How does it work?

With the help of a SHEIR-IP Adviser and the support of your SHEIR-IP Office, you will identify an academic or researcher who has the right expertise for your business. With your chosen knowledge base partner, you will then define and agree a project that will enable you to draw on their expertise and apply it to your business. The agreed project could be for any length of time between 10 weeks to 3 years, depending on whether your business need is tactical or strategic. The overall aim of the SHEIR-IP is to help your business make a step change in an area that you have identified as a high priority.

Which businesses can take part?

SHEIR-IP has worked with over 100 organisations. From manufacturing to design, sustainability to marketing; any business sector, including third sector and public sector organisations such as the NHS, can take part. Businesses of all sizes can take part too, from micro businesses to large enterprises.

Ask your SHEIR-IP Adviser or SHEIR-IP Office for more advice.

What type of projects can we carry out?

SHEIR-IP works across a wide range of academic disciplines from over 50 knowledge bases. Expertise from the knowledge bases has already helped businesses to improve their performance.

For example:

• Improving existing products or developing new products
• Developing and implementing a marketing strategy to enter new markets
• Developing new systems and frameworks to improve efficiencies in staff and processes

How does the project develop?

When you, the SHEIR-IP Office, the knowledge base partner and, in some cases, the Adviser have worked together to prepare a proposal, the knowledge base partner makes a formal application to the Technology Strategy Board for approval.

Once it has been approved, you and the knowledge base partner will recruit an Associate to work on the project. Depending on the duration of the SHEIR-IP, your Associate will be a qualified person (either NVQ level 3 equivalent or above, such as a graduate or postgraduate). Typically, they are employed by the knowledge base partner but work in your business to manage the project, apply their own knowledge and ensure that the expertise of the knowledge base partner is embedded into your business.

Academics from the knowledge base remain closely involved throughout the project, working with people to contribute their own knowledge and experience. They will spend the equivalent of at least half a day each week with you and your SHEIR-IP Associate.