



**London
South Bank
University**

EST 1892

**Research,
Enterprise &
Innovation**

A photograph of a modern building with a distinctive grid-like facade made of vertical and horizontal metal slats. The building has multiple balconies with glass railings. A security camera is visible on the side. The sky is clear blue.

Our Tenant Community Workspace at LSBU

Contents

Introduction	1
Facilities and services	2
Case studies	4
It's a kind of magic	4
LSBU tenant Breathe AHR runs magic camps where children with hemiplegia learn magic tricks to improve their mobility. Ben attended one of their camps and we hear his story.	
Cameron & Wilding	6
The digital agency has an active relationship with the University with benefits for both partners. We find out more.	
Casting a wide net	8
Images&Co, the eclectic agency, which found a new home at LSBU a few years ago, is taking advantage of the many opportunities for creative collaboration on offer at LSBU.	
Fresh talent	10
Tech start-up Silicon Thoughts employed an LSBU postgraduate intern. Today that intern is a full-time employee and his PhD research is set to directly benefit the business.	
Bright futures	11
Social enterprise MyKindaFuture helps young people develop work-ready skills, and becoming a University tenant is helping it to meet its business objectives.	
About LSBU	12

LSBU – supporting a successful business community.

Our tenant community is made up of established SMEs, start-ups, student businesses, academics and the Research, Enterprise and Innovation team who share knowledge, experience and creativity to foster success and create opportunity.

Our workspace community is based across three sites: Technopark, Blackwells and the award-winning Clarence Centre for Enterprise and Innovation.

Our tenant businesses contribute to the University in a variety of ways: taking on interns, giving talks and lectures, giving input into LSBU curricula, and judging our business competitions. Their current, practical knowledge and experience are highly beneficial and relevant to both students and staff.

In return, our tenants benefit from regular contact with our academic environment and draw on our world-leading expertise to innovate, grow and boost their performance.

Facilities and services

Being part of LSBU's tenant community has many benefits including affordable facilities, unique collaborations and inspiring networking opportunities. Our on-site facilities and services are:

Clarence Centre for Enterprise and Innovation

- Furnished offices for up to six people
- Utilities and 'plug & play' internet access (possible charge for internet connections requiring changes to our network)
- Discounted meeting room space across campus

- Access to established networks of start-ups, small and established companies, EU-funded support programmes and University expertise
- Invitations to regular, on-campus meet-ups
- On-site café
- Communal kitchens, bathrooms and showers

Business Lounge membership, Clarence Centre for Enterprise and Innovation

- Access to the Business Lounge
- Free wifi
- Free (with restrictions) and discounted meeting space
- Hot desks

- Access to established networks of start-ups, small and established companies, EU-funded support programmes and University expertise
- Invitations to regular, on-campus meet-ups
- On-site café

Technopark office space

- Unfurnished offices for three to four people
- Utilities and 'plug & play' internet access (possible charge for internet connections requiring changes to our network)
- Discounted meeting room space across campus

- Access to established networks of start-ups, small and established companies, EU-funded support programmes and University expertise
- Invitations to regular, on-campus meet-ups
- On-site café
- Communal kitchens, bathrooms and showers

Community benefits

- Discounted membership at the LSBU gym
- Secure cycle racks and regular on-site visits by bike doctors
- Access to food outlets across the University

It's a kind of magic

Most boys aged seven can usually take lots for granted. Simple tasks such as getting dressed, playing games, eating ice cream and drawing pictures – all the things that make little boys little boys – come naturally. That's not the case for Ben.



Ben suffered a brain injury at birth that led to him developing right-sided hemiplegia – a condition that affects the movement in his right hand and arm. Forced to wear a splint on his right hand, Ben's confidence crumbled as he found himself unable to perform the same tasks as his classmates. He even burst into tears when his lack of

self-confidence stopped him joining his classmates as they staged an assembly.

That's where Breathe Magic performs miracles. Ben attended the Breathe Magic Intensive Therapy Programme, where he was taught sleight-of-hand tricks specifically aimed at helping hemiplegia sufferers. As he began to work at pulling off the magic tricks, something much more magical started to happen. Ben found he could use his right hand far more effectively.

Before the camp, Ben had told his family that one of his ambitions was that, by the end of the two-week programme, he would be able to put on his own cycle helmet. He achieved it on day two. Ben's confidence skyrocketed. The young boy who cried because he couldn't join in an assembly was no more. In his place was a boy who didn't just dream about completing everyday tasks – he did them.

