

# Welcome

**Sue Cooke**

CEO, 3M Buckley Innovation Centre and  
Associate Deputy Director – Regional Enterprise  
University of Huddersfield



# Context

**Sarah Bowes**

Interim Head of Business Support at West Yorkshire  
Combined Authority



# How Universities can help SMEs

- Creating new businesses
- Incubation spaces
- Access to facilities & equipment
- Access to talent
- Collaboration to drive innovation
- Business consultancy and advice

# How Universities can help SMEs

In 2021/22 Universities in the region provided:

- 2,000 facilities and equipment related services, the majority (87%) of which were for SMEs.
- 4,000 consultancy contracts, a third of which were with SMEs.
- 1,700 research contracts to meet the specific research needs of external partners, 8% of these were for SMEs.
- Support for the learning and development of the labour force - over 137,000 learner days of Continuing Professional Development (CPD) and Continuing Education (CE) courses.

# Simplifying access

- Combined Authorities Growth Service
- Skill Support for business

**w/c 13<sup>th</sup> November**

West Yorkshire Innovation Festival 2023  
[wyinnovationfestival.com](http://wyinnovationfestival.com)

# Feedback

Please follow the below code on your mobile phones to provide feedback on this event

West Yorkshire SME Support  
Network 25th of September 2023  
Feedback Form



**Natalie Allen**

Head of Business Partnerships – Leeds Beckett  
University

Chair of the of the Yorkshire Universities West  
Yorkshire Higher Education Economic Development  
Group





# Knowledge Transfer Partnerships (KTPs) and Management KTPs (mKTPs)

Laura Forester-Green – University of Huddersfield

Jo Griffiths – Leeds Beckett University



# Objectives:

- To provide an overview/refresher of KTPs
  - What they are
  - How they work
  - Benefits of KTPs
  - Management KTPs
- To explore the regional context for KTP/mKTP
  - Stats
  - Case Studies
- To consider pathways to KTP/mKTP

# What is a KTP?

A KTP is a government-funded programme which facilitates **innovation** through **collaboration** between a business and a university.

KTPs help **drive business growth, solve strategic problems, enhance productivity, boost performance and support research and development.**



Innovate  
UK

## Business Eligibility

**Any size**  
(min. 2 employees\*)

**Any sector**  
(mKTP and public sector)

\* Company partner must be able to demonstrate capacity/resource to support the project

