

Powering  
Innovation  
in your  
Business  
with a  
Knowledge  
Transfer  
Partnership.

# A bit about us.



Founded in 1962, Canterbury Christ Church University (CCCU) has grown into a multi-discipline, multi-faculty institution serving over 20,000 students, expanding and innovating to serve the needs of public services, industries and communities through its student and graduate talent, expertise and resources. In a world that is constantly changing, we are here to support organisations to reach their potential and drive innovation across a wide range of disciplines and sectors.

Our academics can provide the latest research, new thinking and current trends that will help boost innovation in your business across the following fields:

- Creative and digital
- Engineering and manufacturing
- Science and technology
- Healthcare and medicine
- Business, the economy and policy





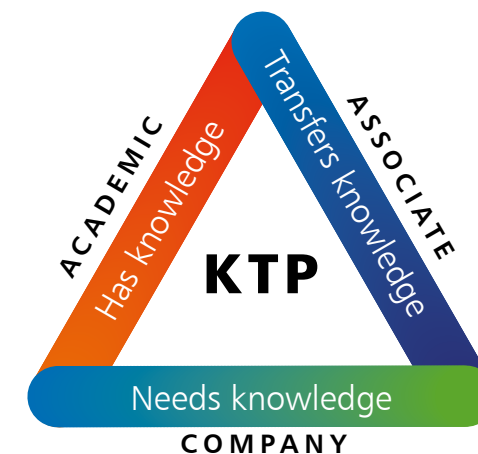
# Introducing Knowledge Transfer Partnerships.

KTPs have been supporting businesses to grow and innovate for almost 50 years and have helped to transform more than 14,000 businesses across the UK.



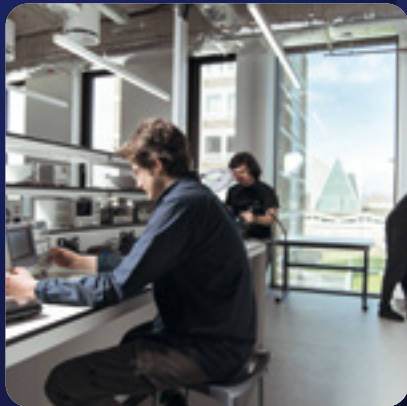
**A Knowledge Transfer Partnership (KTP)** is an exciting opportunity to connect an ambitious business or not-for-profit with a leading UK university and an exceptional graduate with the capability to transfer knowledge between the two. Part-funded by a government grant from Innovate UK, KTPs are a three-way partnership that bring together the expertise of business and higher education to create and deliver innovation to expand your business, increase your profits and give you the competitive edge.

KTP projects typically last between 12-36 months and focus on delivering a strategic step change in business performance and productivity by embedding new knowledge and capabilities within an organisation. They can provide a mechanism to develop new products, optimise existing production flows, develop new service offerings or design and implement strategies for greater market share or international expansion.





# The benefits to business.



## As a KTP partner company, your business would benefit from:

- Government funding for business development, to acquire new knowledge and turn business ideas into reality
- Access to university resources and academic expertise and insight
- Support from the University Knowledge Exchange Service
- A dedicated independent Knowledge Transfer Adviser who will support you throughout the project to help everything run smoothly
- A full-time graduate (called an Associate), employed by the University and based in your offices
- An opportunity to apply for R&D tax credits (if eligible)
- A potential £60k increase in pre-tax profit during the lifetime of the project

## In the five years following the KTP project, partnerships have led to an average of:

- £600k per annum increase in pre-tax profit for the three years following completion of the project
- £650k per annum increase in exports for the three years following completion of the project
- £300k investment in plant and machinery
- £160k investment in further research and development
- Creation of two new jobs
- 20 staff trained
- 64% of KTP Associates (the graduates employed to transfer knowledge) are offered jobs by the company partner post KTP completion

## Research and Development (R&D) tax credits

Research and Development (R&D) tax credits are designed by the Government to reward and boost innovation in the UK. More and more companies are discovering that, with help from the KTP scheme and R&D tax relief, they can realise the full potential of R&D opportunities to help them innovate and grow. Using R&D tax relief can make using University expertise to carry out a research project more affordable. It can either reduce a company's tax bill or, in some cases, provide a cash sum, provided you are eligible.



# Funding.



KTPs are partially funded by a grant from Innovate UK and there are several funding calls per year. On average, 90% of applications are successful, making KTPs the most effective Innovate UK scheme. The remainder of the project cost is met through a cash payment by the company partner. Project costs are variable but, on average, are around £75,000 – £90,000 per project year.

**SMEs** (up to 249 employees) receive a grant rate of up to 67% of the project cost.

**Larger companies** (250+ employees) receive a grant of up to 50% of the project cost.

**Not-for-profits** can get up to 75% of the project cost funded (on meeting certain criteria relating to additional funding).

