

Knowledge Transfer Partnerships at London South Bank University

What is KTP?

Knowledge Transfer Partnerships (KTPs) are government funded programmes designed to help businesses improve their competitiveness and productivity through the better use of the knowledge, technology and skills available within UK Universities. Our academic team working at the interface between academia and business maintain strong links with employers, professional bodies and public and private sector enterprises making them ideal for these partnerships.

Benefits of KTP

The company or organisation gets:

- Associate 2-3 years full time with qualifications and experience required by your company
- Associate works in your company on your projects
- Specialist expertise and technical advice from LSBU
- LSBU academics work closely with the Associate to implement company goals
- **Budgets include** employment costs, training, travel and equipment

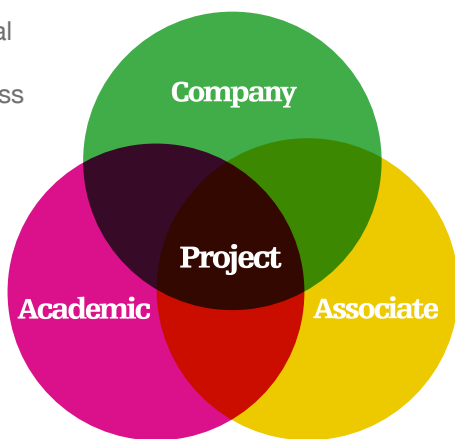
Your Project

At the heart of every Knowledge Transfer Partnership scheme is a project with specific strategic objectives. A high-quality graduate (a KTP Associate), supported by the academic expertise at LSBU, will work exclusively on the project at the company to deliver tangible results.

In order to apply for a KTP a company must have a project in mind that needs external knowledge to develop and is of strategic importance to the business. It must also have a commercial edge and see a healthy return on funding.

Company
needs additional expertise to improve business

Academic
provides expertise and assists with implementing the goals of the company



Project
created by company to improve business

Associate
experienced graduate works for company to carry out project



Centre for Knowledge Transfer

90 London Road, London SE1 6LN
T 020 7815 6922
F 020 7815 6915
ktpinfo@lsbu.ac.uk
www.ktp-lsbu.co.uk

Knowledge Transfer Partnerships

All Partnerships received financial support from the Knowledge Transfer Partnerships programmes (KTP). KTP aims to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base. KTP is funded by Technology Strategy Board along with other Government funding organisations.



Centre for Knowledge Transfer

Food Manufacture & Technology

- New Product Development
- Recipe Re-formulation
- Food Legislation & Labelling
- Sensory Evaluation
- Process Optimisation

- Food Safety & Hygiene Processes
- Nutrition
- Manufacturing Simulation & Quality Control
- Management & Process Control Systems

- Shelf Life Evaluation & Packaging
- Energy & Carbon Reduction
- Refrigeration



When Universities and
Business work together
good things can happen...

Food Manufacture and Technology

The London Food Centre at London South Bank University offers a unique mix of academic expertise, technical and business know-how for food companies that want to innovate and compete.

Areas of expertise include new product development, recipe re-formulation, nutrition,

food legislation and labelling, process optimisation, sensory evaluation, packaging and design, energy and carbon reduction and refrigeration to name but a few.

From manufacturers to processors, ingredients suppliers to packaging companies, wholesalers, retailers and restaurants, the London Food

Centre can help you maintain your competitive edge, innovate and grow your business.

The team of food technologists and academics have assisted many food businesses, from start-ups and SMEs through to multinationals, to expand and improve their profitability.

Snacks Unlimited

Savory food manufacturers, **Snacks Unlimited**, needed to satisfy increasingly competitive markets with ever shortening new product life cycles. How do they do it? A KTP of course.

Prior to a KTP with LSBU, Snacks Unlimited was struggling with their product development process. It was uncoordinated and there were considerable delays in bringing new concepts to market, often missing vital opportunities. Since Sophie Phanor, KTP Associate has been on board, the company has seen eight new low fat products developed, manufactured and sold to major food retailer Weight Watchers and improved efficiency and procedures in product development and successful networking with suppliers. As a result they can now bring new products to market more quickly, satisfying customer needs and strengthening their relationships with key retailers.

