

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

BELLS OF LAZONBY LTD KTP BAKES UP A STORM

ABOUT THIS CASE STUDY

BELLS OF LAZONBY LTD MANUFACTURE A WIDE RANGE OF ORGANIC AND NON-ORGANIC BAKERY PRODUCTS. THE AIM OF THE KNOWLEDGE TRANSFER PARTNERSHIP (KTP) PROGRAMME WITH MANCHESTER METROPOLITAN UNIVERSITY (MMU) WAS THE DEVELOPMENT OF A NEW RANGE OF "FREE FROM" PRODUCTS AND TO DEVELOP NEW TECHNIQUES FOR EXTENDING THE SHELF-LIFE OF EXISTING PRODUCTS.

ABOUT THE SPONSOR

DEPARTMENT FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS (DEFRA) WORKS FOR THE ESSENTIALS OF LIFE - FOOD, AIR, LAND, WATER, PEOPLE, ANIMALS AND PLANTS. THEIR REMIT IS THE PURSUIT OF SUSTAINABLE DEVELOPMENT - WEAVING TOGETHER ECONOMIC, SOCIAL AND ENVIRONMENTAL CONCERNS.

FAST FACTS

- 🌀 Associate appointed to managerial position within the organisation
- 🌀 Developed a new range of skills in Product Development
- 🌀 Food science disciplines balanced with production techniques
- 🌀 Raised company profile within relevant allergen/intolerance groups
- 🌀 Development of a new product range of gluten free bakery products for the organic and non-organic markets
- 🌀 Awarded Queen's Awards for Enterprise - Innovation Award 2006 for 'OK' and 'Village Bakery' brands
- 🌀 Received award for 'Winning Partnership' at the 2006 KTP annual awards event

The Company



Bells of Lazonby receiving their winning partnership award from Margaret Hodge MP at the 2006 KTP annual awards event

Bells of Lazonby is a dynamic family business and acts as the trading company with three main strands – Bells of Lazonby a regional craft bakery business; The Village Bakery Melmerby, a pioneering organic bakery brand established over 30 years ago; and OK Foods a brand aimed at the allergy foods sector with a range of gluten, wheat and dairy free products made in a purpose built bakery.

"The KTP experience has shaped a new approach for us – initially within the Free From arena but this has now extended across our business. From a situation whereby products were developed in the bakery, we now have a Product Development team of three. Our process is now borne out of discussions with customers – through road shows, events and exhibitions – from market research, market gap analysis and from relationships with concept developers at major UK retailers."

Michael Bell, Managing Director

The four main objectives of the KTP project were to: develop a quality range of gluten, wheat and dairy free products; consolidate the range of conventional cake products; extend the shelf-life of existing conventional and gluten-free products; and to improve its manufacturing processes.

BENEFITS

The company now have a greater understanding of: product quality factors, extending shelf life and product development. In the course of three years, the company have successfully brought ranges of Free From Bars (including low fat variants), biscuits, cakes, cake slices and sponge puddings to market.

In addition to this, Bells have also developed new skills and have a greater understanding of modifications to product formulation. Sensory analysis facilities and associated software has also been put in place to identify

changes in the quality of products and results are used in presentations to existing and potential customers. CCFRA software has also been introduced to predict the shelf-life of baked goods.

These developments have enabled Bells to improve its competitive edge and secure sales to national retailers. Links have been established with relevant allergen and intolerance organisations, thus raising the profile of the company within this niche market.

The KTP has also helped re-asses the company resources and as a result the company has increased headcount in NPD, sales and marketing and have

made a number of managerial appointments. New equipment has been purchased to facilitate product developments and improvements to the companies overall baking processes.

RESULTS

- 🌀 Company became one of the market leaders in the Free From Category in just three years.
- 🌀 Increased skills and expertise
- 🌀 Improved company performance
- 🌀 Projected annualised sales of £3.5m due to KTP
- 🌀 Company now supplies all major UK Retailers (Asda, Morrisons, Sainsbury's, Tesco, Waitrose)

The Associate

“As a product developer, I am involved in the whole process – from attendance at Coeliac roadshows, where I gain invaluable consumer input, to presentations to major UK retailers in a bid to demonstrate the USP of our gluten-free produce. In recent months, I have also been fortunate enough to establish productive relationships with the relevant Concept Developers and Product Technologists at several of the leading UK multiples. This gives me a fantastic opportunity to demonstrate my work.”

Eva-Maria Blixt, KTP Associate

Eva-Maria Blixt was the KTP Associate brought into Bells of Lazonby Ltd due to her experience with gluten-free bakery products.

BENEFITS

During the KTP Eva-Maria Blixt was able to apply her knowledge of gluten-free bakery products in extending the shelf-life and NPD within in this area. The programme enabled Eva-Maria to apply her technical knowledge achieved through her Food Management degree to a business situation. Eva-Maria attended a number of courses/seminars that have both furthered her understanding of the business process and improved her market knowledge.

RESULTS

- 🌀 Offered permanent position within host company as Product Development Manager
- 🌀 Gained membership to the Chartered Management Institute, British Coeliac Society, Anaphylaxis Campaign and Heart UK
- 🌀 Started NVQ level four in Management
- 🌀 Attended various conferences/seminars focusing on health, nutrition and allergens within the food industry

The Academic Partner

“The KTP programme was very successful and achieved all the aims set out in the original proposal. The success was due to the full commitment by the company and an excellent Associate, who gained a PhD. The value of this programme can now be seen with products supplied to major UK retail stores.”

Paul Ainsworth, Professor of Food Technology, Academic Supervisor.

This KTP was delivered by MMU's Department of Food and Tourism Management.

BENEFITS

This successful KTP project provided MMU with the opportunity to raise its profile in the area of food management and strengthen its links with industry.

The project has enabled staff to gain experience in the day-to-day running of an expanding SME food company and to apply technical knowledge to the manufacturing and production processes. It also allowed the University to assist with the implementation of new product developments and recipe developments that were evaluated using the pilot plant and university evaluation suite. Further to this MMU increased their knowledge of gluten-free products.

MMU has increased its links with national retailers and accredited bodies, e.g. Coeliac Society.

RESULTS

- 🌀 Increased MMU standing with RAE
- 🌀 Provided MMU with opportunity to apply past research knowledge in the development of fruit bars
- 🌀 MMU has gained representation within the charity Coeliac UK
- 🌀 Two under graduate projects have been established as a result of the KTP



**Manchester
Metropolitan
University**