what are knowledge transfer partnerships (ktp)?

ktps support uk businesses and organisations wanting to improve their competitiveness, productivity and performance by accessing the knowledge and expertise available within uk universities and colleges.

the ktp between the open university (ou) and booktrust enabled the organisation to acquire the resources and knowledge needed to develop a digital offering, help more children to read whilst keeping costs down, open up new revenue generating opportunities and support the development of a sustainable business model for the future.

booktrust’s need

digital publishing is transforming the reading and writing sectors. booktrust is moving into the digital space to keep ahead of the changing market, where children no longer read only books and where children’s engagement can be motivated and enhanced through digital interactions. booktrust’s staff did not have the breadth of knowledge, skills or expertise to undertake this shift by themselves. peter jenkins, booktrust’s fundraising manager, said, “a consultant may have been able to provide the digital expertise, but we needed the research skills, pedagogical knowledge and understanding of digital technologies and the opportunities they can provide.”

the ktp project

ktp associate natalia kucirkova worked with booktrust to help them develop a digital strategy, which changed the shape of the organisation. ou academics supported and advised throughout. new income generation opportunities were identified, researched and assessed and booktrust acquired new knowledge and an understanding of digital technologies and the opportunities they can provide.

keith gilbey, director of business development for booktrust, said, “the ou’s experience of using digital technologies for delivery and pedagogy was vital for the project. they worked closely with us and the ktp associate to help establish criteria for evaluating digital resources and their use as pedagogical tools for literacy learning at home and school. the ou’s academic supervisor professor karen littleton visited each week to work with us. being able to apply over 40 years’ worth of ou research to our organisation was invaluable.”

"our ktp project with the open university means we are now in a position to move into the digital space to meet market demands and find new ways of generating income."

keith gilbey, director of business development, booktrust
Project Benefits

The KTP was strategically important to Booktrust, representing the first step in a plan to implement a game-changing digital strategy, which will enable the organisation to:

- generate substantial income from digital sales and services within three to five years
- inform and influence future Government and sector policy, developing and substantiating Booktrust's role as the lead digital advocate in promoting reading.
- gather data on the use of digital technologies by children to find ways of improving its offering
- offer consultancy to the sector on digital development and strategy, providing an additional income stream

About Booktrust

Booktrust ([www.booktrust.org.uk](http://www.booktrust.org.uk)) is a national independent reading and writing charity, which makes a significant positive contribution to the educational outcomes of children from the earliest age. The organisation aims to build a connected and creative society of people who are motivated to read.

Booktrust delivers three universal book-gifting programmes and supports children and young people in disadvantaged areas to help them engage with reading and writing and support their literacy development. 52 million books have been gifted by Booktrust since 1992.

Knowledge Transfer Partnerships

This partnership received financial support from the Knowledge Transfer Partnerships (KTP) programme.

KTP ([www.ktponline.org.uk](http://www.ktponline.org.uk)) is funded by InnovateUK, along with other public sector funding organisations. It is Europe’s leading programme, helping businesses to improve their competitiveness by enabling companies to work with higher education or research and technology organisations to obtain knowledge, technology or skills which they consider to be of strategic competitive importance.

KTP benefits

Following a successful three year KTP project, on average, companies can expect to see an increase of over £250k in annual profits, the creation of three new jobs and an increase in the skills of their existing staff.

KTPs are designed to benefit everyone involved:

- The organisation acquires new knowledge and expertise
- The KTP associate gains business-based experience and personal and professional development opportunities
- The OU uses the experience to demonstrate impact and further enhance the business relevance of its research and teaching.

Why consider the OU for KTP?

- Expert academic support for a half day per week
- A full-time dedicated KTP associate driving your project forward
- Access to a vast range of online and offline open education resources and learning materials
- Access to campus facilities and laboratories
- An opportunity to build strategic alliances with the OU

Interested and want to find out more, then email us at enterprise@open.ac.uk