"We took on a KTP project in order to develop new products, and the outcomes have been brilliant. During the KTP our company doubled in size," commented Tony Butler, Sales Director at Snacks. "We launched new products which accounted for 80% of the total turnover. This is a direct result of the KTP project. We are delighted with the results and we are looking into a future KTP project." Snacks Unlimited have now launched eight new low-fat products under the Weight Watchers brand. In addition, some of the existing Weight Watchers products have now been re-formulated, and four new own brand products have been initiated.

"Consumer demand for healthy low-fat products has increased over recent years, and this KTP has helped Snacks Unlimited respond to this trend," said Sophie. "Being able to produce tasty products with only a typical 3% fat content and having the opportunity to use the Weight Watchers brand image, gives the company a strong competitive edge against rival producers."

LSBU academics Dr Ken Spears and Adri Bester provided valuable expertise in food science and technology.

"The challenge of this KTP was to develop snacks

with fat contents of 3%, when typical snacks contain between 35% to 40% fat," remarked Ken. "This project has allowed us to experience 'live' commercial products and the opportunity to develop new curriculum areas in snack foods and nutritional requirements." Both academics found working with a supportive, industrial partner such as Snacks Unlimited extremely beneficial. Liaising with a global brand like Weight Watchers meant Ken and Adri could really appreciate the demands and requirements involved.

Astonishingly, Sophie also managed to find time to help the company gain excellent grades in BRC Global Food Standards Accreditation with zero non-conformance for the second time. Sophie also set up a quality control laboratory and established an in-house technical management team which enables them to exercise quality control across production, improved operations and maintaining high standards.

The KTP has had an extreme impact on Snacks Unlimited, with significantly increased sales and profits, improved staff morale and increased manufacturing productivity. ♦



No loafing around for the bakers at Forfars

Forfars Bakers have been on a roll recently, developing 164 new products, inventing a patentable sandwich dispenser and introducing operational efficiencies into their retail outlets and factories, all during a KTP with London South Bank University (LSBU).

Brighton-based bakers, Forfars, realised the need to grow their production in order to compete against the bakery giants and supermarkets that were taking over the industry.

LSBU Food Technologist, Adri Bester, worked closely alongside KTP Associate Michael Bulman and Managing Director of Forfars, Tim Cutress to implement a wealth of initiatives into the company. "We were able to try ideas and products that we would not normally have had the time to do" commented Tim. Quality control systems were implemented, manufacturing and operational efficiencies were introduced and the invention of gadgets such as a patentable sandwich dispenser and original portion controller were created.

New product development (NPD) and improvements in operational efficiencies played a leading role in this KTP

project. Introducing and embedding new procedures such as observing sales trends, reviewing packaging options and developing a new bio-degradable sandwich container were key to the success of this project. "Pro-active NPD and manufacturing efficiencies gave Forfars a leaner way of running the business, reducing menu fatigue and improving cost effectiveness," commented Michael.

However it wasn't just in the factory that Michael's expertise was exercised but also in the 22 retail outlets that Forfars own and run. "Michael was excellent at following ideas through at the shops, which was essential as we are both manufacturers and retailers," observed Tim.

The KTP was instrumental in achieving better communication and motivation that has raised staff morale, increased productivity and consequently resulted in staff

bonuses. Through the training Michael offered, all staff have gained knowledge and awareness of the benefits of quality control and food safety requirements.

"In spite of the financial climate, driving the change from a re-active 'me too' approach to a pro-active new product development objective, still managed to deliver on innovation," says Adri. "I have no doubt that the KTP project helped Forfars retain their market share in spite of the economic environment and incredibly strong growth in competition."

Forfars' new ability to utilise market research for new product ideas and the new fast and smooth concept to launch new products provided the ability to retain customers and gain new ones. ♦

