
Powering Innovation with Knowledge Transfer Partnerships

0:06

Professor Lisa Roberts, University of Leeds:

A knowledge transfer partnership or a KTP is a great way for businesses of any size to work with us, to innovate and grow. With funding from Innovate UK and investment from the company, KTPs enable organisations to access university expertise to help them take the next strategic step forward.

0:27

A post graduate, known as the KTP associate, is employed full time at the business to lead the project. The project team, including colleagues from both the company and the university, then works collaboratively to deliver change that will enhance or grow the business. A professional team at the university supports the project partners every step of the way and that ensures that the businesses and academics who partner on a KTP can stay focused on maximising the value of their research and innovation. So we're really proud of the depth and the breadth of our research expertise and the ways that this can be applied to address challenges in very different types of businesses.

1:13

Laura Babbs, ASDA

One of our biggest issues was food waste, so we decided to partner with Leeds and use all of their expertise on data analysis and behaviour change to make a real difference for our customers. So, we worked interdisciplinary to look at the environmental food waste data and the customer relations and insights data, bringing new analytical methods that we're developing here, combining that with datasets from other types of companies.

1:38

Will was a real expert in helping us translate the academic research into really tangible things we could do in the business. And so, we experimented with social media, in-store demonstrations and product stickers, in-store magazines, online and so on. So, we're still working with Leeds University. It's great having them on the doorstep and I think the KTP really opened the door for us.

1:59

This project had a massive impact on our business. Two million customers said that they'd change their behaviour from the information they got. That saved them fifty seven pounds a year. So this has really helped shape our future policy.

2:17

Howard Pickard, LBBC:

Recently, we purchased a business who made small development autoclaves. And once we'd purchased this business, we could see that we had the basic expertise of pressure vessel design and control system design. What we were looking for was the corrosion testing experience.

2:34

Professor Anne Neville, School of Mechanical Engineering, University of Leeds

Their company is world known for making autoclaves for the manufacturing process. We have got a very good worldwide reputation in corrosion testing. So putting those two together, you could see that that should be a very good partnership.

2:50

Dr Danny Burkle, KTP Associate

So, I've been involved with the initial design calculations through to concept designs, and a final design, through to building the prototype and the final product.

2:58

Howard Pickard:

Danny has a PhD in Corrosion and in doing that, he has spent a lot of time working with corrosion testing autoclaves so he has direct experience as well.

3:12

Professor Anne Neville:

These products will go out into world famous testing laboratories with the brand, LBBC Baskerville and that will be a lasting legacy from this KTP.

3:28

Tim Worne, SouthernBroadstock:

We were four individual businesses. What we hadn't done is really started an integration process. We worked with Professor Chee to help us bring everything together from a supply chain point of view.

3:42

Professor Chee Yew Wong, Leeds University Business School:

I helped the company to understand how different pieces of information from different parts of the supply chain can be put together and make them even more intelligent in the way they manage their operations. But we need the third person, which is the associate, to transfer knowledge from the university to the company.

3:58

Michael Park, KTP Associate:

Professor Chee Wong gave me access to anything that I needed from the University. I was given a significant amount of time every week to be able to meet with him and meet with other professors, and having the insights from them really helped shape the model.

4:13

Professor Chee Yew Wong:

The associate also plays a very important role by telling us what he or she learned from the companies. We want to learn and respond to new challenges.

4:24

Michael Park:

I was able to automate a large portion of the jobs that the sales team had to do on a day-to-day basis and was able to save them tenfold worth of time in their day-to-day.

4:35

Tim Worne:

The competitive advantage that we've gained through working on the KTP is quite vast, I would say.

4:43

Professor Lisa Roberts:

If you want to find out more about how a KTP could help your business to innovate and grow, contact us today.

