The 65 acre Bay Campus will be home to the business, accounting and economics students from the School of Management, who will be taught in a building similar in design to those occupied by FTSE 100 companies. These students will work closely with those from the College of Engineering, who will be housed in the World-class Engineering Quarter that occupies the space of five football pitches and consists of four College of Engineering buildings.

In addition to the academic buildings there will be a beautiful Bay Library, 1,662 stately student residences, Student Union with crèche, sports hall and gym, retail shops, cafes and bars. In the centre of the Bay Campus sits the iconic BP legacy building – the Great Hall which will house large lectures and an auditorium capable of hosting international conferences, business events and music concerts.

Once completed, the University will bring together students, academics, industry researchers and entrepreneurs, creating a dynamic and rich environment. The Bay Campus will be fully operational and ready to receive approximately 4,660 students and 1,000 staff in September 2015.

STRENGTHENING INDUSTRY LINKS

The campus development programme will create space to help foster increased collaboration with industry from SMEs to large multinationals. One of the key benefits of the Bay Campus is its emphasis on co-location, where industrial research is embedded in the University and additional space has been designed for state-of-the-art research and testing facilities in high growth sectors. The University will be able to expand and strengthen its engagement with industry and SMEs, helping to speed up the commercialisation process and improve the skills pipeline by enabling access to the brightest STEM students.

The College of Engineering will house two new research institutes, allowing for close collaboration with industry experts. The Institute of Structural Materials will be home to the University Technology Centre with Rolls Royce and is the first building to be completed on the Bay Campus. The Energy Safety Research Institute is supported by industry sponsors such as BP and Tata and will focus on the safety issues surrounding the development and expansion of existing energy processes and new green energy. Both institutes will benefit companies engaged in the supply chain of advanced materials and renewable energy.

It is no surprise that the campus development programme at Swansea University has been described as one of the top five knowledge economy projects in Europe and an ‘exemplar to be replicated throughout Europe’ by the Director General of Regeneration of the European Commission. The project has been funded by both private and public investment including support from the Welsh Government, Welsh European Funding Office, Department of Business and Skills, European Investment Bank and M&G Investment.

IMPACT ON ECONOMY

The transformation of Swansea University’s campus is part of an ongoing estates development programme planned until 2020, the year of its centenary.

The programme is expected to inject £3 billion into the economy with construction generating about 4,000 direct jobs and 6,000 indirect posts. The construction of the Bay Campus started in June 2013 and has already boosted employment in Wales, with around 4,375 people being employed at the Bay Campus, and 19 per cent from within a 10 mile radius of the Bay Campus. Over 109 Welsh companies have secured contracts at the Bay Campus as of October 2014.

The Bay Campus is being developed with the University’s partner, St Modwen, the UK’s leading regeneration specialist. VINCI Construction UK and Swansea University’s framework contractor Leadbitter, a Bouygues company, are the main contractors at the Bay Campus.
RESEARCH EXCELLENCE

Swansea University is an industry-facing institute that engages in research with real-world application and impact. Its goal is to become one of the top 30 research universities in the UK and to this end its 2009-15 objectives focus on achieving the opportunities outlined in the University’s performance in the 2008 Research Assessment Exercise. There are many areas of research where the University is excelling; notable examples include computational work helping to solve industrial problems in the College of Engineering, coating development in the College of Engineering’s Materials Research Centre, supported living environments of older people in the Centre for Innovative Ageing, and improved rights of children and young persons in the College of Business, Economics and Law.

PROMOTING COLLABORATION

Interdisciplinary and collaborative research is facilitated by a number of initiatives at the University, which include the Bridging the Gaps (BTG) and the Building Global Engagements in Research (BGER) programmes, both funded by the Engineering and Physical Sciences Research Council (EPSRC). BTG gives researchers at all stages of their careers the opportunity to pursue innovative and collaborative projects. Support is provided to participants in the way of funding, workshops, exhibitions, events and presentations. BGER on the other hand is focused on improving the skills of early career researchers and facilitating networking and partnership opportunities nationally and internationally. It also offers financial support that ensures researchers can attend important events, seminars and conferences.

