



CONSULTANCY

Case studies



A SKINCARE REVOLUTION

BOOTS NO7 PROTECT & PERFECT – THE PERFECT PRODUCT LAUNCH

What started as a small piece of consultancy for Boots, and the testing of some experimental products using the Manchester Patch Test Assay – led to one of the most successful product launches in companies history. With independent data, and expert insight from The University of Manchester, the launch of No7 Protect & Perfect Serum was an overnight success.

Sales rose
**from
1,500
to
24,000
units a day**

following the BBC
Horizon screening

Prof Chris Griffiths was initially approached by Boots to advise on a number of their new skincare products, specifically targeted at the causes of aging and skin damage. Chris applied his Manchester Patch Test Assay to determine the clinical effects of their products on skin.

This work was showcased in a BBC Horizon documentary, demonstrating the efficacy of the 'Protect and Perfect' anti-aging serum, leading to unprecedented demand and sales of the product. Up and down the country, queues formed outside Boots' shops for the launch, and sales surpassed even the highest of expectations.

This initial piece of consultancy has led to a 15 year, £11m Strategic Partnership with Boots, alongside £4.5m of leveraged funding and numerous PhD and PDRA projects, and is one of the most successful industry collaborations with the University of Manchester.



NEW TREATMENTS FOR LYMPHOMA

CONSULTANCY AS AN ONGOING TOOL TO MAINTAIN A VALUABLE INDUSTRY PARTNERSHIP

Since 2010, consultancy has played a key role in helping maintain the relationship between Prof John Radford and Takeda – a Japanese multinational pharmaceutical company. As a world leading expert in Hodgkin and non-Hodgkin lymphomas, John has provided valuable insight and expertise to Takeda and their relationship has helped improve the lives of people with lymphoma around the World.

160
children

are diagnosed with
lymphomas every
year in the UK.

Prof John Radford has provided invaluable academic and clinical advice for Takeda, leading or being involved in a number of clinical trials around the World. Most recently, John developed and is leading an international trial (RADAR) of a novel treatment for early stage Hodgkin lymphoma. Prof Tim Illidge, also from Manchester, is leading on the radiotherapy aspects of this trial. In addition to the clinical questions, RADAR has an important translational science component led by two other Manchester academics, Drs Kim Linton and Beth Phillips.

Consultancy acts as a complimentary activity to the larger studies and clinical trials between the University and Takeda, where they can access his expertise flexibly and quickly. This includes advising their board of Directors, engaging with commercial partners, representing Takeda at the European Medicines Agency, or presenting results of clinical trials at conferences.



BUILDING THE UK BIOENERGY STRATEGY

A CROSS-WHITEHALL PROJECT TO INFLUENCE AND STEER THE UK GOVERNMENT'S BIOENERGY STRATEGY

Energy from biomass will play an important part for the UK to achieve its net zero targets. The UK Government reached out to academics specialising in bioenergy research at the University of Manchester to improve their modelling and knowledge base around biomass. In addition to leading the delivery of a crucial scoping report, consultants from UoM took part in cross-Whitehall policy briefings and influenced future tenders and the forthcoming UK Bioenergy Strategy.

Andrew helped
advise on

£110m
of UK Government
funding

for renewable incentive
schemes and climate
change policy.

Working as part of the UK Supergen Bioenergy Hub, Dr Andrew Welfle worked across UK Government Departments to provide expertise around biomass and bioenergy, reviewing their models and strengthening their knowledge base.

Andrew led the development of a scoping report for the Department for Transport (DfT) and the Department for Business, Energy & Industrial Strategy (BEIS) in collaboration with Aston University, Aberystwyth University and Southampton University.

The key recommendations from the scoping report will contribute to the development of the upcoming revamped UK Bioenergy Strategy, and will also influence upcoming tenders that will aim to fill some of the knowledge gaps identified.

Alongside this project, Andrew has worked on a number of consultancy projects for UK Government departments. One project with the Department of Energy & Climate Change (DECC) came about as a direct consequence of Andrew presenting to a visiting delegation, showing the importance of communicating research beyond the University.





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