

Knowledge Transfer Partnerships

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"

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Welcome!

Welcome to the ninth 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.

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KTP hosts UK-Canada International Collaboration workshop

The Knowledge Transfer Partnerships (KTP) Programme hosted a UK-Canada International Collaboration workshop in Oxford from the 9 to 11 May in Oxford.

The event continued collaboration between the UK's KTP Programme, and Canada's Ontario Centres of Excellence (OCE) and Westlink Programmes.



KTP Associates and the visitors from OCE's Entrepreneurship Programme and Westlink's internship Programme

21 delegates drawn from KTP Associates, OCE's Entrepreneurship Programme and Westlink's internship Programme attended the event, which consisted of formal presentations, site visits to companies of particular technology interests, training on undertaking international opportunities analysis and a visit to the UK's Diamond Light Source facility.

Formal presentations were given by representatives of both the High Commission of Canada and UK Trade and Investment, giving delegates an overview of the help and assistance available from both the UK and Canadian Governments for companies seeking to export their products and services to new markets. In addition, presentations were delivered on the approach taken by the Venture Capital industry in investing in companies. UK and Canadian case studies were also presented by Oxford University's ISIS Innovation and Ontario Centre's of Excellence, respectively.

The company visits were a particularly successful part of the workshop with four companies hosting a small number of delegates. One of the host companies was BioInteractions Ltd, based at the University of Reading Science and Technology Centre, which is an innovative provider of biocompatible solutions to the worldwide medical device business and gave the delegates a very good overview of the innovative technology employed by the company and the challenges faced in building a successful company.

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Sponsor's Perspective - Technology Strategy Board

There are very few, if any, innovation schemes that have been operating as long as Knowledge Transfer Partnerships. The programme is thriving, with 1048 live partnerships active during the 2006/7 year.

On 1 July 2007, the newly-independent Technology Strategy Board assumed responsibility for a number of central government technology and innovation

support activities - including Knowledge Transfer Partnerships.

KTP is an important element of the Technology Strategy Board's portfolio of tools to drive business innovation. As lead sponsor, we have the ability to support high quality partnerships across all areas of the UK economy aiming to meet the needs of UK business and society.



Paul Whittemore

Our current budget for KTP is £18.5m per year, supplemented by a further £10m from public sector sponsors.

KTP provides an excellent example of the collaboration which will underpin the Technology Strategy Board's work - not only between business and academia, but also co-ordinating with the innovation activities of Government Departments, the English regions, Devolved Administrations and the Research Councils - all to the benefit of UK business.

Of course the real measure of success lies in the resulting benefits. Overall, for every £1 million invested by Government in KTP, the UK economy currently benefits to the tune of £2.9 million in additional pre-tax profits to businesses, 43 new jobs and 190 existing company staff trained as a direct result. This, together with all the associated benefits of experience and flow of ideas, is why thousands of businesses, academics and Associates have participated in the programme over the decades.

The Technology Strategy Board looks forward to working with the key partners within the KTP community to build on this success.

Paul Whittemore
Head of Communications
Technology Strategy Board

Established on 1 July 2007, the Technology Strategy Board is a business-led executive non-departmental public body (NDPB), established by the Government and sponsored by the Department for Innovation, University and Skills (DIUS) (formerly DTI).

Its mission is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve the quality of life.

More information: <http://www.berr.gov.uk/innovation/technologystategyboard/>

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Regional Spotlight - Focus on the South East

Success at the London & SE Regional Convention CMI Awards

The Chartered Management Institute (CMI) is an Awarding Body for Management qualifications e.g. NVQ and Diplomas. Momenta is currently accredited by the CMI as an 'Approved Centre' for management training.

Each year the CMI invite their members, which includes the Approved Centres, to nominate candidates for a whole range of different award categories. This year three KTP associates, registered with the CMI through Momenta were nominated for awards in two categories as follows:

- Dr Rachel Gibson - Difference at Work. Nominated by William Morris, KTP Adviser (N. Ireland)



Daniela Spuhler receiving her 'Personal Development' award from Tim Melville-Ross (CMI President)

- Mohammed Shah Nawazuddin - Difference at Work. Nominated by Emma Detchon, KTP Officer (Teeside Uni)

- Miss Daniela Spuhler - Personal Development. Nominated by Dr Paul Naylor, KTP Adviser (Berkshire)

All candidates were successful and the awards took place on the 5th July at the Cass Business School, London. The awards were presented by the CMI President, Tim Melville-Ross.

