

For more information about Knowledge Transfer Partnerships (KTPs) please contact The Business Services Team:

Birmingham City Business School
City Centre Campus
Curzon Building, 4 Cardigan Street
Birmingham B4 7BD

T: +44 (0)121 331 5000

E: bcbsbusinessservices@bcu.ac.uk

W: www.bcu.ac.uk

Knowledge Transfer Partnerships

Improving the competitiveness,
performance and productivity of business

What is a Knowledge Transfer Partnership?

The Knowledge Transfer Partnership (KTP) scheme is a UK-wide programme, which enables businesses to access the knowledge and expertise available within academic institutions such as Birmingham City University to help their business develop.

How does it work?

Birmingham City Business School will work with your business to identify a strategic project that requires specialist knowledge and expertise. A recent graduate (called a KTP Associate) with the appropriate skills will then be recruited to work full-time on the project for a period of between 6-36 months – the duration of the project depends on your specific business needs. The Associate will be supported throughout this period by an academic consultant from Birmingham City Business School.

Birmingham City Business School has an outstanding track record in helping businesses of all sizes and across a broad spectrum of sectors respond to market challenges and opportunities. Examples of the specialist areas which a KTP with Birmingham City Business School may be based around include:

- Business process re-engineering to improve efficiencies
- Identification of new markets
- Strategic marketing
- International marketing
- Knowledge management systems
- Human resource management and many more

How will my business benefit?

Each KTP is unique and therefore how it benefits your business varies depending on the scope and nature of the project. However, on average, the benefits achieved include*:

- An increase of over £240,000 in annual profits before tax
- The creation of two genuine new jobs
- An increase in skills of existing staff

KTPs can help your organisation

- Access highly qualified graduates to spearhead new projects
- Access experts who can take your business forward
- Develop innovative solutions to help your business grow
- Develop your company for today's market
- Increase your competitive advantage
- Improve your performance and business operations
- Increase profitability

How will the KTP Associate and University benefit?

The Associate also benefits by gaining valuable experience in managing a strategic project, as well as significant training and development opportunities. These include working towards a Diploma in Management and attending training modules covering people skills, people management, career development and business leadership. The Associate will also manage a training budget for additional job-specific training. Whilst the Knowledge Based Partners will publish research papers and develop new research interests and projects.

What will a KTP cost my organisation?

The KTP scheme has been designed with you and your business in mind. It's partly funded by a government grant so you will only be expected to contribute between a third and a half of the annual costs involved, depending on the size of your business. For a small to medium-sized enterprise (SME) this means approximately £20,000 and for a large organisation around £30,000. This contributes to the costs of the academic supervisor and the Associate's employment and development. The organisation will also be required to provide senior management time in supervising and supporting the Associate and providing input into the project as necessary.

Does my organisation qualify?

Organisations across most sectors, including small and large businesses, and public or third sector organisations, are eligible to participate. Your organisation should normally employ at least 10 employees and be able to demonstrate the ability to fund its contribution to the project costs and any additional investments required to maximise the outcome of the project.

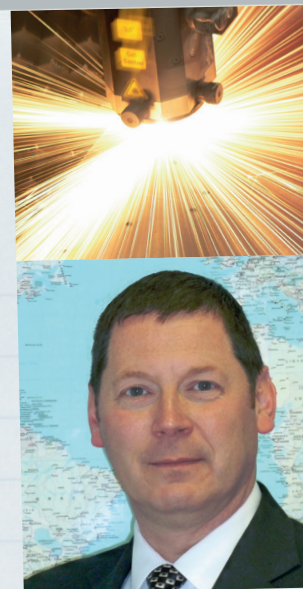
*Source: ktponline.org.uk July 2012

With a history of over 30 years' proven success and around 800 projects running at any time it is Europe's leading business support programme of its kind.

Essar Steel UK – KTP Case Study

Without doubt, the experience of our KTP here at Essar has been hugely beneficial to the overall business. Final results have exceeded original expectations with the core business benefiting more significantly than simply the tonnage of SCS (the original objective of the KTP). We would have no hesitation in recommending KTP to other businesses and given the right project would definitely enter into another KTP.

Phillip Guest, Managing Director,
Essar Steel UK



The company

The KTP began in August 2010 with Servosteel, a Dudley based company, which at that time was the largest independent privately owned steel processor. In 2007, the company had invested £3m in a new steel processing line using patented SCS (Smooth Clean Surface) technology. SCS is a mechanical brushing technology that enhances the value of steel by delivering a smooth, clean surface in an environmentally friendly way. This line was underutilised and the company lacked expertise in marketing and developing strategies to encourage end users to choose SCS over the alternative Pickled & Oiled process (P&O). The aim of the KTP therefore was to research the benefits of the SCS process and develop and implement a strategy for encouraging higher sales.

In the summer of 2010, Servosteel was acquired by the Indian owned Essar Group and changed its name to Essar Steel Processing & Distribution UK Ltd in December 2010. This resulted in the company also developing into a Service Centre business during the KTP and a commercial department was built to support this.

The project

Working alongside the board and senior management team the KTP Associate was responsible for identifying new opportunities for SCS. Through the implementation of a structured research programme, the Associate successfully identified appropriate target customer segments and communication strategies needed to realise the potential of SCS.

They also implemented marketing strategies for the SCS product and brand (including laser) and Coil Recovery. In addition to the leading edge expertise in marketing and carbon indexing from Birmingham City Business School the KTP also tapped into knowledge of metallurgy from the Faculty of Technology, Engineering and the Environment.

The results

The company is now much more market orientated and as a result of the KTP it is able to capitalise on and capture new business opportunities as they arise. Specifically the company has benefited from:

- An increase of £1.6m in annual sales turnover directly attributable to the KTP, which is expected to rise to £2.5m within 3 years
- An increase in the current annual profit before tax (PBT) of £187,000 profit before tax, expected to rise to £250,000 PBT within 3 years
- 23 staff trained
- A step change in the company's approach to sales and marketing, with a dedicated resource in the business
- Associate permanently employed by Essar Steel UK as Marketing Manager for the whole company

Looking ahead

The senior management team at Essar Steel UK has been delighted with the results of the KTP. As a consequence of the relationship that has developed with the University they have taken on two further Birmingham City University graduates since starting the KTP.