

# Knowledge Transfer Partnerships

A DTI Business  
Support Solution

E-Transfer



"The quarterly bulletins will showcase the tangible benefits that Knowledge Transfer Partnerships (KTP) offers through good news stories and a selection of high profile case studies"

## IN THIS ISSUE:

- \* [Welcome](#)
- \* [KTP Awards Special](#) - this year's award winners and details from the day
- \* [Sponsor Perspective](#) - Kezia Parry, KTP Programme Manager, AHRC
- \* [Regional Spotlight](#) - North East
- \* [Barry Twite](#) - A tribute
- \* [Person Profile](#) - Dr Rachel McCrindle from the University of Reading
- \* [Partnership Profile](#) - Showcasing the best case study material
- \* [Good news stories](#) -
  - > University of Sussex, Welcome to the KTP programme!
  - > University of Gloucestershire celebrates its 20th project

## > Harvard Business School Comes to Belfast

\* [Diary dates](#)

### Welcome!

Welcome to the fourth issue of e-transfer; this e-bulletin has been developed as a means of communicating what's happening at KTP. The quarterly bulletins will showcase the tangible benefits that KTP offers through good news stories and a selection of high profile case studies. The information in these bulletins can be reproduced and also aims to help provide a mechanism to share regional initiatives.

e-transfer is distributed to all stakeholders involved in KTP and we would like to actively encourage everyone to use the material as a way of promoting KTP within your internal organisation, as well as it forming part of the office's marketing effort.

If you wish to opt out of receiving this newsletter, please scroll down to the bottom of the newsletter.

### KTP Celebrates 30 years of Success

The Savoy Hotel on the 28th March was host to this year's KTP awards event. The event celebrated KTP's winning partnerships and awarded high calibre Associates the prestigious "Business Leaders of Tomorrow" accolade. The event was made particularly special as it also celebrated KTP's 30th anniversary.

Some 300 people, including the national media and some very high profile individuals, such as the Trade and Industry Secretary, the Rt Hon Alan Johnson MP, David Hughes, Director General, Innovation Group, DTI and the eminent Sir Sam Edwards, founder of the programme, attended the event.



***Left to right - Dr Ian Harrison, Rt Hon Alan Johnson MP and Dr Debbie Buckley-Golder, Programme Director, KTP***

The day began with a speech from David Hughes, who discussed the Government's commitment to investment in science, innovation and wealth creation in the UK, and the importance of KTP in helping to achieve this.

David Hughes was followed by Dr Ian Harrison who praised the programme's successes and achievements over the 30 years, with special mention and thanks to KTP's founder Sir Sam Edwards. David Hughes, who thanked Ian for his commitment and contribution to the programme, also presented Ian Harrison with his retirement gift.

As a celebration of 30 years of KTP, the event went on to showcase some of the programme's outstanding achievements over the years. The showcases highlighted the diverse industry sectors KTP operates in and the range of benefits that can be enjoyed by participating partners.

Showcases were presented by Mr Neil Ryan, Product Development Engineer for Canyon Europe Limited, Dr Martin Haigh, Director of Engineering, WABCO Automotive UK Limited and Dr Charles Morgan, Morgan Motor Company Limited.

Presentations were then made by award winning partnerships: University of Exeter and C. H. Medical, University of West of England and Bristol & North Bristol NHS Trust, and the University of York and Authentix Limited.

A networking and exhibition viewing followed, which included exhibits from the above winning partnerships together with the CMI, Smith Institute for Industrial Maths and Systems Engineering and Global Watch.

After lunch, the Rt Hon Alan Johnson MP presented on the Government's commitment to supporting UK businesses compete in a global market, and congratulated KTP's success.

*"Innovation is the essential response to the vital challenge of globalisation. The Knowledge Transfer Partnerships programme provides vital, practical help to businesses ."* (The Rt. Hon Alan Johnson MP said)

*"Today we have seen concrete examples of how KTP works to the benefit of everyone involved and how, if we want to keep our competitive edge in the modern global economy, this type of collaboration between businesses and educational institutions needs to become the norm."*

Nine partnerships were selected to receive an award, chosen from over 320 eligible nominations. The partnerships were recognised for the quality of achievements gained from their KTP projects.

The six Associates awarded as "Business Leaders of Tomorrow" were recognised as individuals who have demonstrated exceptional leadership and project management skills. Nominated by their KTP Company Supervisors, the "Business Leaders of Tomorrow" award winners faced tough competition and a rigorous selection process, headed up by KTP's senior management team and DTI officials.

