

**Libraries, museums and music**

Through its museums and libraries, in sport and via contributions to a wide range of initiatives and organisations, the University plays a significant part in the cultural life of the city and county.

With more than 100 separate libraries – including the 400-year-old Bodleian – Oxford has a rich and diverse collection to meet the needs of students, teachers and the international research community.

Its museums and collections attract hundreds of thousands of visitors each year, a large proportion of them from the local area. Outreach work is a major part of the University's cultural contribution. A Museums Outreach Co-ordinator works with staff and student volunteers to extend existing outreach programmes to schools and to those who have not traditionally taken part in such events. In 2005 the University Museum of Natural History and the Pitt Rivers Museum together won the 2005 Guardian Award for the most Family Friendly Museum.

Its music facilities, including the unique Bate Collection of Musical Instruments, the Holywell Music Room, the Sheldonian Theatre and the Jacqueline du Pré Music Building, are all valued resources for the local community and visitors.

► [www.ox.ac.uk/libraries/](http://www.ox.ac.uk/libraries/) ► [www.ox.ac.uk/museums/](http://www.ox.ac.uk/museums/)



**Sport in the community**

The University brings top-class action to the city in rugby, rowing, cricket, athletics and other leading sports and includes a number of successful Olympians among its alumni. A joint Community Sports Outreach Co-ordinator works to link the sports clubs of Oxford's two universities, local schools and the community. This scheme delivers a wide range of high-quality coaching to all ages and abilities, in new and traditional sports and offers a range of courses, from one-off tasters to a weekly term-time programme.

► [www.sport.ox.ac.uk](http://www.sport.ox.ac.uk)

**KEEN to help**

A major award to the University by the Higher Education Active Community Fund has added to the support for sporting and recreational opportunities for children and young people with special needs. This new funding builds on the work of the charity KEEN (Kids Enjoy Exercise Now), which was founded in 1987, is run jointly with Oxford Brookes University and offers a mix of activities and coaching sessions for 200 children and young adults.

► <http://users.ox.ac.uk/~keen>



Above left: Children are encouraged to touch selected exhibits at the Museum of Natural History

Above: More than 15,000 visitors to the Bodleian Library's Clarendon Quad saw The Ice Garden, a sound, light and sculptural work installed one weekend in December by a team of leading artists, which illustrated the impact of global warming on the Arctic



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**Joanna Simons**  
Chief Executive  
Oxfordshire County Council



**Caroline J Bull**  
Chief Executive  
Oxford City Council

The University of Oxford is one of the great international universities. In common with other great international universities, it is also both a national and a regional university. So, while our academic and research staff undertake world-leading research, and thousands of international students are drawn to study here, at home the University is committed to playing a strong and positive role in the life of the city and of the region.

This new edition of *Oxford Connects* demonstrates the range of the University's activities with the local community. The University is a major employer, with more than 7,000 staff and 17,600 students. All of them, in their way, contribute to the vibrant environment within the city. The University's colleges and buildings, its museums and other collections, as well as its parks and gardens, are a significant resource for local people and an attraction for visitors. Through their combined spending, the University and its colleges inject some £750 million annually into the regional economy.

There is currently a greater awareness of the role of universities within their regions. Oxford has two science parks that have emerged from the University and its colleges, and more than 90 technology-based companies have their roots within the University. At the same time, Oxford's researchers in health, the environment, education, business and many other subjects play a major part in improving the quality of life in Oxfordshire.

All the activities of this University have an impact on its local community. A commitment to the cordial and effective management of the relationship with the city and the county are essential to the health and vibrancy of the region and to the fabric of local life. It is a commitment that the collegiate University makes gladly.

Oxfordshire enjoys a higher profile than many English regions, partly because of the world-famous university at its centre and partly because of its economic success. These two elements are not coincidental – they reflect steady growth born out of productive partnerships between the academic, public and private sectors. Add to these a high standard of living, in an environment characterised by lovely countryside and attractive market towns and villages, and you have a recipe for continuing prosperity.

With the University's emphasis on development and research, it is renowned as a world leader in many fields, attracting the investment and innovation that has helped to create Oxfordshire's value-added economy.