In 2016, a year after the camp, an audience of 500 people gathered at London's Royal Festival Hall. Sitting in the front row was the Secretary of State for Health and, like everyone around him, he was bamboozled by the sleight of hand of the young magician on stage. When the trick ended, still unsure how it had been achieved, the Minister rose to his feet along with the rest of the crowd. Up on the stage, a young magician by the name of Ben smiled and bowed.

Breathe and LSBU

Breathe Arts Health Research is a social enterprise based at LSBU's Clarence Centre. It works with a range of health organisations to design innovative ways of using arts and creativity in healthcare to improve patients' health outcomes and experience of care.

It works with the University's Occupational Therapy students who volunteer as Magic Trainers at Breathe Magic Camps.

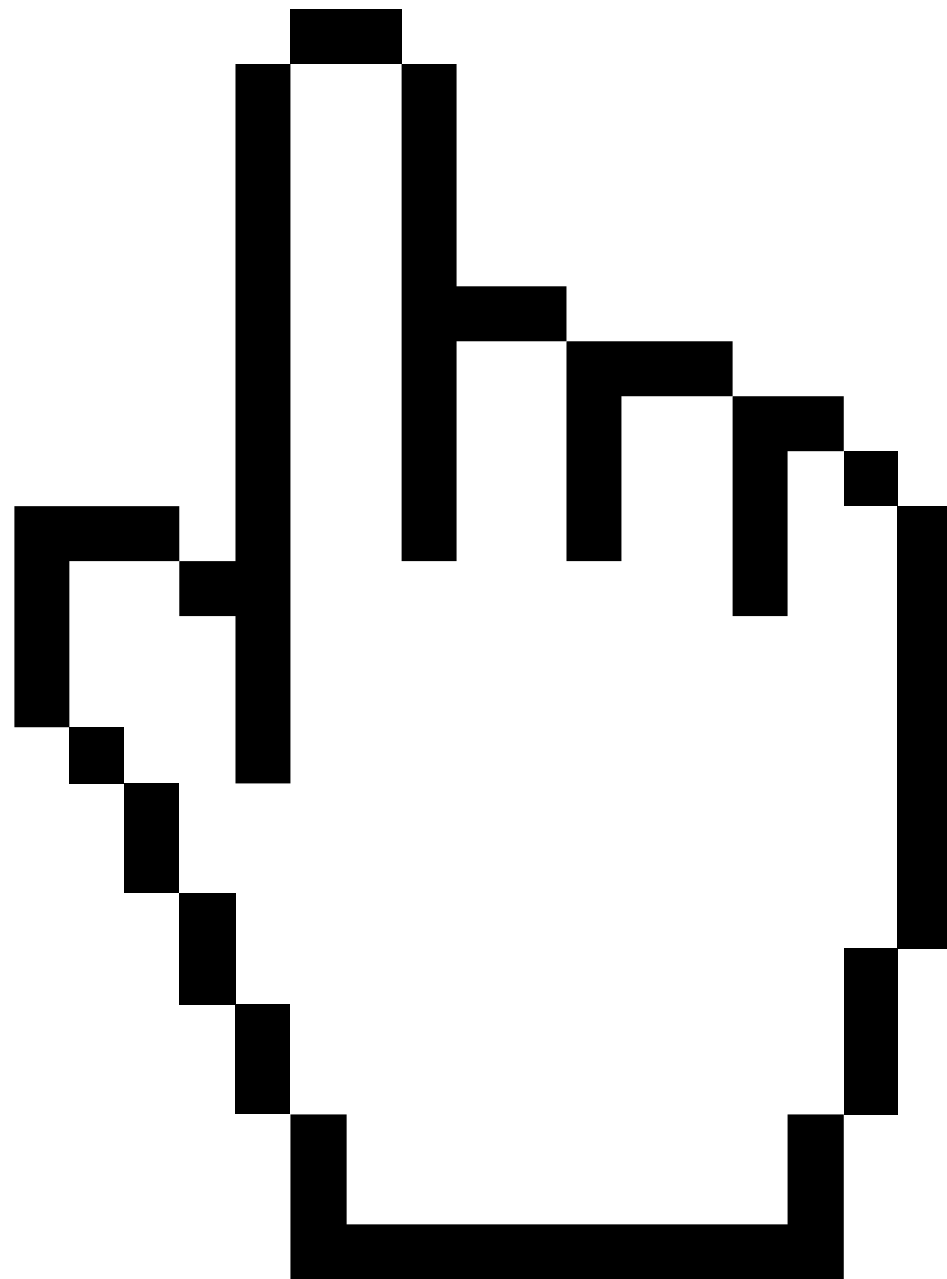
At Breathe Magic Camps, children suffering from hemiplegia are taught magic tricks that ultimately give them increased mobility in their affected hands.

