

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal development opportunities
- 🔄 University, college or research organisation will bring their experience to enhance the business relevance of their research and teaching

A DTI Business Support Solution

<http://www.dti.gov.uk/ktp/>

WILLIAM TRACEY LTD INFORMATION FLOWS IN WASTE MANAGEMENT

ABOUT THIS CASE STUDY

GLASGOW-BASED WASTE MANAGEMENT COMPANY, WILLIAM TRACEY, WORKED IN PARTNERSHIP WITH THE UNIVERSITY OF PAISLEY ON THIS KNOWLEDGE TRANSFER PARTNERSHIP (KTP). ITS AIM WAS TO CREATE, DESIGN AND IMPLEMENT KNOWLEDGE MANAGEMENT SYSTEMS FOR THE COMPANY, TO INVESTIGATE THE TECHNICAL AND COMMERCIAL FEASIBILITY OF RE-PROCESSING A NUMBER OF INDUSTRIAL WASTE MATERIALS

ABOUT THE SPONSORS

THE DEPARTMENT FOR TRADE AND INDUSTRY (DTI) DRIVES THE AMBITION OF 'PROSPERITY FOR ALL' BY WORKING TO CREATE THE BEST ENVIRONMENT FOR BUSINESS SUCCESS IN THE UK. THE DTI HELP PEOPLE AND COMPANIES BECOME MORE PRODUCTIVE BY PROMOTING ENTERPRISE, INNOVATION AND CREATIVITY.

THE SCOTTISH EXECUTIVE (SE) IS THE DEVOLVED GOVERNMENT FOR SCOTLAND. IT IS RESPONSIBLE FOR MOST OF THE ISSUES OF DAY-TO-DAY CONCERN TO THE PEOPLE OF SCOTLAND, INCLUDING HEALTH, EDUCATION, JUSTICE, RURAL AFFAIRS, AND TRANSPORT (DEVOLVED AND RESERVED MATTERS)

FAST FACTS

- 🔄 Improved business profitability and efficiency
- 🔄 New business opportunities for the industrial partner
- 🔄 New boundary crossing research and teaching opportunities for the knowledge base partner
- 🔄 Continuing relationship between William Tracey Ltd and the University of Paisley
- 🔄 Associate employed by host partner

The Company



"The KTP project provided us with a high quality graduate who, throughout the project, was supported by experienced University staff."

Graeme McDonald, William Tracey Limited

William Tracey is the largest independent waste management company in Scotland, covering a wide spectrum of waste including dry, controlled, hazardous and special wastes. The company has a fully integrated waste management structure and facilities include a fleet of customised waste collection vehicles, waste assessment, transfer and reprocessing.

ABOUT THE PROJECT

This KTP was created to design and implement knowledge management systems for the company to investigate the technical and commercial feasibility of re-processing a number of industrial waste materials.

The work successfully developed an improved database covering all aspects of the company's operation including scoping, specification and implementation of a

Customer Relationship Management (CRM) system. This is a rare example in a sector where there is at least a 65% failure rate for CRM systems.

BENEFITS

The CRM provides important feedback. It addresses customer segmentation and, when combined with customer information including sales, can identify target customer groups, e.g. the most or least profitable. It can also measure the impact of specific marketing campaigns, assess the impact of personnel changes and efficiency savings.

RESULTS

- Key outputs include previously unavailable key performance indicators; operational information relating to business activities; reorganisation of the company's structure; and environmentally sustainable direct marketing campaigns
- Changes to the corporate structure dramatically reduced overheads and greatly improved efficiency. A new client services department enabled the sales team to concentrate on new business

- The focus on information flow initiated a cultural change to an information sharing environment
- This KTP focused on only one site. Its success has created momentum to roll out the approach to other operations
- The relationship with the University continues to prosper and the partners are pursuing R&D opportunities

The Associate

Allan Maclean had a BA in Business & Management before joining William Tracey as KTP Associate.

BENEFITS

As well as providing a unique experience of the intricacies of cultural and operational change within the organisation, Allan experienced a high level of personal career path development through participation in the development budget and Mindstore seminars. His presentation skills were also greatly enhanced and he participated in an Academic Marketing Conference, mixing with some of the UK's and international leading academic thinkers in marketing.

He was able to develop:

- project management skills
- personal skills and teamwork
- business management skills
- exploring business opportunities
- change management
- goal setting
- attitude
- stress management
- building self confidence
- selling techniques

RESULTS

- For Allan Maclean, the Associate, participation in the KTP has provided a considerable career and skills boost. He was offered a position with the company as Marketing Manager after his role in the scheme ended, which he took up. The scheme also enabled him to obtain an NVQ level four in Management.

The Academic Partner



“The collaboration provided a unique insight to business and industry operations.”

Professor Andrew Hursthouse, School of Engineering & Science, University of Paisley

“The ongoing relationship has also led to further job opportunities with the company for Business School students.”

James Johnston, Paisley Business School, University of Paisley

The KTP was delivered in partnership with the University of Paisley's Department of Chemistry & Chemical Engineering and Paisley Business School.

BENEFITS

University staff gained an appreciation of the waste management sector, its needs and challenges, and experience of CRM systems.

RESULTS

- The KTP produced a strong relationship between the two very different disciplines. Teaching, learning and research opportunities - and third stream income - have developed
- The experience assisted delivery of an EU FP5 project which looks likely to become a business venture. Development and research opportunities include new KTP projects
- William Tracey continues to use the services of the University