Oxfordshire County Council welcomes this thriving knowledge economy and will continue to work in partnership with the University of Oxford to support its development, while at the same time working to ensure that the county grows and thrives in a way that complements our work to sustain its wider social and economic structures and environment. A stable economy and appealing environment are central components in maintaining Oxfordshire's quality of life.

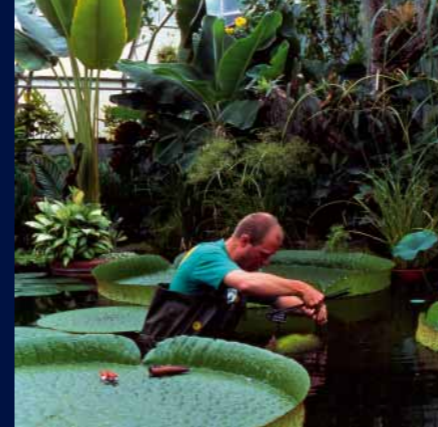
*Oxford Connects* illustrates our joint commitment to this endeavour. We will continue to work together for the benefit of the county, its economy and its people.

Oxford's attractiveness and vitality as a city comes from its unique combination of world-famous heritage and leading-edge creativity and innovation. The University of Oxford has played a vital role in building Oxford's reputation over hundreds of years and it will continue to be a critical success factor for the city's future prosperity.

Oxford City Council aims to build pride in the city through partnership with, amongst others, its universities, businesses and diverse communities. Each group of partners has a key role to play in enhancing the city's economy and environment; but it is the effective interaction between them that will make the most significant, positive difference.

The University of Oxford really is the keystone in many of these collaborative relationships. Its contribution to the city is multifaceted: the creation of direct and indirect employment opportunities; the lively student population, culture and street scene; the visitors and tourists it attracts; its well-maintained historic buildings; and, through research and spin-outs, the world-class, dynamic, knowledge-based economy it has helped create.

By building on this commitment, the University and City of Oxford, with close cooperation to make the most of emerging opportunities, will have a formidable future ahead together.



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# OXFORD CONNECTS



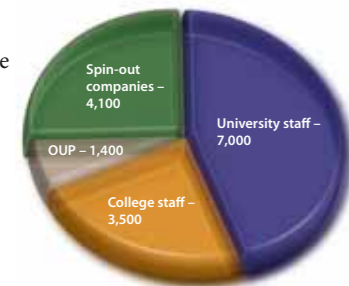
Photo: Bob Jackson

**The Oxfordshire economy**

The Oxford region is an economic success. Oxfordshire is home to a population of more than 630,000 and has a workforce of 344,000. Unemployment is low (1.1% of the working population against the English average of 2.3%) and the Gross Value Added per head of population is 25% higher than the national average. The county benefits from a central location, good communications and strong international links. Some four million tourists visit the area each year, spending more than £250 million and supporting around 5,300 jobs. Of the top 17 tourist attractions in the city, 10 are buildings, gardens and parks belonging to the collegiate University.

Oxford University is a founder member of the Oxfordshire Economic Partnership and makes an important economic contribution locally. The University employs around 8% of the local workforce and staff and students form a significant part of the city's population.

Jobs supported locally by the University and its colleges:

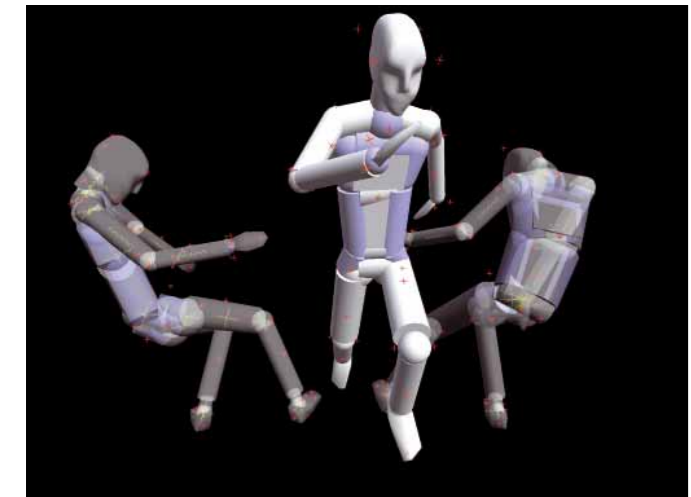


**High tech in Oxfordshire**

Oxfordshire is one of Europe's leading centres for enterprise, innovation and scientific knowledge and the University plays a crucial role in the ongoing development of the local knowledge economy. More than 90 technology-based companies have their origins in Oxford University and fostering innovative science-based enterprise in the region is a key objective for the University.