# What is a KTP?

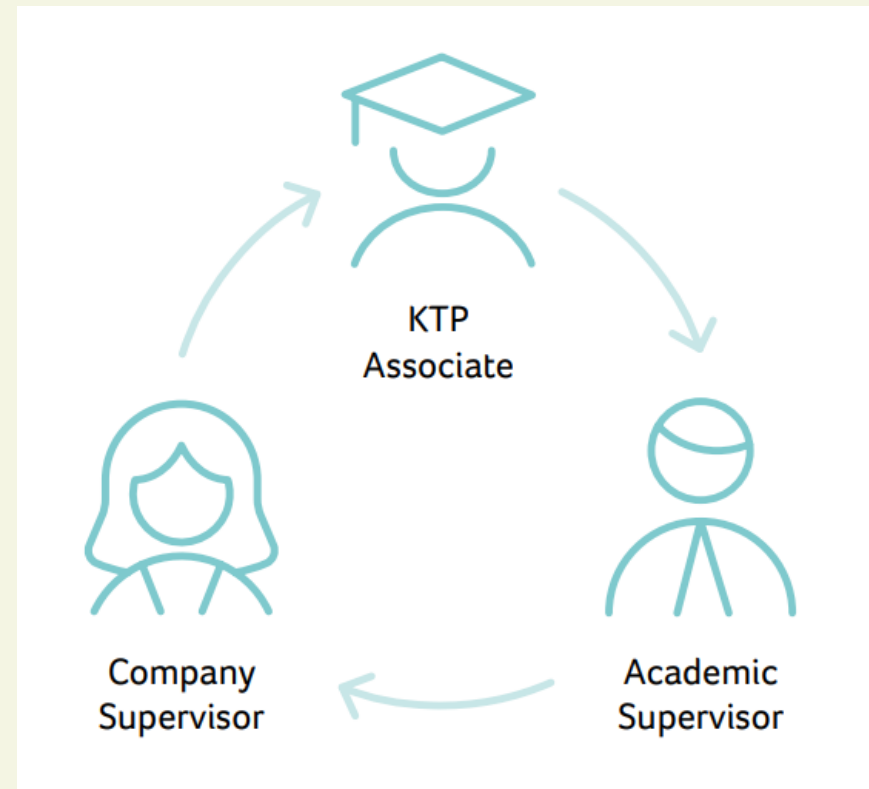


<https://www.youtube.com/watch?v=EtJsolvsQ70&t=1s>

# How does KTP work?

Projects are led by a recent graduate, known as the KTP Associate, seconded to your business and supported by both a company and an academic supervisor.

The Associate is integral to **transfer** and **embed** new knowledge, skills and capabilities which help drive your business transformation.



# Key Features:

- 12 to 36 months in duration
- Associate employed by the University
- Associate based wholly or partly at the company
- ½ day a week academic supervision
- Access to University research facilities

# KTP Project Areas:

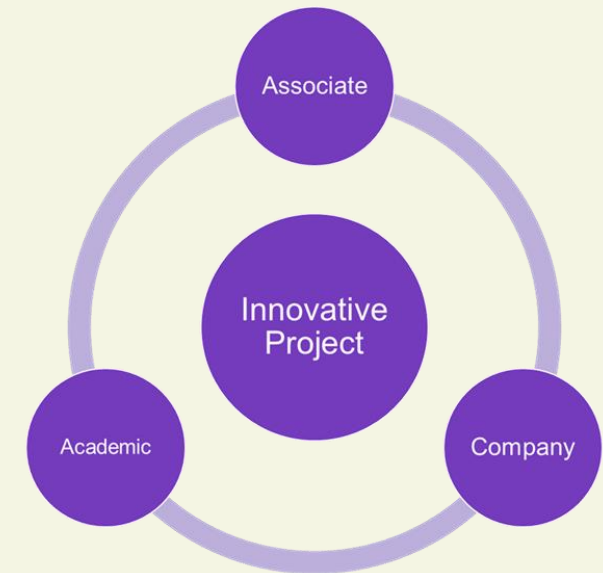
- Developing new products/services
- Improving existing products/services
- Creating manufacturing solutions
- Innovative software solutions
- Social policies and services
- Business solutions, strategic planning and cultural change
- Carbon footprint and net zero initiatives
- ...and more!



What is **INNOVATIVE**...  
...for the organisation?  
...for the sector?

# Management KTP

- **How is Management KTP different?**
  - Complex and interwoven problems or opportunities
  - Making a strategic shift - working 'on and not in the business'
  - Business transformation
  - Aimed primarily at SMEs
- **What does it cover?**
  - Strategic marketing and decision-making
  - Organisational change and resource planning
  - Sustainable platforms for growth
  - Productivity and process improvement
- **What are the benefits?**
  - Increasing turnover and profit





# Management KTP case study - iKoustic

- Family owned and operated business specialising in acoustic solutions in B2C and B2B markets
- 24-month project to drive strategic marketing and decision-making and improve internal management capability

## Wider Engagement

- 1 x technical KTP already with University of Salford
- Introduced by Innovate UK Adviser and local authority Innovation Growth Manager
- Small Business Leadership Programme
- Student projects and case studies
- <https://www.youtube.com/watch?v=9ICDL4oI3w0>