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## Innovate UK

Innovate UK is the UK's national innovation agency. They support business-led innovation in all sectors, technologies, and UK regions. They help businesses grow through the development and commercialisation of new products, processes, and services.

# How it works.

“For nearly 50-years, Knowledge Transfer Partnerships have enabled thousands of businesses to achieve their long-term strategic ambitions to grow profitably, year-on-year, and maintain a sustainable, competitive advantage over their competitors. This is accomplished through the development of new capabilities, embedding innovative ways of thinking and transforming business operations by transferring knowledge and know-how from research orientated academics in universities.”

Terry Corner,  
KNOWLEDGE TRANSFER ADVISER (KTA) FOR KENT

## The four pillars of Knowledge Transfer Partnerships

1

### Innovation

Is this a new idea? Is it ambitious?

2

### Impact

Can you demonstrate the impact the project will have?

3

### Challenge

What expertise can the University bring to the project? Why Canterbury Christ Church?

4

### Cohesiveness

How will the knowledge be embedded? How can you show it will have longevity?

## The seven step KTP process

There are seven stages to the process of unlocking funding and setting up a KTP project. Before applying, we will connect you to our regional Knowledge Transfer Adviser to check the feasibility of your project idea.

1

### FEASIBILITY CHECKS

Checking the feasibility of your idea - does it include the four pillars of Innovation, Impact, Challenge and Cohesiveness?

2

### FORMING A PARTNERSHIP

Forming the Knowledge Transfer Partnership, with key partners from the Company and the Knowledge Base (university)

3

### GRANT APPLICATION

Completing a grant application and proposal form

4

### SUBMITTING PROPOSAL

At this point, there is a 90% success rate for applications

5

### PROPOSAL CONSIDERED

Proposal considered for viability by Innovate UK

6

### GRANT OFFER

Successful proposals will be issued a Grant Offer Letter

7

### RECRUITMENT

Before launching, an Associate (the graduate) will be recruited

### Eligibility:

To apply for a KTP, you will need to:

- Be a UK-based company or not-for-profit, of a sufficient size to support the project (at least 4 full-time employees)
- Have the financial capacity to make the required contribution to the cost of running the KTP
- Be committed to the long-term legacy of the KTP that can be measured over five years, as well as the shorter-term impacts.



# Case Study.

## The Knowledge Gap

A caravan company required new lightweight materials and advanced processes to manufacture them.

## The Solution

Encompassing all areas of the business and utilising university resources and expertise, the KTP introduced new digital manufacturing processes and software to replace the use of paper on the shop floor and allowed real-time access to key information and drawings at each workstation. Radical changes were made to workflow to improve the flow of information and parts. It introduced advanced 3D machining to enable in-house capabilities and increase capacity to create new lightweight materials.

## The Impacts

- The company gained complete control over its production schedule, thereby increasing flexibility and reducing lead times
- A decrease in errors that ultimately meant a reduction in waste through scrap parts
- An increase in capacity by 50% and an estimated £1.3million in turnover

## Transform your business with a Management KTP

Introduced in 2019 and particularly important as businesses navigate a world post Covid-19 and Brexit, the Management KTP offers a model that is more people focused and designed to trigger culture change. mKTPs enable transformational improvement in businesses by identifying strategic, management-based initiatives to increase business resilience, agility and management effectiveness.

Working just the same as a classic KTP, businesses in all sectors of the economy and across the UK can benefit from an mKTP project.





# Case Study.

## The Knowledge Gap:

A multichannel manufacturer required new capabilities and strategies within their business to create the right foundations for ambitious and sustainable growth and long-term improvements to turnover and profitability. The company required expertise in marketing and decision-making to ensure appropriate commercial awareness and risk management were central to the company culture.



## The Solution:

The project began with an extensive scoping exercise between the academic team and the company, before an ambitious project plan was developed that would, over a two-year period, address the operational needs of the business. It also transferred appropriate skills and capabilities that would provide long-term development of new knowledge and expertise in the business. This included the introduction of structured HR functions, assessment of formal governance structures, cultural change and the embedding of processes and frameworks.

## The Impacts

- A decision-making toolkit to measure and evaluate opportunities and risks, including new product development
- Marketing and strategic insight reports to inform development of strategy and associated sales growth
- Frameworks to improve staff engagement providing a basis for organisational change and development
- HR audit and skills mapping to explore pathways for development





Innovate  
UK

# Work in partnership.

## Want to learn more?

Contact our Enterprise and Engagement team to discuss how Canterbury Christ Church University can support your business needs and aspirations through a Knowledge Transfer Partnership.

e: [b2b@canterbury.ac.uk](mailto:b2b@canterbury.ac.uk)

[LinkedIn.com/company/cccu-connect](https://www.linkedin.com/company/cccu-connect)

[Canterbury.ac.uk/business](https://www.canterbury.ac.uk/business)



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