Proposal writing – Stepping into an Assessor’s shoes

Context:
Developing a cohesive KTP application demonstrating impact, innovation and challenge and ensuring that the proposal really captures the different facets of a project and partnership can pose some challenges. In this workshop, you will have the opportunity to see things from the other side by stepping into an Assessor’s shoes, reviewing key excerpts from anonymised KTP applications and taking a decision on whether to approve an application, including preparing feedback on areas of concern, clarification or risk.

This session will cover:
• How to develop a strong well written KTP application
• An understanding of what assessor’s look for during the review process
• How to spot common weaknesses or pitfalls of the bid writing process

Takeaways:
• A fresh perspective on the KTP application and reviewing process, which will inform the development of future KTP proposals
• An enhanced understanding of the KTP criteria and what assessor’s look for during the approvals process

Facilitated by:
Jan Stringer, Knowledge Transfer Adviser for Essex, Suffolk, Norfolk and London East / Central
Philippa Ryan, Knowledge Transfer Adviser for Nottinghamshire, Lincolnshire and Derbyshire
Smells Like KTP!

**Context:**
How do you know if something will make a good KTP? The clear winners are easy to spot, but what about those on the edge where compliance with the criteria may need to be teased out and validated? With some experience of KTP, you can start to spot a potential winner and avoid wasting time and energy on projects that may never fly.

This workshop will provide practical advice and guidance on how to find those ‘alternative’ projects worth investing time and energy to develop - because you have a professional hunch they will make an exciting and challenging KTP.

Working in groups, you will use case studies and guidance to hunt out such projects from a selection of case studies. Be warned they are not all winners! Once these have been identified we will look at how to build the business case, prepare the argument for support and review the supporting evidence needed to validate the proposition.

The workshop will conclude with a discussion of the lessons learned and the pitfalls to be avoided.

Happy hunting.

**This session will cover:**
- Tips and tricks for spotting winning ‘alternative’ projects
- Guidance for start-ups, social enterprises, co-ops and charities
- Warning signs to help you avoid ‘no go’ areas
- Templates for supporting evidence

**Takeaways:**
- Tips to build alternative projects
- Templates to capture supporting evidence
- Guidance on no go areas
- Guidance for start-ups etc.

**Facilitated by:**
Gerry Black, Senior KTA West of Scotland, KTN
Ian Heywood, KTA North of Scotland, KTN
Co-Funders Workshop

Context:

AHRC/ESRC
When thinking about who would fund your next KTP, it’s not always easy to know what ticks their boxes. Led by the sponsors themselves, this workshop will give you an insight into what social science is in a KTP setting. You’ll have the opportunity to discuss challenges directly with the sponsors and learn the ways in which you could think about opportunities for social sciences to be built into KTPs using previous examples.

BEIS
This session will provide you with a guide to completing a Management KTP application and give you practical insight into what sponsors are looking for in a project. Led by BEIS, the session will start by providing background insight into the context of this steam of funding. Sponsors will set the scene for the Management KTP, share results of the Business Productivity Review and BEIS’s ambition for management and leadership training. Sponsors will explain how to write a strong Management KTP Application, and outline their key criteria.

This workshop is suitable for people with varying levels of KTP experience.

This session will cover:
• Discussing what social science means in the KTP context
• How to think about opportunities for social science to be incorporated into KTPs
• Scope of a Management KTP – BEIS’s Principles and Aims for the Management KTP
• What Sponsor is looking for in a Management application, key questions to consider before starting an application
• Examples – working through BEIS’s logic model

Takeaways:
• Develop a deeper understanding of where social science fits in a KTP setting
• A chance to get tips directly from the sponsors about what they’re looking for
• An opportunity to delve deeper into the Management KTP, directly interact with the sponsor, get top tips and ask questions

Facilitated by:
Harry Kerr, AHRC
Manpreet Gill and Leon Ranson, BEIS
Wendy Matcham and Samantha Field, ESRC
KEF and KTP Workshop

Context:
Kala Kennedy will provide details of the Knowledge Exchange Best Practice Group (KE BPG) (what it is, objective, what has been done so far, how to join, etc). The KE BPG has been established by the KE Team at Cranfield University to provide a forum where KE practitioners in higher education have an opportunity to discuss best practice, gain insights and updates on the KE landscape and build a support network.

Dr Hamish McAlpine will provide the latest information on the KEF. In September, the Universities minister Chris Skidmore asked Research England to proceed with their plans for the Knowledge Exchange Framework (KEF). At the time of writing, Research England are finalising decisions on the exact form of the first iteration, the results of which are due to be published in late spring 2020.

The KEF is largely metrics-based, with a range of KE activities grouped into ‘perspectives’. This session will introduce the KEF in detail and explore how KTP Associates could contribute to several of these perspectives, including through working with businesses and via IP and commercialisation.

This workshop will explore how the KEF will evolve in the future and particular areas of interest, including how to capture the multi-faceted nature of university-business relations and their ultimate outcomes/impacts. It will also present our new work on measuring the ‘voice of the user’ in the KEF and discuss what we could learn from how KTPs are evaluated.

Note: the KEF is currently England-only, although Research England continue to work closely with the devolved funders and remain committed to creating a KEF that whole of the UK could participate in, if they wish.