KTP set to boost visitors to Hampton Court Palace

A history graduate is using her academic expertise to help boost visitor numbers at one of the capital's top tourist attractions. Suzannah Lipscomb has joined the staff at Hampton Court Palace as part of a three-year Knowledge Transfer Partnership (KTP) project set up by the University's Enterprise Exchange.

The project, sponsored by the Arts and Humanities Research Council, will enable the 28 year old to work as a research curator exploring the day-to-day lives of the courtiers and servants who populated the palace

during the reign of King Henry VIII in the 16th Century. Her findings will help shape a series of new exhibitions about the life and times of the Tudor monarch, best known for his six wives and his decision to sever ties with the Roman Catholic Church. The displays are being developed as part of preparations to mark the 500th anniversary of Henry VIII's accession to the throne in 2009.



*Suzannah Lipscomb outside
Hampton Court Palace*

Palace officials hope the exhibitions will lead to a resurgence in the number of people from the United Kingdom making excursions to the venue.

KTP manager Charlene Edwards said the project demonstrated the important contributions the University was able to make to performance and productivity across the region. "Kingston's KTP programme is playing an increasingly prominent role in providing companies and organisations throughout the South East with a way to tap into the University's specialist skills and resources," she said.

"Being approached to support such a prestigious icon as Hampton Court Palace is testament to the effectiveness of the scheme and I am confident our links will reinforce the venue's reputation as one of the true treasures of Britain's national heritage."

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Partnership Profile – Showcasing the best case study material

Optimal marketing through KTP

Optima graphic design is a privately owned graphic design consultancy based in Lincoln. In partnership with the University of Lincoln, Optima embarked on a KTP with the aims of establishing a strategic marketing design management capability and develop services to support business activity.

In order to improve its competitive position, Optima recognised that it needed to become a regional player in the East Midlands. This KTP work focused on building the company's capacity to attract and deal with major clients. The KTP also sought to position the company more accurately, moving away from 'Lincoln's best graphic design consultancy, to 'One of the East Midlands' more competitive high-quality design consultancies with the flexibility to undertake one-off jobs and full-service design programmes for large public and private sector organisations.

The KTP has improved the companies operations in the way the Associate has identified strategies and policies in need of change and clarification. Optima have become a threat to Nottingham agencies and are building a local reputation to new levels in Lincolnshire through good creative work and excellent service levels. Word of mouth is working particularly well at present through increased networking. Results of the KTP include:

- presence and awareness doubled due to increased marketing and networking; turnover has increased by 26%;
- increased profit of 34%;
- grown market share from 24% to 33%.

Simon Shaw, Managing Director of Optima Design said , "Taking on a KTP has given Optima the confidence to progress its business in uncharted waters and develop a range of exciting new products and services. Optima have moved up a gear and are posting good levels of growth that surpass the trends of the last three years in the design industry."

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Associate Profile – KTP Associate, Sharon Swards



Name: Sharon Swards

Qualifications: First class honours in Business and Management

Qualifications in progress: PhD

Current position:
Product Development &
Communications Manager

Sharon Swards

I graduated in Business and Management Studies from the University of Bradford in 2003. When I graduated I wanted to stay local so began looking for a job in the local papers. I saw the vacancy for the Knowledge Transfer Partnerships (KTP) in three different places, which grabbed my attention. KTP appealed to me because it was not just a graduate scheme, but a fast track programme with training, giving me the right platform to launch my career.

My KTP was with Leeds City Credit Union, an organisation that provides financial services to people in Leeds, and the Knowledge Base partner was the University of Leeds. The KTP aimed to develop and implement a marketing strategy, with a strong emphasis on social responsibility, in order to

facilitate growth for affordable financial services for a broad cross section of clients including socially disadvantaged people. The KTP allowed me the opportunity to get involved at a strategic level in both understanding the company's operations and its future direction.

My role brought about some very significant achievements, namely the establishment of a marketing department; corporate re-branding and the offering of regulated products including Child Trust Funds and ISAs. On a personal level, I benefited from the practical experience I gained and the training courses I attended, offered to me as KTP Associate. I am also hoping to complete a PhD next year, which examines the membership base of UK credit union users. This study has only been made possible through the KTP.