# Benefits of KTP



Increase turnover  
and net profit growth



Embed new skills and  
positive cultural change



Boost competitive  
advantage



Enhance customer  
experience



Improve performance  
and operations



Full-project support with  
longer-term partner rapport



Instil a culture  
of innovation



Succession planning, with  
further projects initiated

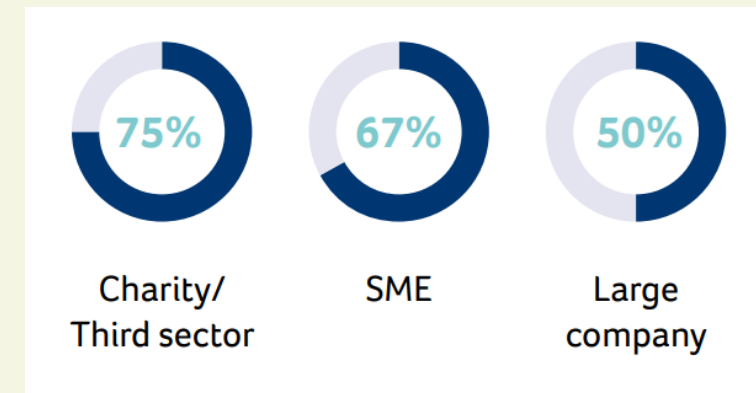
# KTP costs

The average cost of a KTP is c.£90k per annum.

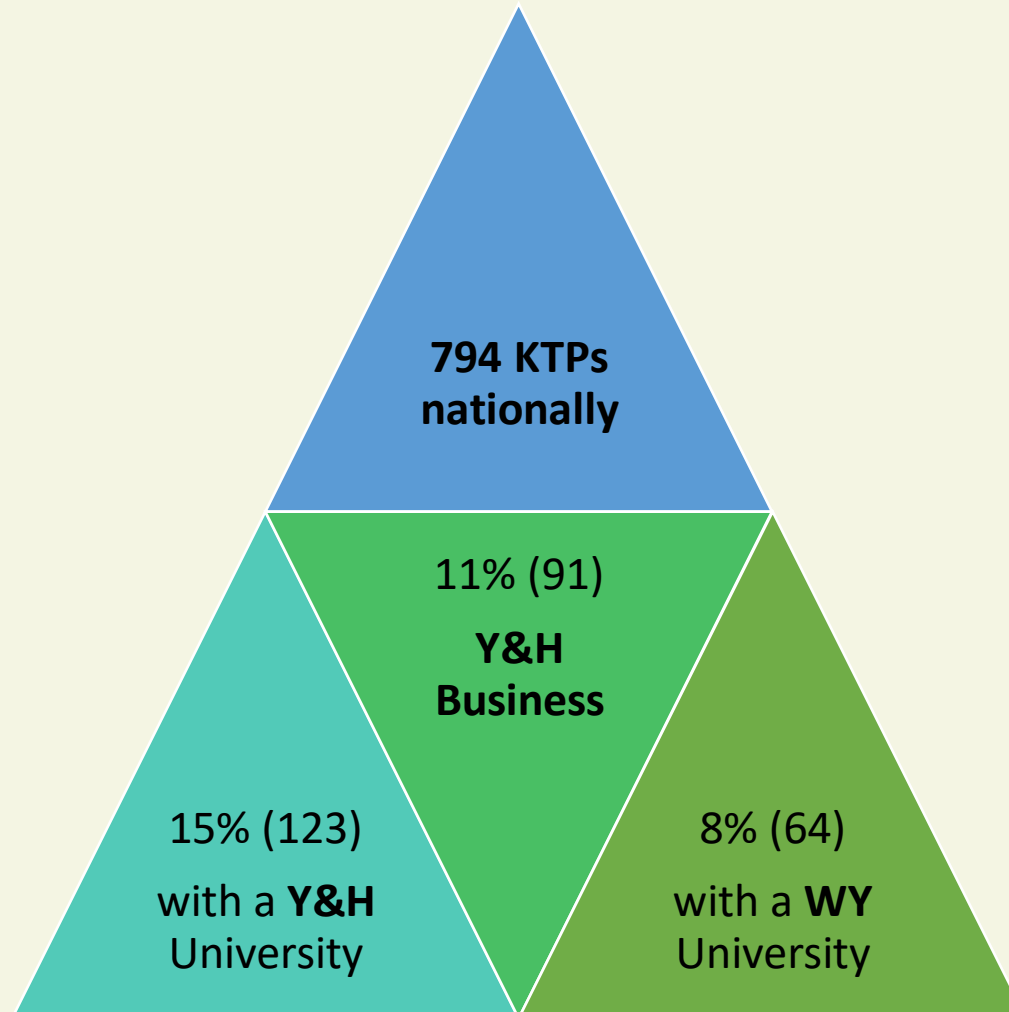
This includes;