The winners were presented with their awards from Dr Ian Harrison. The Secretary of State, congratulated the winners, saying:

*"There are 1,000 projects running across the country today, and by putting high calibre graduates into growing businesses on key areas, they are injecting fresh ideas straight into the veins of key businesses."* He added

*"I am greatly encouraged by these inspiring young people, and the universities that are supporting them. While there is still work to be done, we are on the right track to ensure*

*the UK is at the forefront of science and innovation in the future."*

Award winning partnerships included:

- Authentix Ltd and the University of York (presented with a special award for Best Knowledge Transfer Partnership)
- C.H Medical Ltd and the University of Exeter (presented with a special award for Best Engineering Excellence, sponsored by The Royal Academy of Engineering)
- North Bristol NHS trust and the University of the West of England, Bristol (presented with a special award for Best Application of Social or Management Science, sponsored by the Economic and Social Research Council)
- Elekta Ltd and Coventry University
- Inditherm plc and Sheffield Hallam University
- Lerch, Bates & Associates and Kingston University
- Oregon Timber Frame Ltd and Napier University
- Pressed Steel Products Ltd and the University of Durham
- Solacentury Holdings Ltd with the University of Reading

Those presented with a "Business Leaders of Tomorrow" award, are:



***Left to right - Mark Chadwick, Laura Bishop, Emmeline Childs, Cameron Fraser, Katja Krebs and Ross Gazey***

- Katja Krebs, whose KTP project involved developing, implementing and monitoring a marketing strategy for a food manufacturer.
- Laura Bishop whose KTP project aim was to create and implement a business development strategy to reposition products, services and branding.

- Cameron Fraser whose KTP made him responsible for identifying and implementing a means of reducing emissions within an existing alloy degreasing process
- Ross Gazey, whose KTP provided novel techniques for the integration and monitoring of elements of a renewable energy power system
- Emmeline Childs, who developed a range of designer women's wear for retail, using unwanted and discarded clothing
- Mark Chadwick whose 3 year KTP project delivered strategic Information and Communication Technology developments

The day was considered a great success. Many thanks to all those who made the day possible, in particular Louise McLeod and Jo Doick from the events team and Jo Stevens, Marketing Manager.

[Back to the top ^^](#)

## Sponsor Perspective

### **The Arts and Humanities Research Council (AHRC)**

**We asked Kezia Parry, KTP Programme Manager at the AHRC: "How do the arts and humanities fit into a programme that has traditionally supported technology transfer?"**

**"The Arts and Humanities Research Council (AHRC) became a sponsor of KTPs in October 2005, allowing a huge array of university departments and businesses to access the benefits of KTP, supported by graduates from the arts and humanities fields.**



*Kezia Parry*

The new sponsorship is redefining the scope of the programme to maximise its impact on the UK economy and quality of life.

AHRC came into being in April 2005, with a remit to support and promote high-quality and innovative research in the arts and humanities. As part of our role, we also ensure that the knowledge and understanding generated by this research is widely disseminated for the economic, social and cultural benefit of the UK and beyond.

This is an exciting development for KTP provision. The new sponsorship is all the more important because the range of subjects covered by the AHRC is so wide: from archeology to art, dance to design, languages to literature and history to music. A wide variety of business partners, including the UK's dynamic and developing creative industries, can now access university expertise through the scheme.

AHRC's approach to knowledge transfer is as broad as our remit. As well as lending itself to commercial use, arts and humanities research underpins a wide variety of other outputs. Think of the research which informs television documentaries and dramas about history, archaeology or design. Our research base also contributes towards the development of new gallery exhibitions, or helps to reinterpret existing collections. And our research in areas such as language, religion or philosophy can also underpin development of public policy.

Our partnership criteria is also deliberately broad. We hope to support partnerships that use the knowledge and expertise arising from arts and humanities research. Business partners can include the charitable and not-for-profit sectors, publicly funded organisations as well as commercial enterprises. In keeping with our broad approach to knowledge transfer, we support both projects which deliver non-commercial benefits and those which are profit-driven.

The arts and humanities research base has a huge contribution to make to the economic, social and cultural activities of the UK. KTP is a key way of making that contribution felt."

[Back to the top ^^](#)

## Regional Spotlight: North East

### Focus on One North East Funding for KTPs

**One North East (ONE), the Regional Development Agency for the north east of England, came on board as a sponsor for KTP in 2004, with a specific interest in supporting partnerships in this region that would not usually be covered by the existing sponsors. It has focused its support on the food and drink, leisure and tourism, and creative and cultural industries.**

ONE, covering three of the region's five universities has so far supported seven

partnerships, one with two Associates. The most high profile KTP, is a project centred on 'experiential marketing' at Alnwick Garden, a tourist attraction founded by the Duke of Northumberland in the mid-18th century and now run by a charitable trust. The University of Sunderland is the Knowledge Base partner for this project. ONE is also supporting the first college partnership in the region, between Newcastle College and Microtima Ltd, which designs and manufactures traffic signs and signal control systems. This KTP will develop and embed a strategic marketing capability in the company.

