

# National Rural Knowledge Exchange

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# This presentation covers 3 topics

- What are Knowledge Exchanges .. Or Centres for Knowledge Exchange activity.. CKEs
- The features and services of the National Rural Knowledge Exchange in the 'Rural Knowledge Supply Chain'.
- What the **NationalRural** Web Portal will do to improve the knowledge supply chain

# What are Knowledge Exchanges .?

- Centres of Excellence in work between Universities, Business and the Community, funded by HEFCE under HEIF2 since 2004 (but often based on earlier '3<sup>rd</sup> Mission/'Reach-out/'Extension' activities)
- There are 22 of them nationally, and they are typically regional university consortia or based on specialisms such as visual arts, the construction industry or motorsports.
- Normally the 'One stop shop' or Gateway for Universities to promote their consultancy activities, access to facilities, Graduate Employment Schemes, short course and conference programmes.
- Maximum funding is £500k per year, which translates to 7 or 8 staff per Exchange...
- It is likely that there is are 2 KEs in your Region, as well as the NationalRural KE

# The National Rural Knowledge Exchange:

## A 14 University Consortium:

Newcastle

Central Lancashire

Hull

Keele

Birmingham

Harper Adams

Warwick

UC Worcester

Royal AC

West of England

Gloucester

Writtle

Reading

Bournemouth

## On behalf of these Partners, NRKE

Promotes their rural expertise to funding and intermediary bodies such as DEFRA, RDAs and Business Links, aiming at project bids to gain extra resources for rural business support in HE (with FE)

Promotes Partner university services within the rural economy and signposts and brokers resultant work opportunities

