

# Knowledge Transfer Partnerships in the East: How to Collaborate with a University in the East and Learn about the Funding Available to Help

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# Knowledge Transfer Partnerships in the East

How to collaborate with a University in the East and Learn about the Funding Available to Help

Sharon Perry ,Knowledge Transfer Adviser, Innovate UK Business Connect

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Samantha Barrell, CTO, The AF Group Limited

Anna Douglas, Relationship Manager, University of East Anglia

Dr. Juan Antonio Martinez Leon, Head of Product Analytics and Data Science, G's Group

And our speed collaborators...

Lee Forster (University of Essex)

Anna Douglas (UEA)

Thomas Abbs (University of Arts)



# Driving local impact

## Workshop on how to collaborate with an University in the East and get funding available to help

1. Introduction and KTP overview
2. Case study 1 AF Group and University of East Anglia
3. Case study 2 G's Growers and University of Essex
4. Speed Collaborating



# Examples of ways to collaborate with Knowledge Base



**Innovation Voucher**



**Student Projects**



**Academic consultancy**



**Sponsor a PhD**



**Partner in a  
Innovate UK  
or other  
UKRI  
competition**

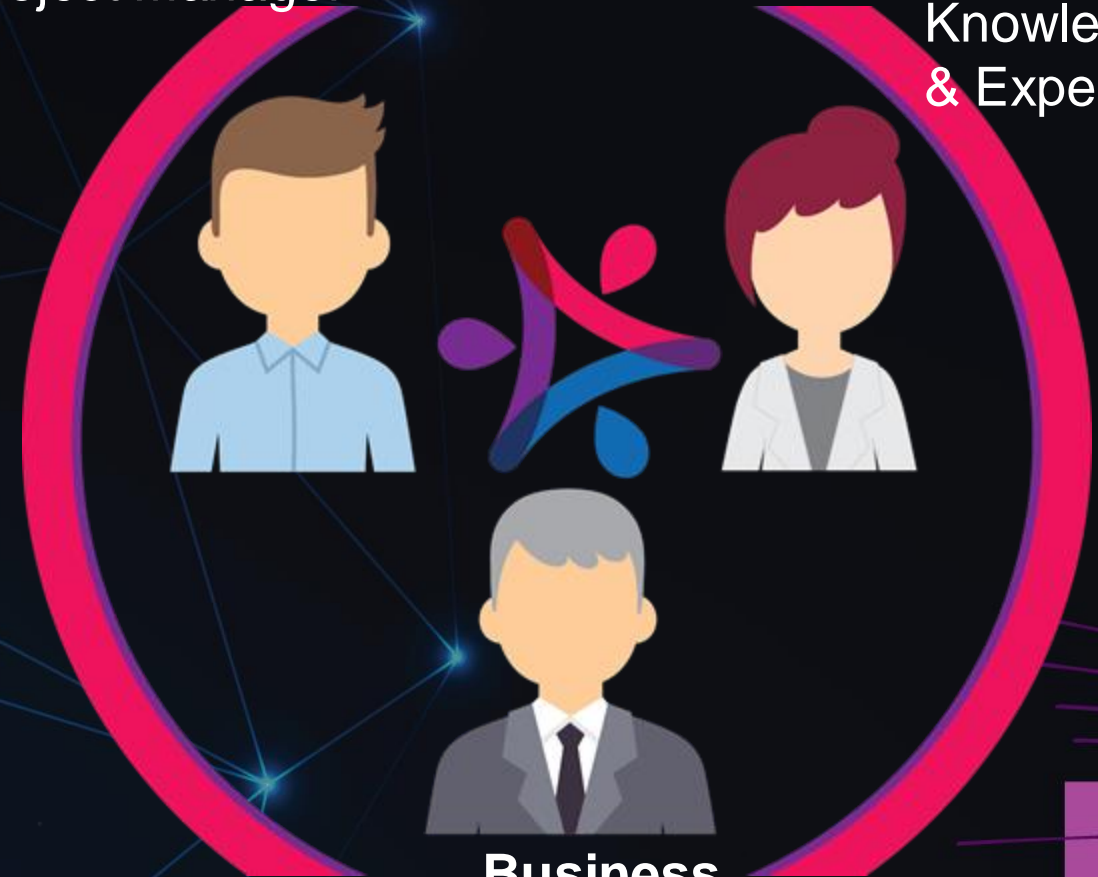
**AND KNOWLEDGE TRANSFER  
PARTNERSHIPS!**

