

KNOWLEDGE TRANSFER PARTNERSHIPS

**Collaborate to drive innovation
in your organisation**



What could a KTP do for you?

A Knowledge Transfer Partnership (KTP) brings you targeted expertise and grant-funding to make your business development ideas happen.

For 45 years KTPs have been helping businesses and public sector and not-for-profit organisations work with UK universities and their brightest thinkers. They connect organisations that have an innovative idea with academics and a talented graduate/post-graduate who can help to make it a success. And they provide grant-funding to make the magic happen.

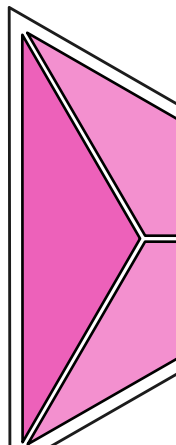
KTPs embed new knowledge and innovative thinking within organisations to help them maximise growth and deliver the step-change they're looking for in their capability and performance.

“

The KTP programme has allowed us to work with world class talent in order to drive forward our product development.

”

Dr Richard Dowdeswell, General Manager, GeoAcoustics Ltd



If you have an idea to develop your organisation but you don't have the necessary in-house expertise, a KTP may be the solution. Here's how a KTP can help your organisation:

- Your organisation will enjoy generous grant funding from UKRI through Innovate UK
- You'll receive between 12 and 36 months (typically 24 months) of specialist partnership support, depending on the project's nature and your requirements
- Embed expertise, generate new knowledge, expand capability and foster a culture of innovation
- Drive competitive advantage through accelerated innovation
- Improve profits through efficiency gains, increased productivity and better processes
- Strategic input from a highly experienced and dedicated Knowledge Transfer Advisor through the project



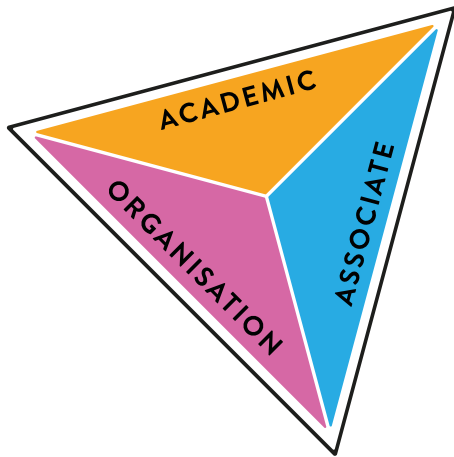
“

The knowledge gained from the programme is accelerating our growth plans and helping to drive our innovation agenda.

”

**Gordon Chetwood,
Managing Director,
Snack Creations Ltd**

Here's how it works



Each KTP is a dynamic partnership between a company, charity or public sector* organisation, an academic team and a talented graduate or postgraduate (the KTP Associate).

The partnership delivers a strategically important project – to **drive change, embed knowledge** and **deliver growth** for the organisation. Work with UEA and we'll help you structure and manage your project, from securing the funding and recruiting the right graduate/postgraduate for the KTP Associate role right through the project's end.

- > **Classic KTP** – for new product or service development, investment in innovative systems and processes, or helping you to explore a new idea or strategy to maximise future growth and innovation opportunities
- > **Management KTP** – developing stronger organisations by embedding improved management practices and building management capability, focusing on transforming leadership, strategic and management practices to improve performance

* Management KTPs only for public sector organisations



UEA has collaborated in KTPs since 2005, providing expertise across a range of subject areas including AI and machine learning, workplace wellbeing, consumer behaviour, food technology, product development and environmental science.



Typically, your investment in a KTP project unlocks a package of grant-aided support valued at around £100,000 a year.

KTPs are eligible for tax credits and businesses can normally use research and development (R&D) tax relief to recoup some of their KTP costs. Speak to your accountant or other professional advisor to see what you can claim.

An investment in your organisation's future

The cost of a KTP is shared by the organisation and Innovate UK which contributes:

75%

for charities and not-for-profit organisations of any size

67%

for micro, small and medium-sized businesses

50%

for large businesses and public sector organisations

The cost is comparable to employing a well-qualified graduate, but includes so much more.

- > Salary and employment costs for the KTP Associate – a highly qualified and motivated graduate (typically with a Masters or a PhD) to deliver the strategic project
- > Access to UEA's research expertise, resources and cutting-edge technology and equipment to support the Associate and the project
- > Expert academic input, bringing a breadth and depth of knowledge
- > Project consumables, travel and subsistence
- > Mentoring, training and development for the Associate
- > Consultancy guidance from an experienced Knowledge Transfer Advisor to help the project succeed



Developing hybrid machine learning and AI techniques with **GeoAcoustics Limited**.

