KTP Enterprise Workshop

June 1st, 2011
Park Campus, Cheltenham

Martin Wynn
Launched as Teaching Companies Scheme (TCS)

Knowledge Transfer Partnerships replaced TCS

Transferred from the Department of Trade and Industry (DTI) to the Technology Strategy Board
£m committed per year

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Technology Strategy Board
Driving Innovation
Stable companies of all sizes from all industrial sectors

- particularly SMEs (less than 250 staff)

Local authorities and education institutions (councils and schools)

Health organisations (hospitals and NHS Trusts)

Charities and not-for-profit organisations
Recently Qualified with:

- First degree ~ 76% hold 1st or 2(i)
- Higher degree ~ 56%
- Average age 29 years
- All disciplines
- Many nationalities (at UoG: Brazil, Mexico, Pakistan, India, Malaysia, Jordan, Cameroons, Nigeria, Lithuania, Albania, UK)
**KTP Features**

- Project length 6 months-3 years
- Associates recruited by the University and business partner
- Employed by the University
- Project located at business premises (with company supervisor/line manager)
- University supervisor spends ~ half day per week at company premises (0.1 on Workload Allocation/BOD)
Project Criteria

1. Clear bottom-line benefit for the business partner
2. Business partner must be financially sound (past two years accounts will be studied)
3. Business partner must be 5 staff plus and more than £400K turnover p.a.
4. Intellectual challenge for Associate and University
5. Clear knowledge transfer
Annual budget: circa £72.5k

- associate salary budget: £27K
- training budget: £2K
- travel, subsistence, equipment: £4K.
- university project supervision: £11.5K
- university overheads: £28K

Business partner (SMEs) contributes 33% (circa £24K)

UK Government contributes 67% (circa £48.5K)

Total investment in KTP project can be written off as R&D spend against corporation tax.
Business Benefits

- **Up-front financial subsidy** compared with company recruitment
- **Strong project management** weekly/monthly/4-monthly reviews
- **Transfer** of knowledge/expertise
- **Profit enhancement** (£250K p. a. average)
University Benefits

- Income
- Teaching materials - often case studies
- Applied research – commercial relevance
- Conference presentations & published papers
- Staff development – commercial awareness
- Higher degree registrations
- Student projects
- Strategic relationship with company or organisation
KTPs by Academic Department

- Engineering (36%)
- Management (18%)
- Computing (17%)
- Sciences (15%)
- Other (8%)
- Design (7%)
Since 2003, UoG has undertaken 45 KTP projects

- 30 have been related to information systems or software development
- 10 were based on new sales and marketing developments
- 4 focused on new product development
- 1 delivered general efficiency improvements in a local authority

Over 20 academics have been involved as KTP project supervisors
Of the 45 projects:

- 41 have been with SMEs and
- 4 with large organisations (2 public sector, 2 private sector)

SMEs have come from many industry sectors:

- software houses
- construction companies
- office supplies company
- assembly and distribution (for equipment for disabled)
- pharmaceuticals packaging
- contract packaging
- environmental services
- landscape architects
- project management services
- electronic funds collection
- agricultural feeds manufacture
- roof component manufacture
KTP project examples at UoG

- New e-learning systems at Gloucestershire NHS
- Efficiency gains and outsourcing at Gloucester City Council
- New agricultural feeds product development at Zintec Ltd, Leominster
  KTP Project Officer: Caroline Monk
- New marketing strategy at Allcoopers Ltd, Gloucester
- New integrated information systems at Fixing Point, Cheltenham
- New routes to market for Applied Energy, Peterborough
- E-business capability development at TPG DisableAids, Hereford
- New sales and marketing systems at Energist Ltd, Cirencester
KTP – What do we need to do to be successful?  
Three distinct skill sets

- SUPERVISING the project & the relationship
- DESIGNING the project
- SELLING the product
Selling the product – HOW?

COLD CALL – 11%
- TPG DisableAids, Allpay, Zintec, AgriLloyd1, Muddy Boots

PERSONAL/INDUSTRY CONTACT – 15%
- Brecon Pharms, Union Square, BBI, QEB, Applied Energy, AuraQ, Westley1

EVENTS, MARKETING, CONFERENCES – 40%
- Pegasus, Fixing Point, Beaumont, IAS, Illman-Young, SKF, Optimum, Matchriver, Glos CC, Contrapac, Building Solutions, C&G Services, Energist1, Allcoopers, AGD, Triangle, Randall & Payne, Dowty

FOLLOW- ON PROJECTS – 24%
- Brecon Pharms2, TPG 2&3, Agri-Lloyd 2&3, Optimum2, Energist2, Building Solns2, CSDM2&3
Usual lead time for project identification to appointment: > 4 months
Thank you - any questions?