Has developed and operates the National Rural web portal

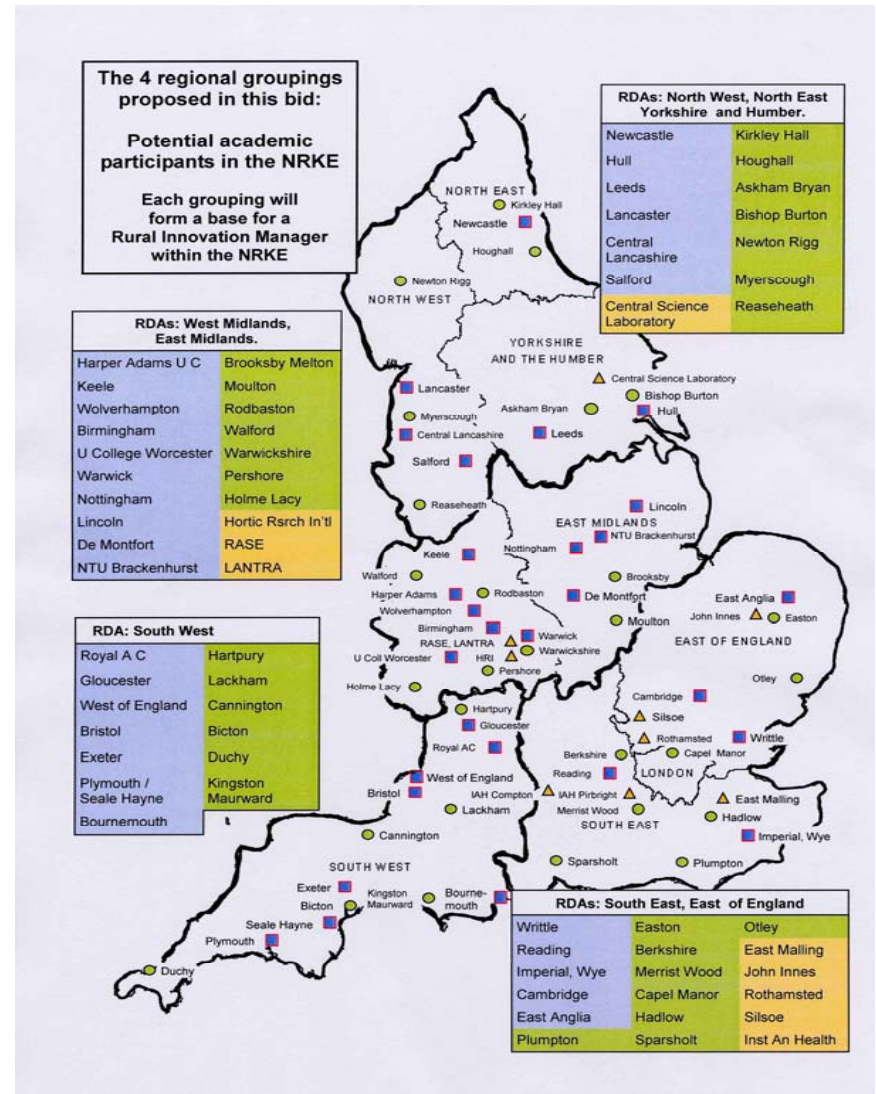
# Regional Coverage

## 4 Regional Managers: see map

- North, - for 3 RDAs
- Midlands -2 RDAs
- SE and E -2 RDAs
- SW -1 RDA

As well as the 14 Partner Universities the Managers are in contact with other key rural HE Depts, Land Based Colleges, Customer Networks ('clubs and hubs') and rural policy bodies..

**Why??** -To promote joint best practice projects in rural delivery, and to have local sources of 'supply' in business support.



# But... Knowledge Transfer is expensive

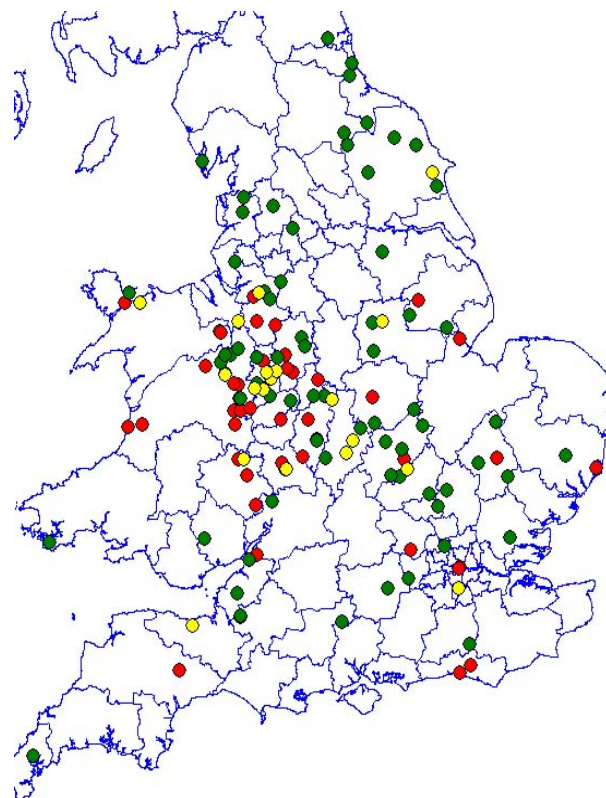
e.g. To establish and service a national sustainable technology club/network for 3 years cost:

- Around £200K
- Fortunately, grant aided...

Universities and consultants alike still find it hard to make money in the historical low-cost or no-cost post-war rural support culture

Technical knowledge is valued far less than financial or legal knowledge..

And are technical developments really the issue now?? Farm diversification, market and customer focus, services..

