



**datacity**

Metro—Dynamics

Favier Ltd.

# What's your university industrial strategy?

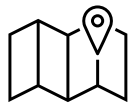
...a new way to map, evidence and advocate for your contribution to  
economic growth

---

**Why does a university need develop  
its own Industrial Strategy?**

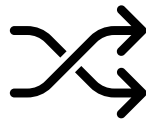
**To drive growth...**

# Why does your university need an Industrial Strategy?



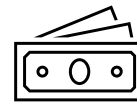
## **To map, understand and evidence your connection to the innovation economy**

The contribution made by universities to the regional innovation economy is both broad and complex. With limited resources, universities should seek to map these connections, discern the strategic signal from the data noise and ensure the evidence it uses is 'Real Time' and has credibility with policymakers and funders;.



## **To align your resources and signal your strategic intent – internally and externally**

The UK's Industrial Strategy makes choices about sectors and places. Your UIS should do the same – identifying areas of critical mass where your research and innovation strengths, capital assets, reputation and knowledge exchange capability align with the priorities of regional partners and national funders



## **To advocate for and secure innovation funding in a competitive field**

The UK's Modern Industrial Strategy includes a new £500m, Local Innovation Partnership Fund, support for combined Industrial Strategy Zones and the continuation of HEIF. Securing this funding will require universities to make compelling and credible case, with the support of partners.

**Move beyond just economic impact...**

**...demonstrate economic intent**

# UK Universities *must* drive growth...

**The UK's new Industrial Strategy is reshaping how innovation funding, growth policy and political attention are distributed. Universities are expected to play a central role—but that role isn't being prescribed. That's your opportunity.**

We're inviting forward-looking universities to go beyond broad strategies and glossy economic impact reports often dismissed at PR exercises and instead **develop a focused, investable University Industrial Strategy.**

This is not another strategy. It's a practical roadmap to:

- Align your research and skills provision to high-growth national sectors
- Lead or support regional innovation clusters
- Move research through the TRL pipeline and into real-world application
- Attract foreign direct investment into your research ecosystem
- Shape the economy of your place.

## ...and so they must make choices

*"The industrial strategy does not tell universities what to do, or even what they might do in great detail, because that is not what it is designed to do.*

*It gives an approach and it is for universities to choose whether and how they follow it.*

*The opportunity is for universities to shape the settlement they want through being proactive in shaping their regions.*

*Anything short of this risks an economic agenda which is done to universities rather than with them."*

– WonkHE

**We can help...**

# What we offer

1

## INSIGHT

**Real-time mapping** of your connections to the innovation economy.

- Full access to The Data City Industry Engine platform – the UK's only Real-time company dataset
- Generate a comprehensive, Real-time map of your university's connections to the innovation economy
- Analyse your economic connections by sector and by place – identify your link to innovation clusters shaping the new economy

2

## STRATEGY

Support to **develop your University Industrial Strategy**

- Augment mapping with detailed internal review, incorporating other data and strategy sources and leadership workshops.
- Identification of innovation-led growth 'sweet spots' where your research and innovation strategy, strengths and impact align with regional growth priorities and IS8 clusters.
- Development of a comprehensive university industrial strategy, aligned to your research and innovation, estates masterplan and civic/ place strategies.

3

## ADVOCACY

**Turn strategy into delivery** – targeted advocacy to secure growth funding

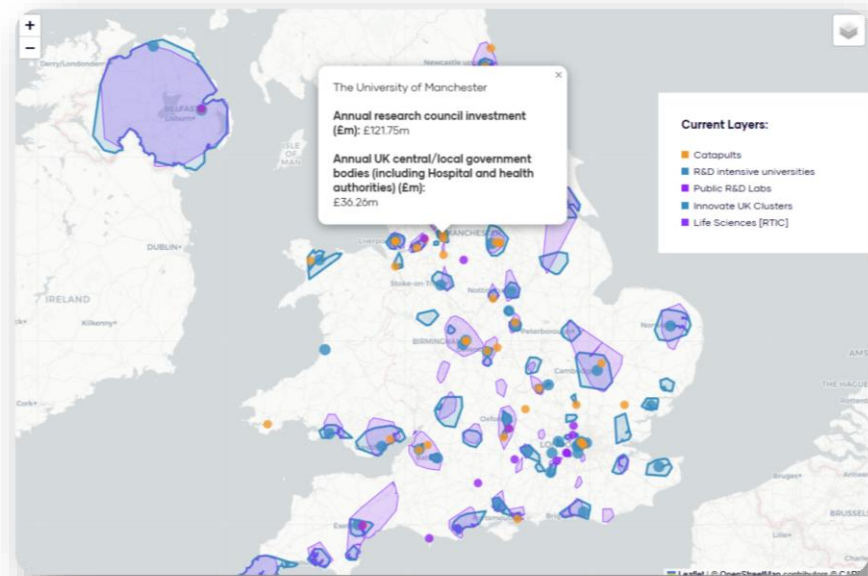
- A targeted advocacy programme that aligns your partners, raises profile and recognition of your strengths, makes your case and secure funding to deliver growth.
- Proposition development – turn your university industrial strategy into an investable opportunity, targeting both government and private sector investment
- Structured engagement with regional and national stakeholders to validate priorities, identify joint opportunities, and align agendas