DEPARTMENT OF RESEARCH AND INNOVATION

The DRI provides researchers and the private sector with a number of programmes and services aimed at promoting innovation, commercialising technologies and supporting start-up companies. It also offers business development support, advice and guidance to scientists, and facilitates partnerships between industry and academic researchers. One of its star initiatives is LEAD Wales, a 10-month leadership and business development programme that, during its first tranche of funding (2010-13), helped SMEs in the Welsh Convergence Region to create in excess of 1,600 jobs. LEAD Wales is a five-year £8 million programme that is supported by the European Social Fund, the Welsh Government and Swansea and Bangor Universities. The programme runs from 2010-15 and is on target to help more than 700 SME leaders and owner-managers, facilitating the creation of up to 2,500 jobs. Indeed, the programme is expected to make a significant impact, particularly as SMEs account for more than 99 per cent of all private sector companies in Wales.

PIONEERING LEADERSHIP PROGRAMME

LEAD Wales is a sophisticated learning model, designed to cultivate leadership skills in SME owners who in turn will drive business growth and job creation in the Welsh Convergence Region. Through masterclasses, coaching, businesses mentoring and peer-to-peer exchanges, participants learn how to identify their leadership approaches and practice other styles in order to effect change and accelerate business growth. Participants also receive support in terms of developing strategy and business growth plans.

OUTCOMES OF LEAD WALES

In the last LEAD Wales Annual Report 2013, a total of 499 individuals initially signed up to the programme, with 374 completing the course and 91 per cent achieving a Chartered Management Institute Level 4 award. Participants were 61.7 per cent male and 38.3 per cent female, with more than 50 per cent aged between 30 and 50.

The initiative has made a recognisable difference to individuals and the businesses they head, as evidenced in the 2013 annual report. Here, participants were noted as often describing the programme as ‘life-changing’ and ‘invaluable’, with 97 per cent reporting it had made ‘a significant impact on them and the way in which they work’. A total of 65 per cent of participants stated the programme had made ‘a significant impact on their developing positive relationships’ and 37 per cent noted it as having ‘a significant impact in reducing their levels of stress’.

In terms of the indirect impact of LEAD Wales on businesses, 266 participants witnessed a collective net increase of £20.5 million (or an average of £77,000 each) in their turnover during the 10-month programme. A total of 53 per cent of participants reported growth in terms of revenue or staff during this time frame, which is up on the national average of 29 per cent of UK firms experiencing a rise in turnover or 19 per cent increase in staff.

LEADING GROWTH

Experts behind the LEAD Wales programme have also developed the Leading Growth Programme, now in its second year. The initiative for leaders and managers of SMEs aims at providing business coaching and masterclasses to help them make important changes to their leadership behaviour and improve their business development strategy. In 2014 several Leading Growth Programmes have been tailored to the areas of ICT, energy, life science and manufacturing, as well as one specifically for women.

The Leading Growth Programme comprises Think Tank sessions, which give participants an opportunity to interactively learn about leadership theories and practices for success. Knowledge Action sessions then enable participants to discuss specific business development scenarios and create action plans for implementation. At the end of the Programme, participants develop a Personal Development Plan and Strategic Leadership Project, both of which can be employed in their businesses.
Winner of the **University of the Year**, WhatUni Student Choice Awards 2014

Awarded a **QS Stars Five Star Plus rating** for internationalisation, teaching, facilities and engagement

Among the **top 20** UK universities for employability and student satisfaction

**90%** of academic staff classed as research active

**60%** increase in research income (2004-13)

**29th** in the UK in terms of research income as a proportion of turnover

**77.5%** of students obtained graduate level employment or study in 2013