

# Knowledge Transfer Partnerships

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Knowledge Transfer Partnerships Knowledge Transfer Partnerships, Europe' leading programme helping businesses to improve their competitiveness and productivity, are collaborations between academics, a company that needs their expertise and a graduate recruited to work on a project central to the needs of the business, and its development. Together they devise and manage a 12-36 month project, which is of strategic importance to the company, and is intellectually challenging and of business relevance to the academic. A highly skilled graduate known as a KTP Associate is then recruited to manage the project on a day-to-day basis. Part funded by Government, KTP is a Technology Strategy Board programme, enabling innovation in business. The University of Salford is a participant KTP Knowledge Base providing expertise and resources to businesses via a strategic project. Given the rich variety of projects, business performance outputs vary considerably from case to case. The latest information shows that, on average, the business benefits that can be expected from a single KTP project are:

- Up to 67% Government funding to reduce the risk and the cost
- An increase of over £220,000 in annual profits before tax
- The creation of three genuine new jobs
- An increase in the skills of existing staff
- Increased turnover and profitability
- Access to new markets
- Development of new products
- Improvement in existing product design

Ability to recruit and develop talented graduate staff  
Improvement in quality, productivity and customer satisfaction  
The KTP Office at Salford is involved in all aspects of the development and delivery of KTP Programmes; providing a cradle to grave management and support function to all 3 partners (Company: Academic team: and Associate). This includes initially helping a potential company partner identify what it is they want to be able to do themselves, that they currently don't have the skills / knowledge / expertise to do, and which is preventing growth; internal and external promotion of the benefits of KTP; through to Associate recruitment; and Admin and secretarial support. Knowing we have contributed towards 'making a difference' to everyone involved makes for a very rewarding job" Some of the Services we Offer Include: Business Consultants Salford

- Business Development Salford
- Business Services Salford
- Personal Development Coaching Salford
- Training and Development Salford

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