# 1

# Insight

**Real-time Map** your connections to the innovation economy.

- Full access to The Data City Industry Engine platform, used by DSIT to develop their innovation clusters mapping tool.
- A comprehensive, Real-time map of your university's connections to the innovation economy, including spinouts, start-ups, science parks tenants, high-innovation firms, anchor firms, KTPs, Innovate UK funding and (coming soon) firm-level graduate destinations
- Identify your university's connection to local/regional innovation clusters
- Segment the data by IS8 Sector / Sub-Sectors and by different local political geographies.
- Drill down to company-level data for investors, sectors, markets, and more
- Access to a special universities and innovation economy module – with dedicated platform training for your KE, Research, Careers and Science Park teams.
- **Output:** Access to the Platform and an annual 'State of the University and the Innovation Economy' Snapshot Report – summarising key trends.



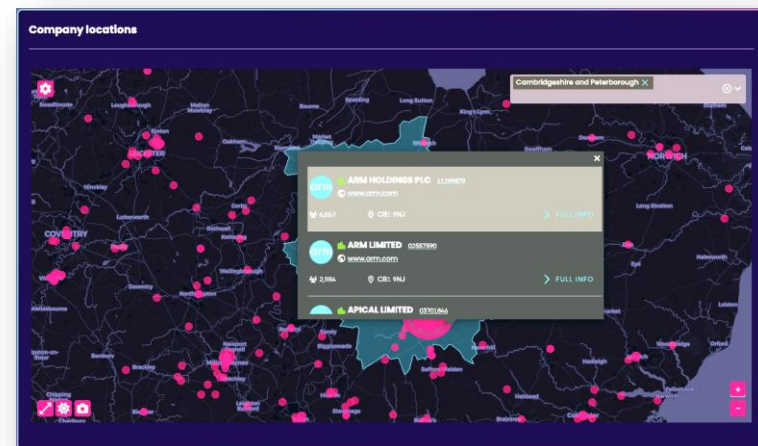
DSIT Innovation Clusters Map



# From Real-Time Mapping of the UK Economy...

The Data City is the only organisation with access to the UK's **Real-Time Industrial Classifications (RTICs)** – a dynamic system that maps the emerging economy based on what companies *actually do*, not outdated SIC codes.

- **Trusted by UK Government** – Our data is trusted by the UK Government, including DSIT, to identify innovation clusters and track emerging sectors across the economy.
- **Aligned to Industrial Strategy** – We've mapped the entire UK economy against the Industrial Strategy's IS-8 sectors – and many of the fast-growing sub-sectors that sit beneath them.
- **Used across public sector** – Our data supports national and regional partners – from metro mayors to sector bodies – in understanding the innovation strengths in their area, and how they compare nationally.



Data City Cluster Dashboard

# ...to Real-Time Mapping of Your University's Connections

**Filters**

**University**  

University of Cambridge ▾

**Geography**  

Cambridgeshire and Peterborc ▾

**Connections**  

☒ Spinout

☒ Research collaborator

☒ Science park tenant

☒ Founded by alumni

**Sector**  

Pick one ^

Artificial Intelligence

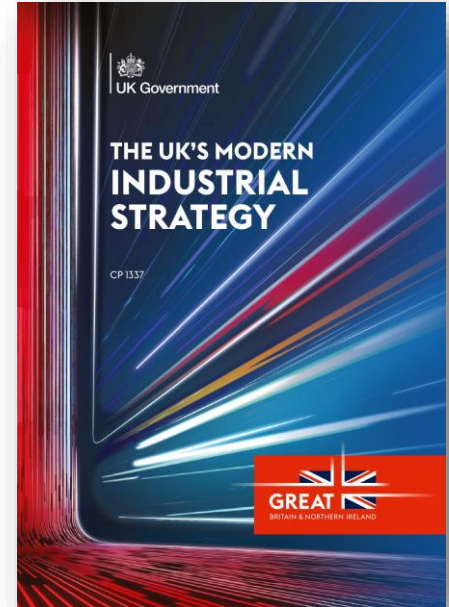
We've now developed a dedicated University product – enabling universities to map their own role in the innovation economy.

