge for use in further education or adult re-training.
- Awareness and attitudes to technology — evidence that the public are more aware of, and receptive to, technology, possibly through the co-operative venture being featured on a TV programme or written about in a newspaper or magazine.
- Improving the physical and/or social environment of the community.
- Improving the work environment of individuals in the community.

EDUCATION IN PARTNERSHIP WITH INDUSTRY OR COMMERCE

THE EPIC AWARD

ENTRY FORM (PLEASE WRITE IN BLOCK LETTERS)

Name of person submitting the entry:

Name(s) of other member(s) of the higher education team:

Higher Education establishment:

Postal address:

Telephone number:

Extension:

Name of the industrial or commercial company involved in the partnership:

Address of the company:

Name(s) of the member(s) of the industrial or commercial team:

Date when the partnership was started:

Brief description of the joint venture:

Material evidence, in the form of a businesslike proposal and listing the benefits achieved, must be attached to this entry form (see section on Criteria for Assessment based on Demonstrable Benefits arising from Joint Participation). Briefly describe the use to which the award of a cash grant will be placed in developing the joint venture, in the event of success in the award scheme.

We accept the rules and conditions of the EPIC Award, and hereby undertake that any cash grant received will be used in accordance with purposes described above for developing the joint venture in association with our industrial/commercial* partners (* delete whichever is not appropriate).

Signed (to be signed by each member of the higher education team):

Date:

This entry form together with supporting material is to be sent to:—

The Department of Industry
EPIC Award
Room 354
Ashdown House
123 Victoria Street
London SW1E 6RB

The closing date for receipt of entries is 30 April 1982

