

Richard Lambert  
Lambert Review of Business-University Collaboration  
1 Horse Guards  
London  
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02 June, 2003

Dear Mr Lambert

**"Lambert Review of Business-University Collaboration"**

We welcome the opportunity to provide input to the review given the growing need for close collaboration between academia and industry in addressing rapid technological and commercial change. Our company has a long history of association with universities, forged mainly through research activities in telecommunications and the desire to attract and retain key skills across our business.

Our main research facility Adastral Park in Suffolk has engaged with centres of academic excellence both in the UK and globally to pursue medium to long term research programmes. In 2000, we announced a relationship with University College, London to open a research and postgraduate teaching centre at Adastral Park conducting work with BTexact and other communication technology companies in the IP-City area. This is believed to be the first time a university has located an integral part of its post-graduate staff and activities on an industrial site in this manner and has already attracted favourable comment from DTI. Our collaboration with UCL will enable post-graduate students and post-doctoral researchers to work alongside the staff of companies in the East Anglian region and to explore new technology areas, such as IP evolution and mobile application technologies, with the aim of creating a national centre of excellence for ICT research and its direct application to commercial projects.

Other activities include the sponsoring of research posts within universities to address specific business issues (for example at Manchester Business School we have funded work on customer relationship management); the provision of in company Masters

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degree programmes accredited by UCL; student placements, often to complete business related projects; and the recruitment of graduates across a wide range of academic subjects.

Relationships have normally been established through direct approaches to academic institutions and our experience suggests that RDAs and SSCs may find it challenging to interface with large corporates where frequent organisational change and the devolution of responsibilities to local business units can hinder longer term relationships.

Our approach to graduate recruitment has broadly moved away from relationships with specific universities to embracing all sources with the use of online recruitment methods. It is therefore inappropriate to think in terms of communicating needs, except for specific technical skills which tend to be nurtured through regular contact with student placements at certain locations.

In conclusion, we welcome the greater flexibility envisaged in the government white paper 'The Future of Higher Education' as we believe it will become increasingly important to offer more choice in the content and accreditation of degrees to meet ever changing demands in the 21st century economy."

Yours sincerely

Liz Wallace  
Talent Director

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