- KTP Associate's salary and on-costs
- Support budgets for...
  - Associate Development
  - Consumables
  - Travel/Subsistence
- Academic input (1/2 a day a week)
- End to end project support

KTPs are generously subsidised by grant-funding and company spend on KTP is eligible for R&D tax credits.

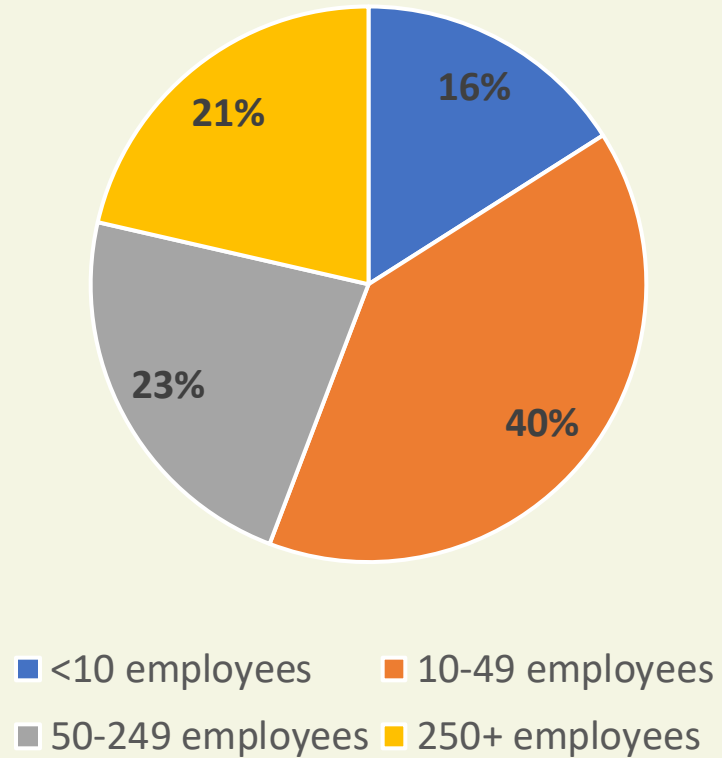


# Current Landscape



# Current Landscape (continued)

Current KTPs – Business Size



# Pathways to KTP and mKTP

- Part of a wider journey with a university – student projects and placements, business support programmes, academic links and partnerships
- Referrals - partners and professional service organisations
- Events/networks
- Many businesses repeat the experience with the same or a different university

# Case Study: Associated Utility Supplies

## The Business:

Associated Utility Supplies Ltd. (AUS) provide manufacturing, inspection and repair, design and development, and training services to the rail and telecommunications industries.

## Background:

Small UoH seed-fund project undertaken in September 2016 which led to a 3-year KTP which commenced in June 2017.

## Aim:

To develop and establish methodologies for innovative product design, analysis and multi-criteria optimisation, in a highly constrained design environment and to apply these to the design of novel products for rail electrification.

## Benefits:

- c.£2.85m increase in turnover, during and 3-years post-KTP
- £721k further grant funding secured
- Strategic relationship with the University (further 3 x KTPs awarded since)
- Future Leader Fellowship application
- Over 80 products developed
- 6 jobs created



# Case Study: Associated Utility Supplies (continued)

## KTP 2:

To develop new design and manufacturing processes to enable new products to be developed for the rail industry from pultruded fibre reinforced polymer sections. Initially focussing on the production of footbridges to replace pedestrian level crossings.

## KTP 3 (mKTP):

To optimise business efficiency and effectiveness through improved adoption and implementation of enterprise resource planning.

## KTP 4:

To drive digitalisation within the design and manufacture processes, leading to the development of smart products through the use of digital twins and enabling support and improvement of the customers' industry 4.0 journey.



