

# 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

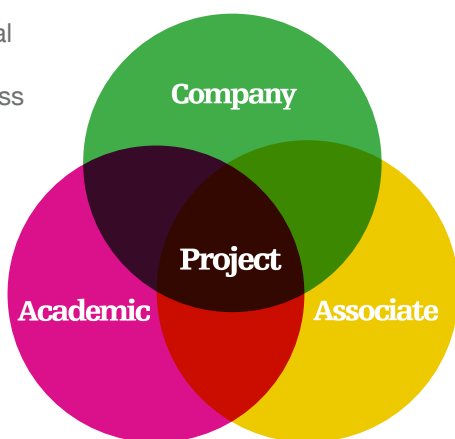
## Your Project

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

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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

## Health Social Care & Wellbeing

- Health Research Methods, Processes & Assessment
- Sports
- Physical Activity & Wellbeing Research
- Clinical Risk Assessment
- Patient Care & Interaction
- Management in Mental Health Care
- Health Care Services & Ethics
- Social Policies & Equal Opportunity
- Primary & Social Care
- Mental Health
- Midwifery Studies
- Health Sciences
- Childrens Health

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



# Health, Social Care and Wellbeing

London South Bank University has a long-standing reputation for professional education, training, research and application in the fields of nursing, social work and professions allied to health and medicine.

The Institute of Primary Care and Public Health is a centre of excellence for research and evidence-based practice in

primary care and public health. Through its activities it makes a positive contribution to people's health and wellbeing.

The faculty's commitment to partnerships has encouraged co-operation and collaboration with a wide variety of organisations, harnessing expertise in social policy, equal opportunities, sport and exercise, and patient care to

name but a few. A key feature of the partnerships has been the creation of joint projects between the University and the health sector.

The outcome has created an understanding between the health and social care sector and the University, enabling the needs of each partner to be met.

## The healthy way to learn

Looking after our health and learning about nutrition is becoming increasingly important to many, but gaining access to this information can be tricky. The **Institute for Optimum Nutrition (ION)** has bought nutritional information to the masses for the first time using an all-inclusive virtual learning system developed on a KTP Programme.

"The old style of teaching was essentially classroom based, restricting students to only those that could travel to the Institute" reported Chris Peat, KTP Associate at ION. "The new system enables students to learn from home through a streamlined presentation lecture accessible through a flash player. Anyone, anywhere in the world can do it. We even sell our home study courses as far out as China."

Added content such as DVDs and information for mobile handsets has also been introduced thanks to Chris's ingenuity and technical expertise. ION now have the capability to digitally record scientific experiments, and create short video clips for promotional videos that reduce the need for key speakers at student open days. "We now have the ability to

offer more on-line facilities and this is not only a bonus for current students but will also attract a new band of learners for ION," commented Chris.

In addition, Chris has re-worked the company's website to be more user friendly and has analysed the dataflow and database systems currently in use at ION. "There was an urgent need to get our systems unified. Everyone was working with different databases, and had become tied up with incompatible systems," said David Nicholson, Executive Director of ION. Chris has managed to increase on-line presence by 97%, with the new website attracting over 1000 visitors a day and ION ranking in the top 10 for all major search engines.

The development of the on-line mailing list application has led to several publications being made available online, including a free monthly newsletter and a paid subscription based newsletter, increasing public awareness. "The key to the success of this project is the transfer of knowledge. ION had a weakness in the 'e-learning' environment and they did not know

how to fill it. Processes that used to take up to 3 weeks can now be done in half an hour," mentioned Chris.

According to Val Bullen, CEO, the expertise at LSBU have been invaluable. "We have found working with the KTP very supportive, tremendously helpful and very approachable. We have been very lucky to work with Dilip, an excellent academic who had extensive knowledge of our area of development." Professor Dilip Patel who brought his expertise on computer and information sciences is also very pleased with the project's outcomes, "ION's professional approach to their customers has been mirrored with their approach to the KTP. Their vision has been successfully transferred to an operational level."

The project has, in fact, been so successful that not only has Chris gone on to become E-Business Manager, the team at ION have already secured a second KTP project to develop and launch new commercial nutritional advisory services. This will create a professional network, expanding revenue generating capabilities for ION in the UK, Europe and South Africa. ♦

# Finding the right information at the right time for the right decision

Significant time resources are currently being wasted in locating and re-formatting critical information. KTP Associate Jon Avalon and LSBU academic Professor Vic Lane are working on dramatically improving the efficiency and effectiveness of staff time at [NHS West Sussex](#). "By working with LSBU we can maintain corporate intelligence whilst also establishing a knowledge management infrastructure that allows managers to understand, manage and use knowledge in making strategic decisions for community health," reports Dr Peter Hayward, Assistant Director of Public Health.

In the last decade information growth has been astronomical as volume of content continues to increase. Correct and appropriate use of this knowledge bank is essential for strategic interventions in areas where medical resources are both expensive and limited. "The new system will be used as a way of identifying knowledge sources which can be used to make a strong evidence base for clinical decision making. Staff can use this as a one-stop-shop to answer their questions. It will identify skills sets both within the organisation and externally," says Jon. "It will allow us to bring more timely and accurate evidence to bear, making a real impact on the quality of what we produce," comments Peter. ♦

## Fitness from thin air



It's not every day you get to meet top athletes but for KTP Associate Rachel Turner it just all part of the job...

"People are always looking for the next best thing, how they can be fitter, faster, stronger and healthier" says Rachel, KTP Associate at. A KTP project is investigating the effects of manipulating simulated altitude training to validate its use for altitude performance.

The importance of pre-acclimatisation before going to altitude is now recognised as something that will directly improve performance. What the centre actually provides is a machine or chamber that produces air similar to what you will find at real altitude, plus the expertise to optimise the use of these products most effectively. There are different types of training you can do, either inside a chamber/tent system or with the machine (hypoxicator). "What we do is effectively mechanically deliver a mountain to the user," comments Richard Pullan, Director at The Altitude Centre.

Up until now in order to reap the benefits of altitude training, athletes have been expected to train at real altitude involving regular travel to mountainous regions, at high cost. These long periods of high altitude can cause real problems for some athletes. "Part of my work is to establish strategies of optimum altitude in order to individualise each programme so that we can investigate how different people are affected by altitude and how we can best match their training intensity to the altitudes we prescribe," explains Rachel.

The Human Performance Academic team at London South Bank University have enabled The Altitude Centre to develop the scientific research that backs up the protocols and training they prescribe to individuals. Jo Bowtell, Lead Academic on this project says, "We are starting to generate high quality data that will be used to develop evidence based hypoxic training protocols." LSBU provides the support the company needs, which is extremely important to the future of the company. ♦