On the whole KTP has provided me with access to training, development and knowledge transfer opportunities that I know will give me a solid base for my future career.

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Good News Items

Graduate's Got Talent

New job. First day. This can seem daunting for the best of us, but not for graduates nominated in the NW London and Watford Business Awards.

The nominees for the Best New Graduate in Business Award, sponsored by The University of Hertfordshire, were selected by a judging panel for demonstrating a real flair for business by achieving results through adapting quickly to their new environment and contributing to the success of the organisation through innovation and commitment.

The ceremony, which took place on 22nd June 2007, was held at the prestigious Emirates Stadium and hosted by BBC Business News presenter, Declan Curry. Businesses from many sectors arrived to witness awards presented in nine different categories.

Winner of the Best Graduate in Business, and also a KTP Associate, Chris Rogers from iRegulatory, explains: "It is a real honour to win the Best New Graduate in Business award at this year's ceremony and I have to recognise the KTP graduate scheme as a key part to my success. The mixture of formal, on-the-job and academic training, plus the support of my company and University academic supervisors helped me to settle in quickly and really make an impact.

"The relationship between iRegulatory and the University of Hertfordshire has extended further than just my KTP project. We have been able to work with the University to help develop our own market research and development projects and also provide research opportunities and case study material for my Academic Supervisor, Dr Chris Brown of the UH Marketing department."

The University will be a lead player in the enhancement of learning at all levels and life stages. Strengthening links with employers enables the University of Hertfordshire to embed employability skills within the curriculum thus meeting the demands of both students and industry.

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Eavesdropping' To Help Save Whales And Dolphins

With environmental issues increasingly uppermost in everyone's mind, a KTP has

recently attracted widespread media attention for its work in reducing the impact of hydrocarbon exploration on the marine environment. The KTP, with the University of Plymouth and the WGP Group based in Bude, North Cornwall, has appeared in NERC's *Planet Earth*, the Sunday Telegraph and on interviews with local BBC Television and a radio station in Perth, Australia.



Ross Compton, KTP Associate with WGP Group

The WGP Group enjoys a world-wide reputation for providing high quality operational support and management services to the international geophysical and offshore industry. The Group's participation in the KTP project is developing the next generation Passive Acoustic Monitoring (PAM) device for towing during marine seismic survey operations. The aim of the cetacean monitoring device is to detect sea mammal sounds by utilising a series of hydrophones tuned to the frequencies on which whales and dolphins vocalise. Associated software is used to visualise and analyse their wide range of clicks, whistles and chirps and permit more reliable direction and distance determination.

Recent studies have shown that underwater noise such as active sonar (used by submarines and naval ships to track activity), as well as large compressed air explosions by seismic survey vessels in searching for oil and gas, may be causing disturbance or damage to whales and dolphins. This disturbance may result in them having to ascend rapidly with consequential tissue damage and/or interfering with feeding.

Alongside Ross' progress with his PhD – 'to determine the effectiveness of policies intending to reduce harm to cetaceans from offshore exploration activities', a further benefit to the University of Plymouth has been a new commercial Marine Mammal Observer (MMO) short course. This gives theory and hands-on training for Marine Mammal Observers working in the seismic industry. The KTP has also been the catalyst to re-launching OceanEar Ltd, the WGP Group's environmental services division.

John Duncan, Managing Director, WGP Group said, *'We always monitor and take precautions when we do seismic surveys, but we think we could do better. The practical advice and technical expertise from the University of Plymouth in developing this new system is a real step forward'*.

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KTP Success Means Data Clinic Goes For Second KTP

Data Clinic Ltd is a UK based provider of data recovery services & technology from failed computer media.

Founded in 2002, it soon became apparent to Data Clinic that the companies offering data recovery services all faced a common problem: how to recover data from a failed hard disk where the cause of the problem (and therefore the correct recovery solution) was not understood.

They decided to look at the problem using a KTP student. The project began in June 2005, its remit to study new methods of recovering data from failed hard disks where no existing data recovery

solution existed.

Over the next two years the company developed a solution combining hardware and software that gave them the ability to manipulate the characteristics and programming of computer hard disks at the lowest level. This had the effect of giving the company a great technological advantage in the field of data recovery as they were now able to recover data from damaged hard drives where other companies could not.