Isis Innovation, the technology transfer arm of the University, supplies commercial advice to researchers, funds patents and negotiates licensing and exploitation agreements. It files at least one new patent every week and on average a new company is spun out of the University once every two months. The combined market value of the University's spin-outs has reached £2 billion.

In 1998 the University helped established the county's annual enterprise fair, Venturefest, which attracts entrepreneurs, scientists, venture capitalists and professional advisers worldwide. The finals of the University's annual Business Plan Competition are held at the fair.



Far left: Spin-out company Natural Motion has developed the technology to create realistic and interactive character animation for games, films and simulations

Left: Some four million tourists visit Oxford each year

**Science parks**

The two science parks founded by the University are expanding rapidly. At Begbroke Science Park academic theory is converted into business practice by nurturing the science-based industries of tomorrow. It does this by mixing together a range of entrepreneurial activities with the hand-in-glove operation of businesses alongside University laboratories. The Oxford University Centre for Innovation and Enterprise, where start-up companies can occupy offices and laboratories, is on the Begbroke site, as is the Oxford Knowledge Transfer Partnership office and the Enterprise Fellowship Scheme. In addition, a number of business-focused services are offered, such as the Oxford Materials Characterisation Service, and evening seminars, soft skills training and various schools projects. The Oxford Science Park was set up by Magdalen College and Prudential in 1991. It now accommodates 50 companies ranging from bioscience firms to computer hardware/software companies.

**Saïd Business School**

Based in an award-winning building on Station Square, which plays an important part in the regeneration of West Oxford, the Saïd Business School is the fastest growing business school in Europe, and its MBA programme is ranked ninth in the world. One in ten of the MBA students are running their own business before completion of the course. Renowned for being innovative, the School's Executive Education Programmes combine the highest standards of academic rigour with a practical understanding of business and wealth creation. Through Entrepreneurship Saïd and the Business Projects Office, the School works closely with the local and international business community.

**Continuing Professional Development**

The University's Centre for Continuing Professional Development runs short courses, certificates, diplomas and Master's degrees across a wide range of professional disciplines for companies and individuals.

**Regional Liaison Office**

The University offers local companies a wide range of opportunities and resources and it is the role of the Regional Liaison Office to foster links between the University, business and government agencies.

Behind the world-famous image of the dreaming spires, Oxford has wards where poverty and social exclusion are causes for concern. As an integral part of the city's life and community, the University takes its responsibilities in this area very seriously. Hundreds of University staff and students devote time to work in a wide range of community projects and tens of thousands of pounds are raised for local charities. Recently the Oxford University Student Union established a post of Vice-President, Charities and Community. Just one of the initiatives developed as a result of this is a web-based directory of volunteering opportunities in Oxford.

**Research on key social issues**

- The University continues to develop its research focus on social policy and community issues:
  - The Department of Social Policy and Social Work includes amongst its strong portfolio, research on social deprivation, poverty and disadvantage.
  - The Centre for Criminology has built an international reputation for its work including studies of the pioneering use of restorative justice by Thames Valley Police.
  - The new Skoll Centre for Social Entrepreneurship at the Saïd Business School aims to establish itself as the premier focus for change makers in the social sector and to develop outreach work to deprived areas.

**Helping realise a child's potential**

One of the many groups benefiting from the University's commitment to volunteering is JACARI (Joint Action Committee Against Racial Intolerance). Since its founding 50 years ago, it has evolved into a charity, run by Oxford University and Oxford Brookes students, which provides home teaching for children living in the city who do not speak English as their first language. Many are the children of refugees or asylum seekers. University funding has helped improve volunteer training and to promote the charity's activities.

JACARI, a student-run charity, provides home teaching for children who do not speak English as their first language



Stroke victim undergoing physiotherapy. Research into stroke patients in Oxfordshire has important implications for health service provision nationwide

**Health**

Oxford is a leading medical centre serving some three million people in the immediate area and taking referrals to its specialist units from across the UK and overseas. Many of these units have been set up and run with University support. University clinical academics have regular clinics at Oxford's main NHS hospitals. Oxford Medicine also has well-established research partnerships with industry, medical organisations and charities in the UK and worldwide. Through an on-going capital programme, more than £100 million is being invested in prestigious new buildings and research centres.