Depending on the children's initial abilities, between 75% and 92% of them have clinically significant improvements in hand function after attending a Breathe Magic Camp. It's a more cost-effective option than standard care, and goes beyond the physical: improvements have been reported in psychological wellbeing, communication skills, self-esteem and parent-child relationships.

Find out more at:
www.breatheahr.org

Watch:
<https://vimeo.com/164533146>

www.cameronandwilding.com



When LSBU tenants Ben Wilding and Neil Cameron started their digital agency Cameron & Wilding (C&W) in 2010, they knew they were entering a competitive marketplace where they would need to excel.

Fast forward to 2016, and the team of two has become a team of 20, with a string of awards to their name – but the company hasn’t forgotten where it came from.

“We’re still really involved with the University, and we feel that’s an important part of who we are,” says Ben. “The fact that we are tenants at LSBU means our environment is heavily focused on education, and that keeps us on our toes. We want to keep learning and growing, doing more and more with the University and exploring ways of working together.”

The company is one of a new wave of digital agencies that sees business and education as a circle, with both under an obligation to contribute to the other. It’s not just lip service; C&W put its money where its mouth is – literally. LSBU student Navdeep Dhuti spent a summer internship with the group before heading back to LSBU for his second year (although he’s continuing as a part-time developer with C&W as well).

Ben is also a board member for the Small Business Charter, part of the Chartered Association of Business Schools, which supports, encourages and accredits business schools that successfully engage with SMEs.

“We still do guest lectures at LSBU as well,” says Ben, “and we’ve started to offer more support to the business courses as well as the digital technology degrees. It means we can test our learning, teaching and coaching skills and give back to the community. After all, we are a part of that, so we help to support the students as they head towards graduation.”

Since setting out, C&W has worked with some big clients including the BBC, the *Telegraph*, Oxford University Press, Viacom, *New Scientist* and The Barbican. As its client list has grown, so has its digital repertoire. While the business is still committed to its original aim – to become the best Drupal-based agency in the UK – it has branched out in order to take on

more design work and mobile app development.

“Drupal is an excellent CMS, and our focus on it means we can deliver great projects,” says Ben. “But we’re also working with AngularJS, ReactJS and Laravel. We’re working with great brands who trust us with their digital projects – we’re hoping to keep them on board and carry on growing and expanding – feeding back into that circle of knowledge and development.”

“We want to keep learning and growing, doing more and more with the University and exploring ways of working together.”

Casting a wide net

Eclectic is probably the best word to describe the celebrated careers of Malcolm Garrett and Kasper de Graaf. The founders of Images&Co, a strategic communications consultancy based at LSBU's Clarence Centre, have been there, done that, and probably designed the T-shirt.

Working together since 1981, the duo have collaborated on a wide range of high-profile projects, from designing record sleeves for the likes of Duran Duran, Buzzcocks and Simple Minds to managing racing legend Damon Hill during his Formula Ford 1600 career – as well as designing the liveries of his cars.

“It’s certainly been an eclectic past,” agrees Malcolm. “But I like eclectic. The world is an interesting place, and it’s good to cast a wide net. However, most of what we’ve done hasn’t been as different as it might seem at first glance. It’s all about communication, and it’s mainly been for people or entertainment-led propositions. It’s what really interests us.”

It’s that determination to concentrate on the things that interest them that drove the pair to strike out on their own as Images&Co in 2011. Having worked in big production studio environments, Malcolm and Kasper wanted to be able to focus on the consultancy side of things and strategic development.

Unlike some of their neighbours at the Clarence Centre, they did not have an existing relationship with LSBU when they moved in – but they wanted to develop one. “We work a lot with universities, and with the creative industries, so for us, moving here was all about the networking opportunities,” says Kasper. “We didn’t just want office space, we wanted to work with LSBU – and since we’ve moved into the Clarence Centre I think that’s happening.

“A good example is a project we’re currently heading up called MegaBlocks. It’s aimed at using games technology to help children learn in schools. We’re fronting a consortium of organisations including Manchester Metropolitan University, LSBU, Amsterdam University of the Arts, Duisburg-Essen University in Germany and Stellenbosch University in South Africa, and we’re hopeful of securing funding for the project.”

The Images&Co team regularly receives extra support in the form of LSBU interns. “We’ve employed three in total now,” says Malcolm, “all from the Festival Management degree – and they’ve been really good.”