The new financial year sees sponsorship coming on-stream from the Northern Way, the cross-RDA programme aimed at closing the productivity gap between north and south. One North East's contribution to the Northern Way – alongside Yorkshire Forward and the North West Development Agency – is additional to its own funding. This will expand both KTP numbers and the range of sectors supported in the region, though the Northern Way's criteria still have to be formally announced. Hopefully ONE's experiences as both a solo and joint sponsor will help to broaden RDA involvement in the programme across the rest of England too.

[Back to the top ^^](#)

## A tribute to Barry Twite

**As many of you may know, very sadly Barry Twite died suddenly in February. Barry, the Senior Advisor for the South West region will be greatly missed by the whole KTP community.**



**Dr Russ Bromley, KTP Adviser has kindly allowed us to publish an extract of the beautiful poem he wrote as a tribute to Barry.**

***Barry Twite with Fiona Nightingale, Senior Advisor, North West***

*We have lost our friend,  
Its unbelievable, it can't be true  
Not Barry, it can't be right  
So young, so fit, so strong  
What happened? What went wrong?*

*For here's work in progress, a new vision just begun  
A cohort of expectant, Gantt's unfinished,  
Portfolios to expand, benefits to be won  
But it's not to be...*

*Beyond the tears and grief our memories will be clear and real  
Of Barry's smile, his laughter, those wacky ties, his style,  
His gadgets, photos, tales of voyages, journey's rare  
Remember well this gentle-man, his worth, his too short span  
Those points well made in debate  
His high standards we tried to emulate*

RUSS BROMLEY 1st February 2006

[\*Back to the top ^^\*](#)

## Person Profile- Dr Rachel McCrindle at the University of Reading

**Dr Rachel McCrindle, a Senior Lecturer, is Head of Ambient & Pervasive Intelligence Research Group at the University of Reading's School of Systems Engineering.**

"I first became involved in supervising Knowledge Transfer Partnerships (formerly TCS) projects in October 1994 and since then have participated in more than 14 projects. I have also been very involved in promoting the KTP scheme to other academics and industrialists both internally and externally to the University.

I originally came into academia from a commercial engineering and computing background and KTP has enabled me to



***Dr Rachel McCrindle***

maintain and further develop my industrial experience as well as increasing my domain knowledge in a wide range of industry sectors.

I have for example been involved through KTP schemes in projects as varied as digital broadcasting, manufacturing, new media, education, publishing and seismology. I have undertaken projects with commercial companies, voluntary sector organisations and a Local Education Authority, each of them requiring strategic implementation of new technologies to support or enhance their business infrastructure or product portfolio to enable them to grow or diversify into new markets.

Being involved in KTP projects has also enabled me to develop research concepts through to commercial realisation and in some projects to gain access to highly specialised state-of-the-art equipment that would otherwise be unavailable to me. Conference and journal papers, case study material and MSc/PhD dissertations have also resulted from the project work undertaken. Other benefits of involvement in KTP projects have been the participation by Associates and industrialists in lecture courses as specialist guest lecturers, and collaboration on student projects and assignments. In many instances after the end of the KTP project, we have maintained the university-industrial partnership in a variety of ways including membership of our Industrial Advisory Board, final year projects, industrial year placements, active recruitment of our graduates, and further collaboration on other projects or proposals.

Some projects have obviously been easier to manage and more successful than others for a number of reasons however, it is certainly true to say, that each one undertaken has enhanced my project management and industrial experience. I have also been fortunate in that two of our KTP schemes have won major national awards; in 2003 with Softel Limited we won the best overall KTP project, and in 2005 with GAP Activity Projects we won the Computing Awards for Excellence award for the best voluntary sector project. Each KTP project has different objectives and characteristics but overall the keys to success are in having a project directly related to the major strategic aims of the company; identifiable benefits for all parties involved; good communications between the university and the company; a team approach with colleague academics; a supportive University based Knowledge Transfer Centre, and most importantly the appointment of an excellent Associate."

[Back to the top ^^](#)

## Partnership Profile

### KTP Award winner: Elekta Ltd and Coventry University

**Sponsored by the DTI, the aims of this KTP were to use mathematical modelling and control theoretic techniques to integrate a radiotherapy patient support system (PSS), to design and implement a new controller for PSS**

Clinicians need accurate targeting for successful radiotherapy treatment. The Patient Support System (PSS) positions the patient and the X-ray beam to ensure that the cancerous tissues are accurately targeted.

The overall objective of the KTP was to design, develop, test and implement an innovative Oncology Patient Support Control System. Two types of modelling strategies were applied to devise a simulation model. The first involved the collection of measurements from electromechanical systems prior to finding parameters of the mathematical expression able to replicate the observed measurements. The second modelled a system from 'first principles', exploiting data describing the components shape and weight in the PSS.



