1975

**Launched** as Teaching Companies Scheme (TCS)

2003

**Knowledge Transfer Partnerships** replaced TCS

2007

**Transferred** from the Department of Trade and Industry (DTI) to the Technology Strategy Board
Live Partnerships

Number of Live partnerships

Technology Strategy Board
Driving Innovation
Business Partners

- 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 1\textsuperscript{st} 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
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
KTPs at the UoG

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
- 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

KTP Project Officer: Caroline Monk
KTP – What do we need to do to be successful? - Three distinct skill sets

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

COLD CALL – 11%

PERSONAL/INDUSTRY CONTACT – 15%

EVENTS, MARKETING, CONFERENCES – 40%

FOLLOW-ON PROJECTS – 24%

TPG DisableAids, Allpay, Zintec, AgriLloyd1, Muddy Boots

Brecon Pharms, Union Square, BBI, QEB, Applied Energy, AuraQ, Westley1

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

Brecon Pharms2, TPG 2&3, Agri-Lloyd 2&3, Optimum2, Energist2, Building Solns2, CSDM2&3
### Project design – common structure

<table>
<thead>
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<th>2009</th>
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<th>2011</th>
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<td>Q4</td>
<td>Research</td>
<td>Q1</td>
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<tr>
<td></td>
<td>Solution formulation</td>
<td>Piloting</td>
<td>Implementation</td>
</tr>
</tbody>
</table>

**Legend:**
- Research
- Solution formulation
- Piloting
- Implementation
- Change embedding
KTP PROJECT LEADTIME

Usual lead time for project identification to appointment: > 4 months
Thank you - any questions?

Martin Wynn