It’s a busy time for Malcolm and Kasper, our interview coming in the middle of their preparations for the fourth annual Design Manchester Festival, which is home to nearly 40 events over 12 days. “It’s one of the biggest projects we run,” says Malcolm, “but one that we love.” And as far as business plans go, that is at the heart of Images&Co: doing what they love. “The specifics of what we do might change a little from project to project, and we often collaborate with businesses who have skills that complement our own,” says Malcolm. “But whatever it is we are involved with, and whatever part of the mesh of requirements we’re fitting into, the best thing about doing what we do is how much we love it.”

Unlike some of their neighbours at the Clarence Centre, they did not have an existing relationship with LSBU when they moved in – but they wanted to develop one.

Fresh talent

An LSBU postgraduate intern adds enthusiasm to a cutting-edge start-up.

Silicon Thoughts is a buzzing start-up created by entrepreneur Dr Jevon Davies to design and build satellite receivers. At the cutting edge of electronic engineering, Jevon wanted to expand his business quickly and efficiently to keep up with the market. The solution was to recruit LSBU postgraduate Dana Jamal.

Dana had studied on LSBU's MSc in Embedded Systems and Jevon found him eager to learn, intelligent and enthusiastic. With Silicon Thoughts busy developing a navigation receiver for Europe's new Galileo global navigation satellite system, Jevon integrated Dana into the company and taught him everything he needed to know.

An outcome of electronic engineering being such a fast-moving industry is that universities can be left behind, teaching older technologies that are no longer relevant. On his MSc Dana had learnt complex programmable logic device (CPLD) and microprocessor design as two separate systems. However, Jevon was aware that both technologies had been integrated into one reconfigurable field-programmable gate array (FPGA). Not only did Jevon

educate Dana in FPGA but he fed back to the University as well. This led to courses being updated and upgraded to include the integrated technology and embedded soft-core processors.

Silicon Thoughts is hoping to combine the Galileo system with GPS to gain sub-centimetre relative position accuracy. This is the kind of precision needed to make sure quadcopters and drones don't bump into each other when in flight and during take-off and landing.

Dana has now been at Silicon Thoughts for over a year and intends to register to complete his PhD in Embedded Systems at LSBU. Jevon hopes that the research generated for this will benefit both the University and Silicon Thoughts, further cementing ties between industry and academia.



Bright futures

Not every tenant at LSBU's Clarence Centre is an LSBU spin-out. Some, such as MyKindaFuture (MKF), have moved to office space in a university because it helps them meet the aims of their organisation.

A social business aimed at helping young people develop work-ready skills and providing them with employment opportunities, MKF quickly outgrew its small office in Clapham. MKF wanted an open working space near to like-minded businesses that would reflect its unique working culture – the Technopark has given it that opportunity.

“At LSBU we're right in the thick of it, with access to all the people who work and visit here,” says William Akerman, founder and MD of MKF. “Academics and staff are the obvious ones, but we can also network with businesses who visit, and even MPs.

“As a business, we pride ourselves on being thought leaders within the emerging talent space. LSBU helps us with that by offering us great event space. It's enabled us to run round tables, conferences, briefings, assessment days and training days.”

In 2015, MKF merged with Bright Futures, giving it an even wider network of contacts to deliver. 2016 marked the 40th anniversary of the first Bright Futures Society, run by students for students to give employers insight into what students want from a career. You'll find them in more than 50 universities, including LSBU, helping students to gain a crucial head start in the careers market.

“Employers want to recruit the best talent to stay competitive in the global economy,” explains William. “We think the best way to do that is to directly connect them with the brightest students from across secondary, further and higher education. We run programmes that develop important aptitudes for employability – teamwork, communication and presentation skills, for example.”

It's no surprise that a company that champions student talent makes use of that talent when it comes to its own recruitment policy. “Hiring students from LSBU has worked out really well for us,” says William. “They already know what we're about and we can be flexible to support their studies. We also help them to get ready for life after university, making sure they're CV- and interview-ready when they need to be.”

MKF has established a strong reputation for excellence, helping the right graduates into the right industries, making sure that both are a match for each other. “That's what we're about,” says William. “We make sure that employers build sustainable talent pipelines for the future by inspiring students and helping them to understand the career options available to them.”

With more than 80,000 young people making the most of that opportunity in 2016 alone, MyKindaFuture is on course for an even busier 2017 – so the company's own future is looking bright too.

London South Bank University has been transforming lives, businesses and communities for more than 125 years

When it first opened, the aims of the University were to improve the employment opportunities for the people of south London and to support the community by providing access to relevant applied knowledge.

The core of our mission remains unchanged today.



Our Borough Road building in 1892 and today.

Our Tenant Community



















London South Bank University

London South Bank University
Research, Enterprise & Innovation
6 St George's Circus
London SE1 6FE

T 020 7815 6945

E workspace@lsbu.ac.uk

www.lsbu.ac.uk/workspace