Top-class teaching and exciting research opportunities attract around 900 undergraduate and 800 graduate students to Oxford. The University also contributes to the study and development of management practice in the NHS through the Oxford Health Care Management Institute.

**At the leading edge of medical research**

Oxford's world-renowned medical expertise is devoted to identifying the cause of disease, improving diagnosis and developing effective treatment, in cancer, diabetes, infectious diseases and a number of other significant fields.

One example is the ongoing Oxford Vascular Study – the first ever comprehensive survey of disease related to the blood vessels, including strokes and some types of heart attack, in a single population. A study of 91,000 people in Oxfordshire between 2002 and 2005 showed that the clinical burden of stroke and mini-stroke is now greater than that of coronary heart disease in the UK – a finding that has important implications for health service provision and research funding.

'Think globally, act locally' – a phrase that has become familiar through a number of environment campaigns, but one which also echoes the University's approach to this crucial issue. Through the efforts of more than 500 members of its staff in divisions and departments across the University, Oxford is at the forefront of research work on all the big global environmental issues. At the heart of this is the new Oxford University Centre for the Environment with its focus on world-class environmental research, spanning the natural and social sciences. It incorporates the School of Geography and two established research centres: the Environmental Change Institute and the Transport Studies Unit.

**The Oxford environment**

Oxford's local environment is something over which the University has significant influence. It spends heavily on the conservation of its historic buildings and has overseen major restoration works on a number of the most famous – including the Ashmolean Museum and the Bodleian Library. As a board member of the city centre management company, OX1, the University and the colleges also support its work to improve the central Oxford environment.

Equally important is the University's guardianship of green spaces in and around Oxford including: University Parks, Christ Church Meadow, Wytham Woods (see below), the college grounds, the Botanic Gardens and Harcourt Arboretum. While careful to consider conversation and the academic needs of students and staff, the University and colleges welcome visitors and provide updated information on access and opening times.

The restoration of the figures of Atlas and Hercules on the roof of the Radcliffe Observatory at Green College



A priority. In a joint initiative with the City and County Councils and Oxford Brookes University, Oxford is encouraging staff to play their part. The partnership is highlighting a range of simple energy efficiency measures that, together, can make a huge contribution to reducing energy use. It is estimated that actions such as turning off computer monitors when away from the desk and all equipment at the end of the day, switching off unnecessary lights and taking stairs rather than a lift when possible can, if taken on board by all staff, save 2% of the University's energy consumption – equivalent to almost £100,000 a year.

**A greener University**

The University is also committed to improving its own environmental performance and minimising the adverse impact of its activities on both the local and global environment. An Environment Panel has been working for a number of years within the University to monitor this impact and advise on positive steps that can be taken to improve performance. A Sustainable Travel Officer, a Sustainable Waste Officer and Energy Conservation Officer work on implementation of policy on a range of issues including transport planning, reduction of energy and water consumption and management of waste.

Already among the leading purchasers of green electricity in Europe, the University and its colleges are also making energy conservation

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**The outdoor classroom**

Wytham Woods provides a vital protected resource for wildlife and a rich source of subjects for environmental and ecological research. But the woods have also become renowned as a place where public participation is encouraged, attracting some 20,000 visitors each year. Research projects regularly involve volunteers from local groups and Wytham has even become an outdoor classroom for the popular Forest School project. This brings young children from Oxford schools out to learn in a woodland setting, encouraging them to think about the environment and the part they can play in taking care of it.

Wytham Woods – an outdoor classroom



**Attracting the best**

As one of the world's leading universities, Oxford has long attracted the brightest students to the city. The University's student population is more than 17,600 – a quarter are from overseas with around 130 nationalities represented. The University is also strongly committed to ensuring that the best home students come to Oxford regardless of their background, school or financial situation. 'It's not what's in your pocket, it's what's in your head' – the clear message to students as Oxford launched one of the most generous bursary schemes in the country as part of its ongoing and increasingly effective 'widening participation' campaign.