# Steph Abraham – Business Partnerships

Research and Innovation Services

University of Bradford



# CPD/Training

## Continuing professional development – for organisations and employers

- CPD describes the ongoing learning activities that professionals engage in to develop their capabilities. CPD enables professionals to become conscious and proactive learners, rather than passive and reactive.
- CPD Accreditation is widely recognised as a valuable investment in one's professional growth across the globe. It's a process that involves acquiring new skills, knowledge, and experience to keep pace with the changing demands of one's profession.
- Investing in CPD means your company is ensuring its standards remain high across your workforce and your sector knowledge is up-to-date.
- Courses can either be non-assessed or credit-bearing as required - postgraduate certificate, diploma and master's degrees to bespoke training and research training/development.
- From experts across business areas, to specialist academics and researchers, HEI's have diverse skills to meet various needs.
- Professional development courses bring benefits to the smallest of start-ups and the largest of multinationals. No organisation can succeed without a knowledgeable and highly skilled workforce.

# Consultancy

Consultancy is one of the principal mechanisms by which universities and colleges transfer knowledge to public, private and third sector groups, and contribute to the growth of the economy and to the needs of society more generally.

The provision of expert advice to external clients by university staff is a prominent example of 'third mission' activity, through which higher education institutions promote and support productive interaction with business and industry

- Application of existing knowledge or expertise to a request from an external body
- The primary purpose of the work is not the creation of new knowledge (then it becomes contract research)
- Usually short timescales (1 to 12 months) with defined deliverables
- Results of the work will be owned by the external body and may be confidential
- There may be limitations on what can be published or disseminated
- Develops relationship with organisations which may in time become collaborative partners

# Consultancy

## Consultancy services might include:

### Offering specialist opinion

- Specialist advice and training
- Taking on a paid advisory role
- Acting as an expert witness

### Advising on technical issues

- Analysis and reporting (including statistical advice) on various issues relevant to external organisations
- Giving a paid presentation in a seminar or business conference or being paid to write for non-academic sources
- Advising an external organisation using knowledge gained or processes/systems developed at the University

### Or solving problems.

- The design, testing or evaluation of a product, service or system or assisting with these processes
- Using the University's research facilities and expertise for routine testing and analysis of materials and compounds

# Engaging with HEI's

- **Cast a wide net** - meet with many different groups and people,
- **Get granular** – it's useful to meet with as many different group individuals as possible,
- **Be patient** – it can take months of frank and honest discussions with a potential partner to agree expectations around balancing the pursuit of research that's of interest to both parties.

Collaborations can be a valuable insight into the high expectations and standards of industry, which differ significantly from academia. Interesting, application-driven research proposals that gets the attention of funders, and collaboration with industry is increasingly being encouraged by research funding councils.

The partnerships HEI's form enhance reputations, expand research and knowledge bases, generate income and ultimately help attract bright, engaged students who in turn go out into society

# Ian Maude

## Head of Business Development

Leeds Trinity University



# Higher and Degree Level Apprenticeships

## A National Success Story

- Since starting in 2017 higher and degree level apprenticeships have grown considerably and now make up 34% of all apprenticeships starts (academic year 2022-23)
- Starts at level 6 & 7 increased by 9.3% to 41,340 in 2022/23
- Out of all apprenticeship starts in 2022/23 67% were from levy paying organisations and 33% were from non-levy paying organisations



# Higher and Degree level Apprenticeships



## West Yorkshire Universities

All universities in West Yorkshire provide higher and degree level apprenticeships.