The Challenge: Seabed mapping is essential for marine science, the maritime industry and environmental protection. However, it is both expensive and time-consuming, with sonar-based systems generating huge volumes of data which require experienced human operators to process. As a consequence, less than 25% of the Earth's seabed has been mapped (March 2023). Making seabed mapping more efficient and accurate is a significant challenge. The partnership with GeoAcoustics began in 2018, applying academic knowledge of AI to enhance existing underwater acoustic technology.

The KTP Project: Develop hybrid machine learning and AI techniques to automate sonar data processing for seabed mapping.

The Benefits: The AI system has been integrated into the company's seabed survey system with a single "AI" button that carries out the sonar data processing tasks automatically in real time, replacing the post-survey processing by experienced humans in days or weeks. It also improves accuracy and consistency.



As a result, the company has become a world leader in the field and increased their business around the globe, which has been recognised by winning the first ever the King's Awards for Enterprise for International Trade in April 2023.

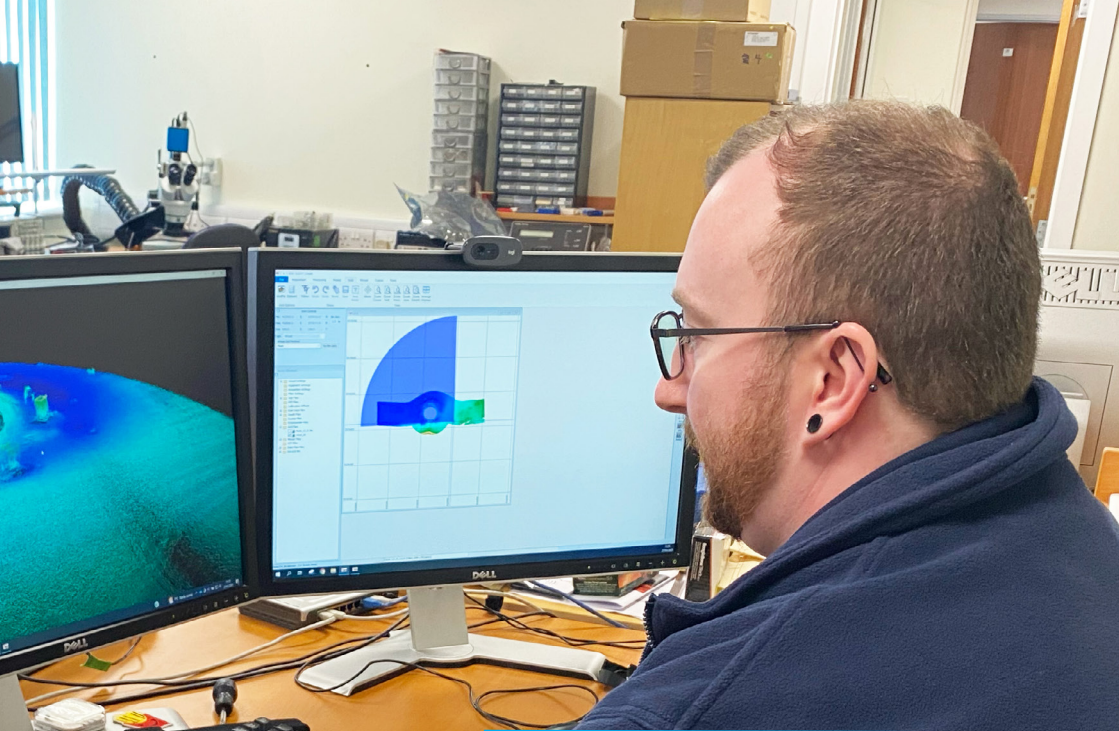
“

I'm very pleased to say that this partnership has helped our industrial partner to achieve their primary aim.

”

Dr Wenjia Wang,
KTP Academic Lead, UEA

Photography by
Furthermore Marketing:
Dr. Danny Websdale
demonstrating the
developed AI system for
seabed mapping.



“

We've developed with the help of our KTP Associate some new processing software that is literally game changing.

”

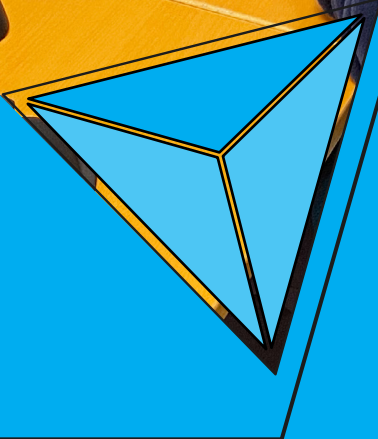
Dr Richard Dowdeswell,
General Manager, GeoAcoustics Ltd

“

The role has provided both professional and personal challenges, providing problems to exploit new technology and techniques whilst also giving opportunities to push you outside of your comfort zone.

