



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



CASE STUDY: UWTSD in Industry



ASTON MARTIN



“At UWTSD we believe in industrially led academic programmes. We think it is phenomenally important that these programmes develop graduates who are industry ready. We need to ensure that these graduates have the right level of high quality skills that meet the needs and opportunities offered by organisations. The SMART Partnership also benefitted UWTSD in terms of our teaching delivery and also to putting this teaching into context for our students”

Graham Howe, UWTSD



The project:

University of Wales Trinity Saint David (UWTSD) and Aston Martin collaborated via a SMART Partnership. This is a 12 month initiative between a company and university looking at a project that focuses on increasing capacity and capability within a business. Welsh Government offer 50% funding for the costs of these projects and the company partner is eligible to cover the remaining costs.

Two academic members of staff from the School of Engineering in the Faculty of Architecture, Computing and Engineering (FACE), with support from the Research Innovation & Enterprise Services (RIES) at UWTSD worked with Aston Martin to develop a project that looked at the development and optimisation of their bonding process.

The project appointed two Research Associates to work on the project under the support and supervision of the two academics and two company supervisors.

Outcomes:

The success of the project exceeded expectations. Aston Martin benefitted from a yearly saving of over £500,000 and streamlined a process that had previously taken three months down to 30 minutes. The project also resulted in both Associates being offered full time jobs at the company.

Whilst the benefits of the project were obviously apparent for the company, the University also continues to have significant benefits as a result of the project and the relationship it developed:

Enhanced teaching and learning/student experience:

- Co-creation of a curriculum for manufacturing and automotive undergraduate programmes.
- Teaching material and case studies developed from project activity and research.
- Two major industrial projects for undergraduate engineering students.
- Spin out projects led to three paid internship opportunities for students.
- Associates and company supervisors delivered guest lectures.
- Aston Martin lent physical equipment to UWTSD for students to use on projects such as material testing/durability equipment.
- Income has been invested back into the School in order to grow this area of activity.

Staff development:

- Experience of working closely with a luxury iconic British car manufacturer on live, commercially beneficial applications.
- Opportunity to partake in over £9,000 worth of technical training.
- Development of knowledge that can be used/shared with other programmes and cohorts.
- Future projects are planned as a result of the success of the relationship.
- A number of other multi-disciplinary projects are being planned involving other academics across the School and Faculty.
- More cross-faculty discussions are happening in the areas of sensory perceived quality with Psychology and Art and Design.

Marketing and recruitment:

- Guest lectures delivered by Aston Martin to UWTSD were widely publicised on social media.
- Welsh Government is using this project as an exemplar and have produced a video case study.
- Direct recruitment of 10-15 degree apprentices has been secured as a result.
- Research Associates have agreed to do further talks to existing or potential students regarding their experience.

Civic Mission:

- It worked closely with Welsh Government as part of them securing Aston Martin in Wales - leading to employment for the region.
- The relationship and links with Welsh Government has been strengthened with some of the team being invited onto forums.
- The relationships and understanding gained through the project has led to the team making links with local companies.
- New business to business links will not only lead to further benefits to UWTSD but will also assist in strengthening the local supply chain.

“It has had a brilliant effect on the business. We’ve gained a full time employee and a huge amount of experience and knowledge. Because of the partnership, we have made our processes more efficient – and even started using processes that we hadn’t used before. I don’t think we thought this would be as good as it has been”

Guy Stanley, Aston Martin

Please contact us if you would like to talk about the Aston Martin SMART Partnership.

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