# Knowledge Transfer Partnership grant (KTP)

- A three-way partnership providing
- **Expertise** to innovate
  - Match your challenge to expertise from over 100 Knowledge Bases
- **Funding** to enable
  - Innovate UK will provide between 50-75% of project funding
- **Resource** to deliver transformational positive change
  - This change can be economic, societal and environmental

**Associate  
Project Manager**

**Academic  
Specialist  
Knowledge  
& Expertise**



**Business**  
Strategic plans for growth

# Key Features of KTP



Business driven partnership with an academic(s) team



Apply knowledge  
Deliver new capabilities



Projects  
12 - 36  
Months  
(~mKTP 24  
mths)



Associate  
Full-time on  
the Project  
(@ Business)



Academic  
support 0.5  
days per  
week



Strategic  
Business  
Project



Public Sector  
– addressing  
Management  
focussed  
challenges



Grant Funding  
Rates  
75% (Charity)  
67%(SME)  
50%(Large or  
Public Sector)



Growth  
Disseminating  
best practice  
IP



Economic  
(profit/efficiencies)  
Societal  
Environmental  
Impact



Innovate  
UK

# The 3- way benefits of KTP

## Company



- Develops new products/service/knowhow
- De-risks Innovation projects
- Dedicated highly qualified KTP Associate to deliver the innovation
- New capabilities embedded and staff upskilled
- Develop IP

## Associate



- Industry experience, High level support from KB
- Personal and professional development budget and opportunities
- Competitive Salary
- Potential permanent Job post KTP

## Knowledge Base



- Research Income
- Apply your research expertise to real world business problems
- New research themes (Commercial relevance) to provide impact evidence
- Long term partnership with company



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Knowledge  
Transfer  
Partnerships

## KTP – Cost we fund

|  |                        |
|--|------------------------|
| a. Associate Employment Costs  | £110,000               |
| b. Associate Development   | £4,000                 |
| c. Travel & Subsistence  | £3,000                 |
| d. Consumables   | £3,500                 |
| e. University costs – Academic supervision, grant administration, admin and access to labs, facilities, learning resource libraries. | £90,000                |
| <b>Total</b>   | <b><u>£210,500</u></b> |

**SME Business contribution @33%**

**Large Company/Public Sector contribution @50%**

**Charitable organisation contribution @25%**

**= £34k per annum \***

**= £53k per annum\***

**= £26k per annum**

*\* Company contribution may be reduced further by R&D tax credits*





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Knowledge  
Transfer  
Partnerships

## KTP – Costs to the Company

|  |                        |
|--|------------------------|
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# KTP Competitions