”

Dr Danny Websdale,
KTP Associate, UEA and GeoAcoustics Ltd







Understanding and changing customer behaviour with Anglian Water.

The Challenge: Global water scarcity is projected to intensify with the impacts of climate change and pollution, and as an increase in population and economic growth lead to an increase in demand for water. Anglian Water decided to undertake a KTP with UEA to better understand and respond to these challenges.

The KTP Project: The aim was to engage with customers to try to influence their behaviours and change how they use and manage their water supply, including their impact on the sewerage system. A further objective was to work with employees to change everyday behaviours in travel and home-working to help the company achieve carbon net zero by 2030. The project vision was to help embed knowledge and capacity to develop, implement and test behaviour change interventions in different areas of the business in order to establish a 'Centre of Excellence in Behaviour Change'.

The Benefits: The project team applied the latest insights to implement and test behaviour change interventions to reduce household water consumption. Such interventions are recognized as a key part of Anglian Water being able to deliver a secure water supply into the future.

“

The advantage of the KTP scheme is in building the collaboration with the University enabling us to access wider expertise.

”

Dr Vittoria Danino, Anglian Water

Improving the wellbeing of police officers and staff with the **College of Policing**.

The Challenge: Against a backdrop of austerity and cuts in a profession already deemed to be stressful, a movement for better police wellbeing was emerging in England & Wales from 2015.

In 2017, the College received a Home Office grant to develop a national welfare service and approached Norwich Business School to collaborate. In particular, an evidence gap existed around the usefulness of mindfulness training in UK policing.

The KTP Project: The two-year project included: a six-month randomised control trial (RCT) of online mindfulness resources; a range of process and outcome evaluations on wellbeing intervention pilots; and the creation of a plain English evidence pack on what makes a good supervisor in policing.

The aim was to embed knowledge and capability to develop and to implement and evaluate wellbeing support services, adhering to principles of evidence-based practice. The UEA project team also developed new guidance on enhancing wellbeing for c.115,000 managers.

The Benefits: As well as improving the wellbeing of its participants, the evidence supplied by the trial resulted in the nationwide launch of a free online mindfulness package, called Mindfit Cop. Around 200,000 officers and staff in England and Wales can now access and complete mindfulness training in half-hour sessions over eight weeks. The project has seen significant cost savings in relation to absenteeism and presentism.



“

KTPs are a great of finding out how to apply your research findings to real world problems and how to adapt those applications to changing organisational circumstances.

”

Prof Kevin Daniels,
KTP Academic Lead,
UEA

Eight steps to organisational transformation

Contact UEA

Meet with one of our Relationship Managers to discuss your challenge or an innovation idea.

1

Meet your dedicated KTP Advisor

We will introduce you to a KTP Advisor from the Knowledge Transfer Network who will check your idea is suitable for a partnership. They will support and provide feedback on the KTP application through to submission.

3

2

Scope out the project

Your Relationship Manager will identify UEA academics with the expertise you need and help you shape and cost the project, focusing on delivering your desired outcomes.

4

Funding application

Your Relationship Manager and UEA's project support team will guide the partnership every step of the way to ensure we jointly submit a strong funding application.

Contact the Relationship Management team

If you are interested in exploring if a KTP could benefit your business, you can speak to a Relationship Manager in UEA's Research and Innovation Services Team. Contact business@uea.ac.uk and they'll be happy to make an introduction.

Recruit the KTP Associate

Once the application is approved (nearly 90% are), we will jointly recruit a suitably qualified KTP Associate, usually with a Masters or PhD, depending on the skills required. Based at your premises, they will drive the KTP project.

Continuing project support

Regular meetings with your academic team, the Associate and the Knowledge Transfer Advisor will keep the project on track. The Advisor mentors and helps to develop the Associate, who also has a personal and professional development budget.

5

7

6

8

Project commences

Then your project starts, with full support from the KTP team. The Associate will be the conduit for change, transferring and embedding new knowledge generated with the supporting academic team.

Project successfully delivered!

The project has achieved its objectives and the KTP Associate is often offered permanent employment, demonstrating the value they bring to the organisation.

Find out more about how a KTP could help you power innovation, growth and organisational transformation.

Talk to our team, at **business@uea.ac.uk** about how a Knowledge Transfer Partnership can work for you.

 uea.ac.uk/business

 [@ueaforbusiness6848](https://www.youtube.com/@ueaforbusiness6848)

 [uea-for-business](https://www.linkedin.com/company/uea-for-business)

 [@UEAforBusiness](https://twitter.com/UEAforBusiness)



**Innovate
UK**