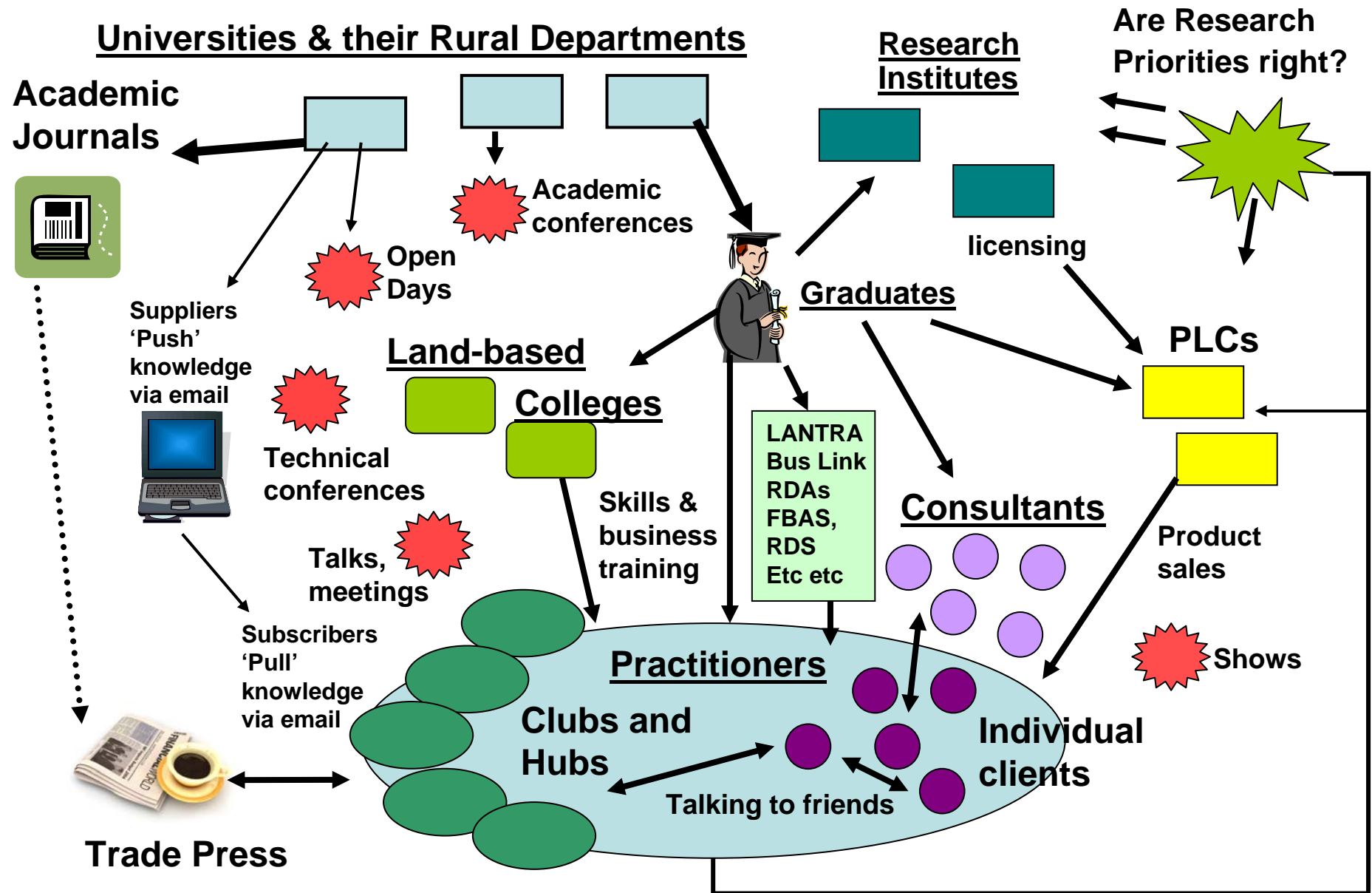


- On-farm Composting Club members
- Renewable Energy Opportunities conference delegates
- Energy and Fibre Crops conference