In April 2007, Data Clinic were granted a SMART award to further develop their data recovery architecture with a view to bringing it to market. Their technology (known as "Diskmaster") is being developed by a dedicated team at Data Clinic's R&D lab in One Central Park, Manchester and will be available from Q4 2007.

From Summer 2007, Data Clinic aim to begin another KTP project - this one involving the low-level signal analysis of damaged data streams read from a hard disk, with an aim of successfully reconstructing and recovering the data.

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Diary Dates

KTP Polymers Seminar

- **13th September 2007**
- **Time: 1pm**
- **Venue: Room C57, Thomas Graham Building, University of Strathclyde, 295 Cathedral Street, Glasgow G1 1XL ([map](#))**
<http://www.strath.ac.uk/maps/thomasgrahambuilding>

To register for further information please contact Lorna Gray at the West of Scotland KTP Centre.
T: 0141 548 2430 E: lorna.k.gray@strath.ac.uk

PRINCE2TM

- **8th - 10th October 2007 (Monday, Tuesday, Wednesday) and 18th - 19th October 2007 (Thursday, Friday)**
- **Time: tba**
- **Venue: University of Gloucestershire's Park Campus, The Park, Cheltenham, GL50 2RH**

The aim of the course is to enable delegates to apply the PRINCE2 (Projects IN Controlled Environments) structured project management methodology in their work. It will also provide an essential lead-in to the PRINCE2 Practitioner Exam. The course is delivered by the Programme Support Office (PSO) with the University of Gloucestershire. The Five Day Foundation and Practitioner Course costs £1,295 plus VAT (includes exam and manual) and the Three Day Foundation-only course costs £8935 plus VAT (includes exam and manual). There is a 10% discount if booking form received by August 31st.

For more information, please contact the University of Gloucestershire Business School on 01242 714378 or email ugbsshortcourses@glos.ac.uk

KTP Seminar with the University of Hertfordshire

- **17th October 2007**
- **9.30 a.m. – 12.00 p.m.**

- **Wyboston Lakes Training and Conference Centre, Wyboston, Beds.**

Innovate 2007: From Mind to Market

- **8th November**
- **Queen Elizabeth II Conference Centre in London**

Planning is under way for Innovate 2007, the conference and exhibition which is now a highlight of the year for all concerned with the business innovation and technology research. Taking place at the Queen Elizabeth II Conference Centre in London on 8th November, Innovate 2007 will be the first major public event to be hosted by the new Technology Strategy Board since it became an independent body.

Taking as its theme From Mind to Market, this year's event has a fresh feel and offers:

- High-level industry speakers discussing the spirit of innovation and how to make it work in practice
- A panel discussion and Q&A session
- Workshops and seminars
- Living case studies
- Exhibition area featuring a range of supporting, partnering, networking and funding organisations
- A great networking and learning opportunity
- The chance to learn more about Technology Strategy Board support programmes and meet key contacts

This year's event aims to appeal to a wide audience, including new industry sectors and further breaking down barriers between business, government and academia - so get involved and discover a new world of partnership and innovation for business.

For more information or to purchase tickets please visit: <http://www.innovate07.co.uk> - PLEASE NOTE THAT WEBSITE AND ENQUIRIES WILL BECOME LIVE DURING SEPTEMBER. If you have queries in the meantime please e-mail innovate2007@tsb.gov.uk

KTP South West Regional Seminar

- **14th November 2007**
- **Time: tbc**
- **Venue: tbc**

The University of Plymouth is hosting the next showcase event to celebrate the significant achievements of KTPs from across the SW region. This event has been purposely scheduled within National Enterprise Week to benefit from wider publicity and will be held in the University's brand new £35million building that will imminently be home to the Faculty of Arts. Given this link, there will be a drive to attract interest from prospective companies within the arts and creative industries sector (aligning with one of the University's strategic priority subject areas) with the morning dedicated to internal awareness to engage new academic supervisors.

For more information please contact Emma Hewitt, Knowledge Transfer Programme Manager, University of Plymouth on 01752 233504 or email ehewitt@plymouth.ac.uk

KTP Seminar with the University of Hertfordshire

- **12th December 2007**
- **Time: 9.30 a.m. – 12.00 p.m.**
- **Venue: Hertfordshire BioPark, Welwyn Garden City, Herts**

To register for further information please contact Brenda Reed at the University of Hertfordshire T:

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