***The Patient Support System (PSS)***

Significant work was carried out on sensor technology with respect to the negative effect of radiation on digital sensors and appropriateness of analogue devices for applications involving position measurements in a radioactive environment.

*"Elekta decided to work with Coventry University to improve our knowledge of control*

*systems, and to apply additional academic know-how to our development. Following the KTP, the Synergy product was released onto to the radiotherapy market with widespread acclaim from many leading centres."*

John Allen, Control Systems Manager, Elekta Ltd

The results of this KTP are numerous and include the delivery of a working control system, with technical ability to move PSS with accuracy; an increased company turnover of £54m and excellent PR opportunities with worldwide interest at one world congress, two international conferences and symposium.

[Back to the top ^^](#)

## Good News Stories:

### University of Sussex, Welcome to the KTP programme!

The University of Sussex is proud to announce the approval of its first KTP. The project is between environmental geochemist Dr Andy Cundy and the Atomic Weapons Establishment (AWE) at Aldermaston in Berkshire, looking at radioactive decontamination of soil to reduce the volume of waste. The University is currently recruiting the KTP Associate.



### University of Gloucestershire celebrates its 20th project

The University of Gloucestershire Business School is currently celebrating after placing their 20th KTP Associate in the past three years. With Associates placed in companies based as far a field as Peterborough and mid-Wales, Gloucestershire Business School is delivering within the South West Regional Development Agencies boundaries and nationally.



Dean of the Business School Dr Jim Simpson comments " *We see KTP activity as a significant income generator to complement our established income streams from teaching and research. There are also significant other benefits for all three parties involved – the University, the Associate and the company partner.*"

## Harvard Business School Comes to Belfast

KTP Associates in Northern Ireland have been offered a unique opportunity to participate in a prestigious workshop facilitated by Professor Joe Lassiter from the Harvard Business School. Professor Lassiter teaches Entrepreneurial Marketing in the MBA Programme and Marketing Strategy in the Executive Education Program at Harvard. His research focuses on high potential ventures, including those formed as new companies and those formed within existing organisations. The workshop on Monday 8 May will take the form of a case study, the format of which was pioneered by the Harvard Business School in the 1920s as a way of importing slices of business reality into the classroom. Today, more than 80% of Harvard Business School's classes are based on this method.

Professor Lassiter will also be delivering an Innovation Lecture in Queen's University Belfast and he has offered to facilitate this Workshop for Northern Ireland's fifty KTP Associates. Invest Northern Ireland and the Allied Irish Bank have sponsored his visit to Northern Ireland.

[Back to the top ^^](#)

## Diary Dates

- 19-Apr Environment Aberdeen
- 31-May Marketing & Management Edinburgh
- 14-Jun IT Wynd Centre, Paisley

For more info please contact Lorna Gray at the West of Scotland KTP Centre (0141 548 2430/lorna.k.gray@strath.ac.uk).

### Supervisor Workshops:

- Exeter - Crossmead Conference Centre 26/04/2006 26/04/2006
- Newcastle - The Assembly Rooms 24/05/2006 24/05/2006

- Birmingham - Crowne Plaza NEC 07/06/2006 07/06/2006
- Belfast - Hilton 28/06/2006 28/06/2006

**25th April:** The WestFocus KTP network and Entrepreneurship Centre - 'ALL CHALLENGE: NO RULES - how to be an effective intra-preneur' Associate Event at Dorich House Museum from 9.30am. To reserve your place, please email Charlene Edwards on [c.h.edwards@kingston.ac.uk](mailto:c.h.edwards@kingston.ac.uk) or call 0208 547 8782.

**12th June - at the Radisson Hotel in Glasgow:** Promoting KTP to the business sector and 10th Anniversary celebration. Speaking at the event are Allan Wilson MSP (Deputy Minister for Enterprise & Lifelong Learning) and Dr Chris Masters (Chairman SMG and formerly Chairman of SHEFC). For more information, please contact Elaine Wallace [e.wallace@strath.ac.uk](mailto:e.wallace@strath.ac.uk)

[Back to the top ^^](#)

---

We would value any feedback you have about this newsletter. Please contact [marketing@ktponline.org.uk](mailto:marketing@ktponline.org.uk) with your thoughts and suggestions.

We look forward to hearing from you.

[Back to the top ^^](#)

---

#### **Disclaimer / Views / Issues**

**E-Transfer makes every effort to provide correct information at the time of distribution, but does not itself constitute a definitive guide to any of the claims mentioned in it.**

**We want to hear your views on what you think we should include in future issues of [E-Transfer](#)**

**Please click [here](#) to send your comments. If you do not wish to receive E-Transfer in future, please click [here](#) to send a message.**