# Recognising this expense, how can the knowledge supply chain be improved?

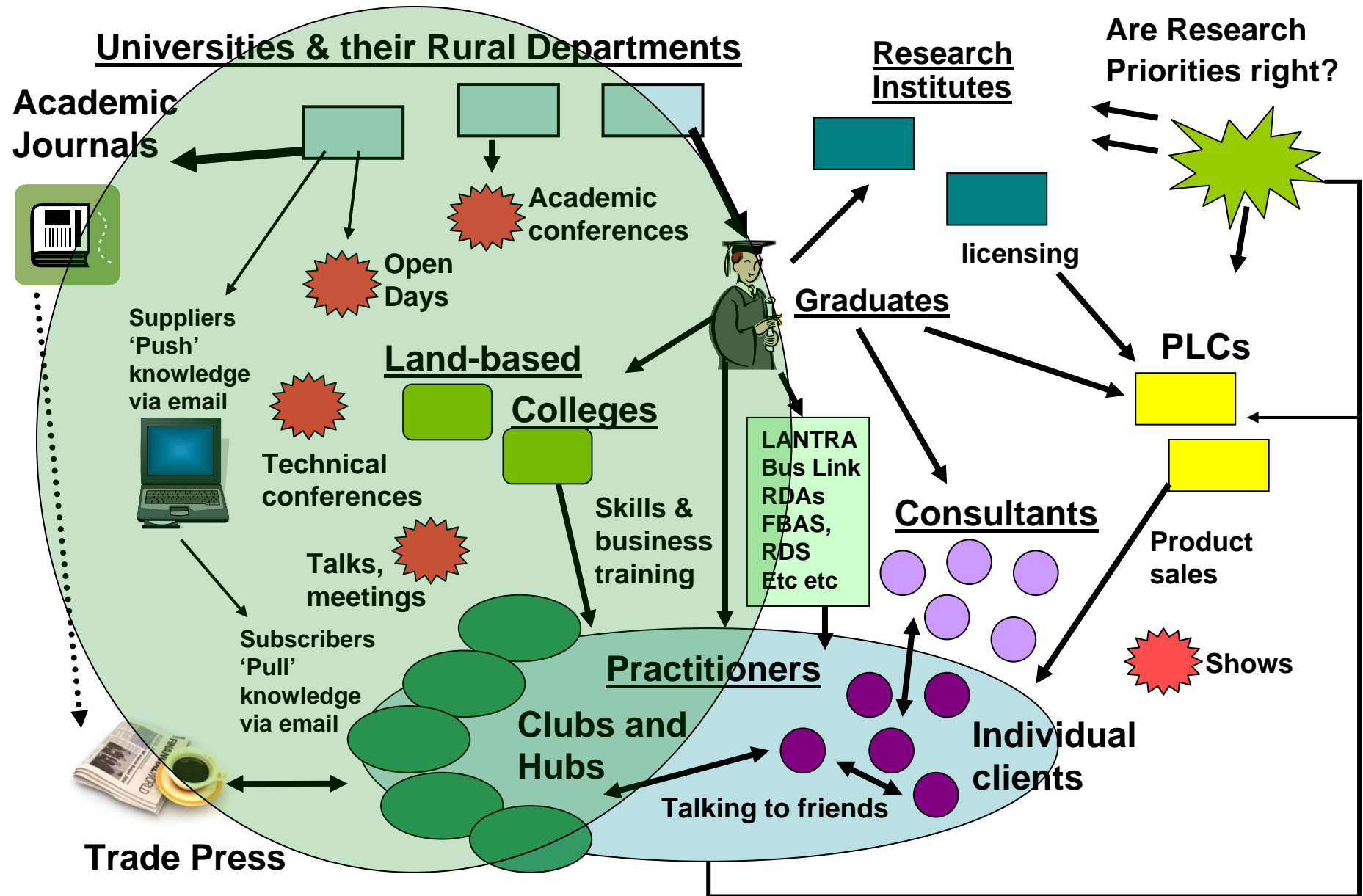
- What might the key parts of the 'Rural Knowledge Supply Chain' look like?
- What are the most effective ways of getting a lot of practitioners and 'new knowledge' together?
- (Probably involves practitioner clubs ('aggregated demand'), publicly funded rural development organisations and some Information Technology as part of it)...

# A Rural Knowledge Supply Chain..





# Supply chain focus of the NRKE....



## So the NRKE project aims to help by...

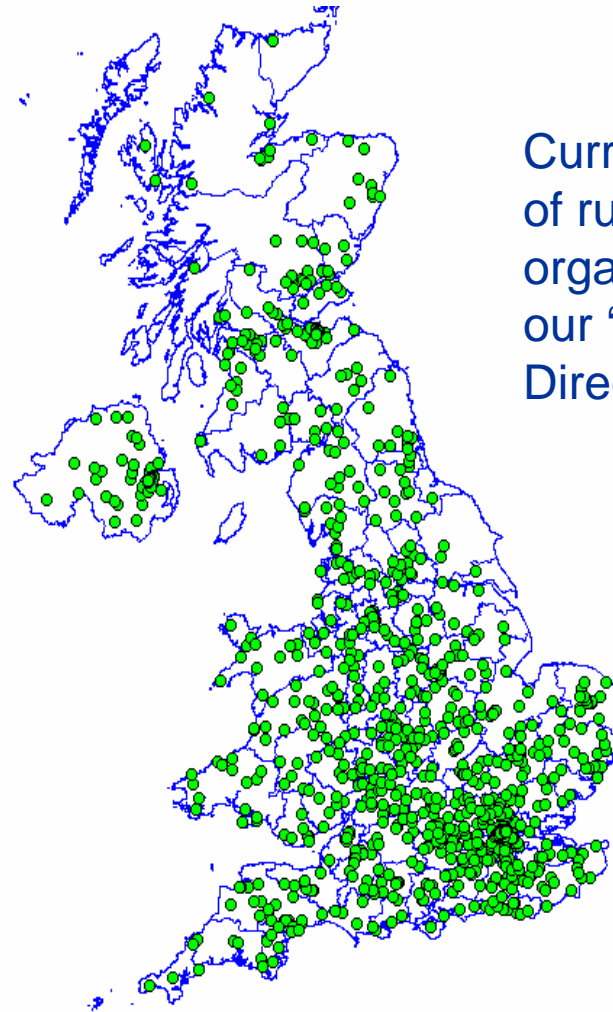
- Taking the lead on establishing the **National Rural Portal**, which will make the market for knowledge transfer more evident
  - Including all parts of the supply chain as members..
  - Universities, Colleges, Research Institutes, Practitioner Clubs, Sectoral Organisations..
  - Allowing members to upload their current contact details, services and 'events' through on-line forms i.e. to be in control of their own information on the database-driven portal.
  - Having the portal map driven so that locating events and organisations by area is straightforward. The National Rural 'What's On', and Who's Who?'
  - Providing search facilities by technical subject area (around 130 subjects in the National Rural Taxonomy).
  - Providing access to University and College work brokerage through the Portal.
- There are some regional equivalents, but coverage is very patchy..