**6 calls per  
year**



**Deadline  
every 2  
months**



**University  
Support to  
apply**

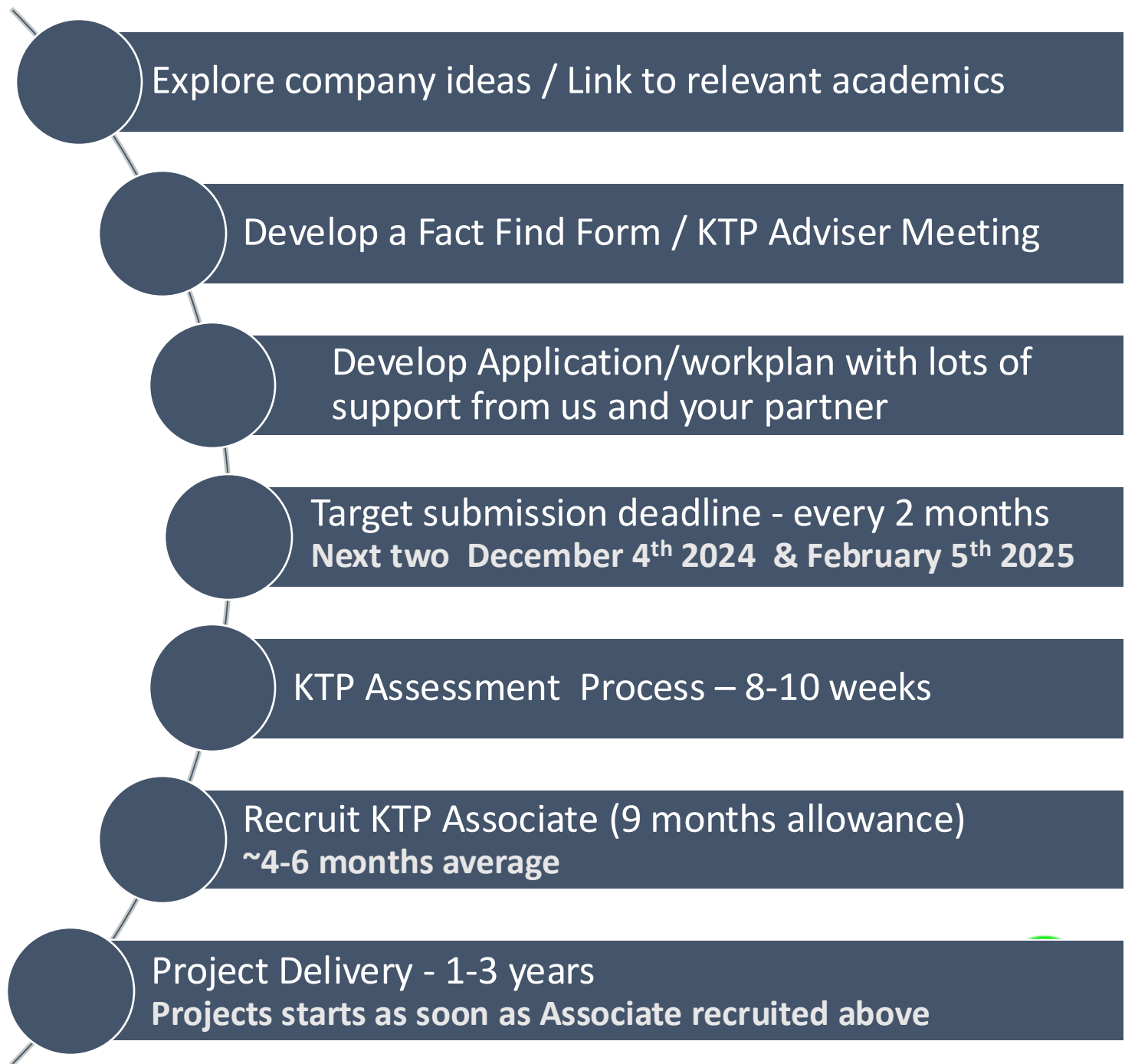


**IUK KTN  
Advisers  
Pre-  
submission  
support**



**IUK KTN  
Advisers  
Post award  
monitoring  
& support**

# Steps and Timescales to getting started on your KTP project



# Driving local impact

Case study 1. KTP between  
AF Group and University of East Anglia



# Innovating Together: Insights from a KTP Experience

12 September 2024 Samantha Barrell (AF Group) and Anna Douglas (UEA)



**AF**

Smarter  
procurement



**UEA**  
University of East Anglia

# The KTP Project



“To create a digital benchmarking tool enabling farmers to make more effective, evidence-based, decision-making with respect to the planning, procurement and use of farming inputs”

Project start date: March 2024

Project team:

- Tiasha Mondal – KTP Associate
- Samantha Barrell
- Prof Andrew Fearne
- Dr Fabio Motoki
- Dr Ricardo Malagueno de Santana
- Anna Douglas
- Libby Brient
- Jan Stringer



**Smarter  
procurement**

**The largest  
Member-owned  
rural procurement  
group in the UK.**



## Why partner with UEA?

- What method would produce the greatest member benefit?
- Increase AF knowledge – not just outsource
- Respected, independent, trusted organisation
- Access to knowledge and expertise