They are broadly in the following subject areas:

- Construction
  - Quantity Surveyor, Building Surveyor, Architect
- Digital, Technology and Broadcasting
  - Digital and Technology Solutions, Digital Marketing, Outside Broadcasting
- Engineering
  - Civil Engineering, Geotechnical Engineer
- Health and Science
  - Nursing Associate, Advanced Clinical Practitioner, Social Worker, Paramedic, Midwifery



# Higher and Degree level Apprenticeships



## West Yorkshire Universities

- Childcare and Education
  - Children, Young People and Families, Teacher
- Leadership, Management and Professional Services
  - Chartered Manager
  - Senior Leader
  - Supply Chain Leadership
  - Business to Business Sales
  - Project Manager
  - Systems Thinking Practitioner

Each University has a dedicated apprenticeship team that will help each organisation through the application process

# Hire of Facilities

## All Universities have facilities for hire

These tend to consist of Conference Space, Meeting Space, Laboratory Space, Business Centres, media space, photography

Examples:

3M Buckley Centre



Knowledge Exchange



Cloth Hall Court



The Venue



Trinity Enterprise



Wolfson Centre



Blenheim Walk Gallery



# Hire of Facilities

## All Universities have facilities for hire

- Wide Variety of facilities for varying uses and size
- Usually have a dedicated team to assist you
- Have very specialist facilities – laboratories, recording studios, theatres
- Event, meeting and enterprise space
- Good locations
- Not necessarily profit driven
- Can be the start of a whole range of different support from a university

# Working with graduates

**James Warrender**  
Leeds Conservatoire

**Elli Whitefoot**  
Leeds Arts University



# Graduate skills

## Transferable skills

- Skills required in all industries
- Gained across all disciplines through course activities and experiential learning
- Creativity rates highly

## Specialist skills

- Discipline specific
- Experience of software and tech
- Industry knowledge
- 'Hard' skills predominantly creative

## Willingness to learn



# Recent research

## Creatives Across Sector

- Showcased the tacit skills of musicians by deconstructing a live ensemble performance.
- Panel discussion and prior research highlighted the following skills as most valuable to employers:
  - Leadership
  - Improvisation/problem solving
  - Emotional Intelligence - conflict resolution, collaboration, ability to reflect on own practice constructively.
- Research suggested that communication skills are being wrongly devalued in the pursuit for digital skills.

# Working with graduate talent

## Advertise opportunities

- Full and part time job roles
- Freelancing opportunities
- Placements
- Student and graduate roles

## Experiential learning

- Course-led projects
- Placements
- Live briefs and projects

## Consultation

- Tailored service





# Student and graduate talent

## SAIL

- Branding for new sustainable items
- Creation of sustainability emojis and animations for use on social media
- Brand design for SAIL Pale Ale
- Marketing and communications placements

## Wellington Place

- The Artist's Window

## Harewood House

- One-page illustration, telling the story and mapping the journey from 'field to fork' of Harewood House's Walled Garden

## BuyNowtLS6

- Illustrated infographic highlighting the impact of the BNLS6 library over the last 6 months





# Get in touch!

## Don't limit your options

Speak to a variety of institutions to diversify the talent pool.

### **Different institutions have different approaches but most will offer:**

- Promotion of opportunities on jobs board, etc.
- Links to courses
- Tailored support and advice
- Access to students and graduates
- Potential partnership opportunities

# Contact details

**University of Huddersfield**  
[business@hud.ac.uk](mailto:business@hud.ac.uk)

**Leeds Beckett University**  
[jo.griffiths@leedsbeckett.ac.uk](mailto:jo.griffiths@leedsbeckett.ac.uk)

**University of Bradford**  
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**Leeds Trinity University**  
[business@leedstrinity.ac.uk](mailto:business@leedstrinity.ac.uk)

**Leeds Conservatoire**  
[j.warrender@lcm.ac.uk](mailto:j.warrender@lcm.ac.uk)

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**University of Leeds**  
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Working with students and graduates  
[employerteam@leeds.ac.uk](mailto:employerteam@leeds.ac.uk)  
CPD [professionaldevelopment@leeds.ac.uk](mailto:professionaldevelopment@leeds.ac.uk)  
Consultancy [G.McCauley@leeds.ac.uk](mailto:G.McCauley@leeds.ac.uk)  
General contact for business queries  
[ResearchCollaboration@leeds.ac.uk](mailto:ResearchCollaboration@leeds.ac.uk)



# Q & A

**John Parkin**  
University of Leeds



# Thank you!



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Network 25th of September 2023  
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