This session will cover:
- Latest information on the KEF, which is being rolled out in England this academic year (2019/20).
- How the perspectives and metrics could align to what KTP Associates do
- How the KEF will develop in the future and how you can get involved

Takeaways:
- Latest information on the KEF
- How KTPs will be recognised directly and indirectly in the framework
- Key areas of interest for future iterations of the KEF, and how you can contribute to the process of measuring KE better

Facilitated by:
Kala Kennedy, Knowledge Exchange Facilitator, Cranfield University
Hamish McAlpine, Head of Data and Evidence, Research England (part of UKRI)
Best Practice in Post Award Management-or weathering the KTP storms

Context:
When thinking about the focus of this workshop, we agreed we’ve all experienced a high level of post award change – probably higher than a couple of years ago – changes with Associates, company priorities and organisation, Academic moves, external factors. So we’ve experienced a more regular need for problem solving, change management, revisions, consulting KTAs, Legal Depts, HR. The focus of this session will be to consider some of the changes that can happen and share experiences of how these have been handled: How can we ensure everyone has the right information at the right time to make the necessary decisions - to weather the KTP storms!

I have seen many storms in my life. Most storms have caught me by surprise, so I had to learn very quickly to look further and understand that I am not capable of controlling the weather, to exercise the art of patience and to respect the fury of nature. Paulo Coelho

(Paulo Coelho won’t be there, but Paul Yeomans will!)

This session will cover:

- Workshop overview, introduction to theme and facilitators, agree a table lead
- Round-table introductions and briefly sharing of post-award ‘storm’ experiences
- Round-table review and discussion of real scenarios
- Follow-up discussion of similar and related issues round the table
- Small group activity:
  o Note the key messages, what works in practice, specific hints and tips
  o Are there changes we can pre-empt, control, mitigate?
- Plenary session, table leads to feed back:
  o Useful example of coping with change
  o Examples of how we might ‘control the weather’

Takeaways:
- Practical information on handling changes
- Hints and tips for keeping the partnership on track during change
- Ideas to lower the risk of change happening in the first place

Facilitated by:
Paul Yeomans, KTP Manager, University of Nottingham
Hazel Juggins, KTP Manager, Northumbria University
Sarah Stott, KTP Administrator, North of Scotland KTP Centre
Best Practice in KTP Associate Recruitment

Context:
This workshop will look at sharing Best Practice in KTP Associate Recruitment, examining the recruitment journey process exploring from what makes an attractive ‘Job Advert’ to when should you start the recruitment process. We will look at resources that are available via the new KTP Microsite including example adverts and pro-formas. We will also explore different approaches that you can use when it comes to recruitment, considering known restrictions and challenges faced along the way.

This session will cover:
• When should you start the recruitment process?
  o When to engage your HR department?
  o Having a single point of contact
  o Making the most of your KBs Alumni team
• How to make maximise the internal resources / promotional recruitment opportunities?
• Accessing regional networks and jobs board
• How effective are recruitment agencies / websites?
• The new KTP Microsite - resources and tips
• KTN KTP roadshow to your university

You will come away from this workshop with new tips and points to feed into your KTP recruitment strategy, as well as an updated KTP Recruitment Guide. This workshop is suitable for people with varying levels of KTP experience.

Takeaways
• How to write a good KTP Associate job advert; tools and techniques
• How to make the most of the new KTP Microsite: Create a KB account
  o Upload KTP Jobs
  o Submit case studies
• How to set up a ‘recruitment tracker’

In addition Leanne Kenyon (Senior Knowledge Exchange Co-ordinator, University of Hertfordshire) will present results and feedback from her Master’s project exploring the impact of job advert wording for Knowledge Transfer Partnership Associate roles.

Facilitated by:
Elaine Wallace West of Scotland KTP Centre
Liz Johnson, University Brighton KTP Centre
Narpal Sihra, Knowledge Transfer Network (KTN)
Cat Maclean, Knowledge Transfer Network (KTN)
Best Practice in Marketing KTP to Business

Context:
This workshop aims to provide some top tips from the KTP community on how to attract the right businesses and most effectively articulate the KTP offer to them. There will be multiple choice questions posed throughout to determine what tools/techniques you personally find more/less helpful so that we can collate opinions and summarise top tips to circulate to the wider KTP community.

This session will cover:
- Identifying and attracting the right businesses
  - Your external profile
  - Raising Awareness (Social Media/Events etc.)
  - Internal marketing support tools
  - Business Intelligence Tools (including 15min Beaurhurst demonstration)
- Articulating the KTP Offer
  - Elevator Pitch examples (Verbal/Presentation/Talking Heads)
  - Agreeing what works/doesn’t work

Takeaways:
- Examples of best practice from the community
- Top tips on social media, business intelligence, customer management tools, elevator pitches etc.
- Summary of opinions from workshop delegates, confirming most used/beneficial tools and best practice etc.

Facilitated by:
Geoff Archer, Head of Knowledge Exchange, Teesside University
Jennifer Hudson, Business Innovation Manager, Teesside University
Pravish Patel, Beaurhurst
Zoe Carmichael, Beaurhurst
Cohesiveness and the Golden Thread

Context:
Cohesiveness is often the last piece of the puzzle when you are putting together your KTP applications.

We have all been in the situation where we have left it to the end and are keeping our fingers crossed that it will ‘be alright on the night’!

But what does it actually mean? How is it assessed? It delivers a quarter of the assessment score, and we should be proactive about addressing it.

In this workshop we will search for the magic ‘golden thread’ that should draw your KTP application together.

This session will cover
- Identifying critical points for cohesiveness
- Connecting sections and delivering key information
- Demonstrating cohesiveness effectively

Takeaways
- Decision points and strategies for future applications
- How to identify gaps and breaks in the golden thread

Facilitated by:
Joel Ferguson, Senior KTA
Lorraine Marks, Head of KTP, Queen’s University Belfast