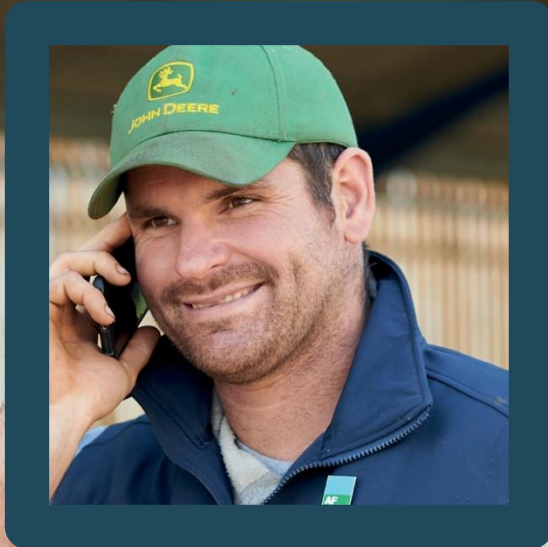


## Smarter Procurement

# Finding the right contact . . .

- CEO and lead academic, Prof Andrew Fearne crossed paths at various agri-food events
- Various discussions with AF team to find a suitable route forwards
- Introduction from academic to Anna Douglas, RM regarding KTP scheme





Thinking  
about  
KTP?

## Scoping out the project

- Data sharing
- What are AF Group challenges and ambitions?
- What expertise can UEA bring?
- Is KTP the right vehicle?
- No mini-project but other KTPs have benefitted from EIRA Innovation vouchers/ UEA's KE+ Fund

# The KTP application and recruitment process.



## A long process . . .

2 years from initial conversations to starting the KTP application.

1 year from starting the KTP application to the KTP project starting.

A lot of work - a lot of time taken to scope and define the project, ensuring it had clear and tangible outcomes and worthy of funding.

Getting the narrative, business case and commercial impacts right takes several iterations.

## Recruitment

University recruitment timelines can be long (although UEA has introduced efficiencies and new systems in 2023).

180 applications made shortlisting challenging!

Shout about the opportunities available to the candidate because of the KTP.

Challenges

and

positive

Highlights . . .

## Highlights

A dedicated company and academic team – with a cohesive approach, focused on end goal.

Valuable support from dedicated KTP Advisor, Jan to guide every step of the way.

Feedback from KTP Advisor with an 'assessor's hat'.

Jointly recruited a KTP Associate with the same passion for the project that the organisation and UEA has!

## Challenges

The time it takes!

Getting costings and employment budget right.

Hitting the mark with the business case/commercial impacts.

Getting the Associate up to speed on the project quickly.

## Top tips for businesses considering KTP



*The AF Group & UEA KTP Team*

- It is a process – dedicated the time to it – it's worth it!
- Senior management buy-in is crucial
- Make sure your business case is strong for a good chance of success
- Try a mini-project first, i.e. KE+
- Dedicate resources to support KTP
- Leverage expertise of your KTP Advisor
- Spend time on a detailed job and project specification to attract the right candidates
- Don't be turned off by cost – it's extremely good value!
- Use the partnership to tap into other knowledge at the University

**Member owned.  
Value focused.**



**Contact:**

[info@af.farm](mailto:info@af.farm)

[business@uea.ac.uk](mailto:business@uea.ac.uk)

# Driving local impact

Case Study 2. KTP between  
G's Group and University of Essex



# Our KTP Team





Innovate UK

Knowledge Transfer Partnerships

Contact us:-

Sharon Perry - Sharon.perry@iuk.ktn-uk.org

Jan Stringer – Jan.Stringer@iuk.ktn-uk.org

Knowledge Transfer Partnership (KTP) Team

IUK Business Connect

<https://www.ktp-uk.org>

### Knowledge Transfer Adviser Map

Contact an adviser closest to the business location  
firstname.lastname@iuk.ktn-uk.org  
@KTN\_KTP





# Connecting national to local

Speed collaborating opportunity

Start a conversation around working  
together on your innovation project

Opportunity to spend 5 minutes with up  
to 3 of our local Knowledge Base  
representatives