- **See your institution's contribution** to local and national high-innovation clusters.
- **Understand where your strengths align** with IS-8 sectors and your region's strategic priorities.
- **View the innovation economy through your university's lens** – from spinouts and start-ups to science park tenants, strategic employers, KTPs, Innovate UK funding, and soon, graduate employment.
- **Zoom into every company connected to your institution** – see company data, investors, markets, sectors and clusters – all in one tool designed for Knowledge Exchange, Tech Transfer, Research & Innovation, and policy teams.

## 2 Strategy

**Develop your University Industrial Strategy:** align your strengths with the priorities of regional partners and national funders.

- Package of targeted support from Favier Ltd and Metro Dynamics that take the insight and evidence provided by The Data City platform and aligns it with your internal research and knowledge exchange strengths, capital masterplan and institutional strategic focus.
- Programme of evidence-review, workshops and partner engagement to identifies where your institutional “sweet spots” best align to the priorities of your regional partners and the IS8 sectors/ sub-sectors.
- Review of funding opportunities (including the LIPF) and mapping against your potential investible propositions.
- Sets out the innovation governance, partnerships and priorities needed to lead in place-based growth
- **Outcome:** A practical, targeted “University Industrial Strategy” that clearly and compellingly sets out your institutional offer and economic intent to both internal and external stakeholders. Accompanied by an internal-only set of recommendations that will provide your institution with a clear road-map for the opportunities available.



The UK's Modern Industrial Strategy published in 2025

# 3

## Advocacy

**Turn strategy into delivery** – a targeted programme of advocacy and engagement that will secure your institution with funding to deliver economic growth.

- A targeted advocacy programme from Favier Ltd and Metro Dynamics that aligns your partners, raises profile and recognition of your strengths, makes your case and secure funding to deliver growth.
- Proposition development – building from your University Industrial Strategy we will support you in identify and shaping the investable and fundable opportunities within it, targeting both government and private sector investment.
- Structured engagement with regional and national stakeholders to validate priorities, identify joint opportunities, and align agendas.
- Advocacy and promotion support to shape funding bids, investor materials and policy engagement – ensuring your strategy gains traction with government, funders and industry
- **Outcome:** A university that not only understands its role in the economy – but is shaping it, delivering it, and being recognised for it.



# Who we work with: The Data City

**Hundreds of organisations work with us to inform policy, drive investment, and make faster, smarter decisions.**

From central government and universities to global consultancies and cutting-edge investors, our platform is the source of truth for real-time company and sector intelligence.

They trust us to help them:

- Map and understand emerging sectors
- Pinpoint high-growth and high-potential companies
- Build smarter, faster economic growth plans
- Power evidence-based policymaking
- Make confident, data-led investment decisions



# Who we work with: Favier Ltd

**Favier Ltd helps organisations understand the influence they have and build the relationships they need.**

Favier Ltd has been established to work with universities and other organisations who want to take a more strategic approach to influence management and get more from their stakeholder relations.

Working in partnership with a portfolio of leading public affairs agencies, international trade and investment advisers and higher education specialists, Favier Ltd can help your organisation shape and deliver its strategic outcomes – from the civic to the global.

Favier Ltd's new Innovation and Investment Practice has a track-record in delivering pioneering initiatives that secure funding and support from Government and the private sector. These include the Midlands Engine's Investment Potential of Clusters Programme, the Invest in UK University R&D Midlands Campaign and the Midlands Investment Portfolio.

With over a decade of experience in university global and political affairs, Director Alex Favier has an international reputation for supporting higher education institutions and the wider sector wield influence and enhance reputation.



# Who we work with: Metro Dynamics

**Metro Dynamics works with local leaders, universities and institutions to design and deliver strategies that drive inclusive, innovation-led growth.**

Founded to support devolution, we specialise in helping places understand their strengths and translate them into ambitious, deliverable strategies that support good growth – moving from insight to investment with confidence.

We enable places to:

- Prioritise sectors and shape action plans
- Build and scale high-value clusters
- Strengthen innovation systems and delivery capacity



# Interested? Get in touch

We want to work with no more than three Universities/ University Groups interested taking part in a **limited Alpha Trial** at a specially discounted rate.

Talk to us:

## Email:

- [alex.craven@thedatacity.com](mailto:alex.craven@thedatacity.com); [alex@favierstrategy.com](mailto:alex@favierstrategy.com);  
[fiona.tuck@metroynamics.co.uk](mailto:fiona.tuck@metroynamics.co.uk)

## Find out more:

- [www.thedatacity.com](http://www.thedatacity.com); [www.favierstrategy.com](http://www.favierstrategy.com); [www.metroynamics.co.uk](http://www.metroynamics.co.uk)