The commitment to extending the number and range of people of all ages who can experience an Oxford education also makes a big impact:

- In adult education – more than 16,500 people each year take courses offered by the University Department for Continuing Education.
- UK and overseas students and teachers spend time at Oxford Summer Schools, either as part of a course, or as a taster of what the University has to offer.
- Oxford and its colleges are a major conference venue. Conference Oxford, the University's conference managing office, is the central contact point for anyone wishing to make use of their facilities during non-term time.
- Reaching out to local schools – the University hosts visits and runs major projects such as Bug Quest, which challenged nearly 70 Oxfordshire schools to find out more about the 'creepy crawlies' that live all around them. The competition theme extends to adults through initiatives like the Oxfordshire Science Writing Competition, a partnership now in its 10th year between the University and the Oxford Times newspaper.
- Large numbers of visitors to Oxford witness 900 years of the University's history at the Oxford Story visitor attraction.

More than 70 schools across Oxfordshire have been involved in the Natural History Museum's Bug Quest Challenge

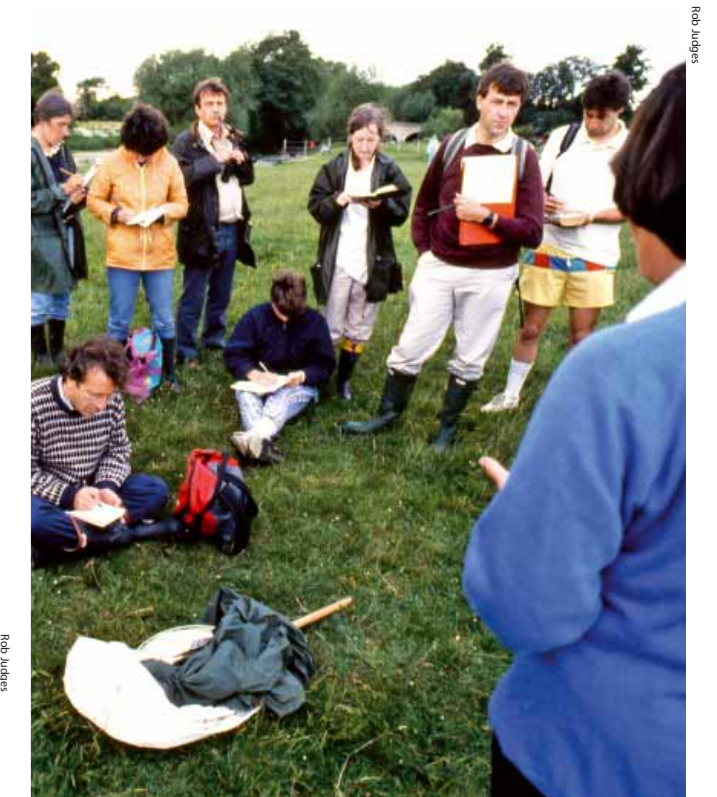


**The world's largest university press**

Oxfordshire is home to a number of major publishers, among them the University's own publishing house, Oxford University Press (OUP). More than 500 years after the first book was printed in Oxford, in 1478, OUP is now the world's largest university press, publishing more than 4,500 new titles a year, from dictionaries and reference works such as the Oxford English Dictionary, to school textbooks, business books, journals and, increasingly, electronic publications.

Another notable example is The Oxford Dictionary of National Biography – a collection of 50,000 specially written biographies of men and women who have shaped Britain's past. In probably the largest cooperative research project ever undertaken in the humanities, an Oxford team oversaw the recreation of the 92-year-old Dictionary, publishing the new version in 60 print volumes and online in 2004. A further online update was added in January 2006.

Students on a Continuing Education Public Programme



**The search for global solutions**

Through the excellence of its research and the strengths of the global networks that it contributes to, Oxford is a major force in tackling world problems. It has links with academic institutions in around 80 countries, it has researchers working on the big issues, including health and environment, in the largest countries like China and on tiny remote islands, and it keeps in touch with Oxford's 150,000 alumni worldwide.

To this tradition is now added the James Martin 21st Century School – a unique collaborative research centre putting Oxford at the forefront of the search for solutions to the most pressing problems facing the world. Funded by a multi-million-pound endowment by British-born computing pioneer James Martin, the School brings together a number of the University's leading-edge research institutes.