## Portal focus

National coverage

+

local and regional relevance  
and usability



Current distribution  
of rural  
organisations in  
our 'National Rural  
Directory'

# NationalRural Portal

## •Is good at:

- Finding organisations
- Showing University expertise
- Signposting and mapping

## •Is being developed in 2006 to

- Have online news and events services
- Have editorial review/overview facilities for each of 20 or so major rural subject areas.. ie 'what's hot' in an area.

The screenshot shows the National Rural Knowledge Exchange website. At the top right, it says "You are logged in as Roger Greenhalgh" with a "Logout" button. Below this is a navigation bar with buttons for "Jobs", "Training", "Funding", "Other directories", "Contact", and "Home". A secondary navigation bar contains "News", "Events", "NR National Rural Directory", "Universities & Colleges", "Help & Advice", and "Groups".

The main content area is titled "I would like to see information by subject:" and lists 20 categories with icons: Business Management, Business startup, Buying & selling businesses, Co-operation, Finance & accounting, Health & safety, Community, Health, Social, Crops & Grassland, Education & Skills, Environment & Planning, Equine, Equipment, Food & Drink, Horticulture, Information Technology, Leisure & Tourism, Livestock Enterprises, Outdoor Sports, Rural Crafts, Rural Policy & Support, Soils & Water, Sustainable Technologies, Trees & Timber, and Veterinary.

The breadcrumb trail is "Home". The main heading is "Welcome to the... National Rural Knowledge Exchange". The text below states: "The National Rural Knowledge Exchange is a gateway to sources of technology, innovative ideas and business advice, in assisting the growth of the rural economy. National Rural has the active involvement of 18 HE institutions (via their rural faculties and departments), 16 rural FE Colleges and 35 business and voluntary networks. Read more about the partners who helped set up the network."

The "Latest news" section shows a list of news items from 22.2.2005, with truncated headlines. A "Read all the news" link is provided.

The "Upcoming events" section shows a list of events from 22.2.2005, with truncated headlines. A "See all events" link is provided.

On the right side, there is a "Search" box with "Site search" and "Go" buttons. Below it is a section "I would like to:" with five icons and links: "See who's behind National Rural", "Get some help and advice", "Search for events of interest", "Find a group or society to join", and "Search the National Rural directory". At the bottom of this section is a "Sign up for a newsletter" link.

At the bottom of the page, there is a "Members" section with "Want to join? Find out more" and "Already a member?" with "Email" and "Password" input fields and a "Login" button.

The footer contains: "© National Rural Knowledge Exchange 2005 Email: info@nationalrural.org Privacy Terms & conditions Site map"

# The National Rural directory is searchable by:

- Type of Organisation
- Region
- Technical specialism
  
- And will represent your searches on maps

The screenshot shows the National Rural Directory website interface. At the top, there is a navigation bar with links for 'About us', 'E-newsletter', 'Join', 'Jobs', 'Training', 'Funding', 'Other directories', 'Contact', and 'Home'. Below this is a secondary navigation bar with 'News', 'Events', 'NationalRural Directory', and 'Universities & Colleges'. The main content area is divided into three columns:

- Left Column (Directory):** Contains a 'Directory:' section with a '[Any Type]' dropdown and a list of categories: 'Groups & Societies', 'Advisors & Consultants', 'Public Service & Funding Bodies', 'Trade & Professional Associations', 'A-Z of Organisations', and 'How to Submit a Profile'. Below this is an 'I would like to see information by subject:' section with a '[Any Subject]' dropdown and a list of subjects: 'Business Management', 'Community & Health', 'Crops & Grassland' (selected), 'Cereals', 'Grassland', 'Industrial & fibre crops', and 'Maize & fodder crops'.
- Center Column (Results):** Shows 'You are here: Home > Directory > [Any Type]'. The main heading is 'Results of Crops & Grassland Organisations in the West Midlands'. Below the heading are 'List' and 'Map and list' buttons. A map of the West Midlands region is displayed, with several location markers. A list of results is shown to the left of the map, including:
  - [ADAS \(UK Ltd\) Wolverhampton West Midlands](#)
  - [Birmingham School of Biosciences West Midlands](#)
  - [Caring For God's Acre West Midlands](#)
  - [Centre for Applied Entomology and Parasitology \(CAEP\) West Midlands](#)
  - [Centre for Rural Research West Midlands](#)
- Right Column (How to search):** Contains a 'How to search:' section with three numbered steps:
  - Select news, events or a directory from top bar ...
  - Select a subject from the left hand menu ...
  - Select a region from the map ...
 Below the steps are 'Search' and 'Click Search' buttons, and a 'How to search hints' link. At the bottom of this column is a 'Search by area' section with a map of the United Kingdom and the text '[Anywhere] National Rural Scotland'.



## And because university websites are not really very interesting....

- Advertises university expertise on the 'entry page' for the technical subject areas...

- Essentially, this allows university expertise to be 'stumbled across', while looking for something else....

- Or, universities and colleges can specifically be searched for.....

**NationalRural**

About us | E-newsletter | Join | Jobs | Training | Funding | Other directories | Contact | Home

News | Events | NR NationalRural Directory | Universities & Colleges

**I would like to see information by subject:**

[Any Subject]

- Business Management
- Community & Health
- Crops & Grassland
- Education & Skills
- Environment & Planning
- Equine
- Equipment
- Food & Drink
- Horticulture
- Information Technology
- Leisure & Tourism
- Livestock Enterprises
- Outdoor Sports
- Rural Crafts
- Rural Policy & Support**
  - European policy
  - UK policy
  - Farm support mechanisms
  - Cross-compliance
- Soils & Water
- Sustainable Technologies

**You are here:**  
Home > [Guidance](#) > Rural Policy & Support

**Rural Policy & Support Information**

To search for information about the UK's rural policy organisations and their news and events, follow the simple search guide on the right of this page. You can get more help with searching from our detailed [search guide](#).

If you want extra information about rural policy subjects and organisations NationalRural staff will be pleased to help you. Either ring 0870 446 0759, e-mail [enquiries@nationalrural.org](mailto:enquiries@nationalrural.org), or fill in this [online enquiry form](#).

**Universities and Colleges working with Rural Policy and Support Organisations**

Our University Projects and Centres

NationalRural is a service provided by Universities and Colleges to support the rural economy. Here are some of the leading projects and Centres in Partner Universities and Colleges, which have a specialism or particular expertise in rural policy:

- **The Centre for Rural Economy (CRE)** at the **University of Newcastle upon Tyne** was established in 1992 as a specialist centre committed to research of the highest quality, orientated toward the achievement of a sustainable rural economy.
- **The Centre for Agricultural Strategy (CAS)** at the **University of Reading** is a specialist research and consultancy unit, with particular expertise in rural policy and agricultural and food market analysis.
- **At Writtle College**, the **Centre for Environment & Rural Affairs (CERA)** offer a consultancy and research service tailored to the development of sustainable rural communities.
- **The Business Development Centre** at the **Royal Agricultural College** offers specialist advice, consultancy, research and training for all types of rural and land based businesses.
- **The Countryside and Community Research Unit (CCRU)** at the **University of Gloucestershire** is one of the leading specialist rural research centres in the UK.

**How to search:**

- 1 Select news, events or a directory from top bar ...
- 2 Select a subject from the left hand menu ...
- 3 Select a region from the map ...

[Search](#) [Click Search](#)

[How to search hints](#)

**Search by area**

[Anywhere]  
National  
Scotland  
Northern Ireland  
North East  
North West  
Yorkshire & Humberside  
East Midlands  
West Midlands  
Wales  
East of England  
South East  
London  
South West

**Members**

**Other useful documents**