

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 and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

THE VILLAGE BAKERY (COEDPOETH) LTD KTP HELPS PROFITS RISE AT BAKERY

ABOUT THIS CASE STUDY

For this Knowledge Transfer Partnership (KTP) the Village Bakery (Coedpoeth) Ltd worked successfully with Academic Partners from Manchester Metropolitan University. The aim was to establish food quality systems and to update procedures across the project range. In addition, the project aimed to establish an ongoing programme of new product development.

ABOUT THE SPONSOR

The Department for Environment, Food and Rural Affairs (DEFRA) works for the essentials of life – food, air, land, water, people, animals and plants. Its remit is the pursuit of sustainable development – weaving together economic, social and environmental concerns.

FAST FACTS

- 🔄 KTP helped to introduce a culture of continuous improvement
- 🔄 New standards and systems established for food quality and safety
- 🔄 Investment of £3 million to support expansion projects
- 🔄 Career development for Associate
- 🔄 New expertise and teaching materials for University staff

The Company



The Village Bakery is a small to medium-sized enterprise (SME) based in Wrexham, Wales. It is a family-owned bakery producing a wide range of savoury pastries and 'morning goods' via Company owned shops, wholesale business and national retailers.

“The programme achieved everything that was proposed and the Company now has robust quality systems in place which our customers required. Without the Associate and the excellent support from the academics, these systems would have taken much longer to complete and implement.”

Robin Jones, Managing Director, The Village Bakery (Coedpoeth) Ltd

ABOUT THE PROJECT

The Company recognised that to maintain a competitive edge in the face of pressure from similar food companies and within a dynamic market, it had to keep evolving, for example, it needed to keep abreast of changes in quality systems and secure recognition for its food quality and safety. The Village Bakery also wanted to expand by establishing an ongoing programme for new products. The Company approached Manchester Metropolitan University about a partnership because of its expertise in food technology.

BENEFITS

All the aims of the KTP project have been realised. KTP has helped the Company to acquire knowledge and new capabilities. For example, knowledge transfer has been embedded in up-to-date systems and practices as a result of training for new and existing staff. The Company now has the ability and skills to handle complaints and address technical problems quickly and effectively. Increased understanding of food science has enabled the company to modify the product formulation which has increased the shelf life of goods (through the use of wheat fibre) and inhibited mould formation (by reducing the amount of water activity).

The Company now has sufficient skills in-house to conduct audits, which have kept standards high. The introduction of sensory analysis facilities have also contributed to best practice, assisted management in detecting changes in the product and expanding the product range. Greater efficiency has also led to cost savings which are expected to extend further when methods of making

use of pastry waste have been investigated. Marketing, sales and competitive advantage have all been improved as a result of new skills. A rise in sales to national retailers such as the Co-op is anticipated from increased customer confidence in quality and integrity of products. The Company also expects benefits from extending its range of products to include, for example, Welsh Oggies. The Company has also benefited from its new skills and knowledge by increased professionalism and these attributes are being promoted successfully to its customers.

In addition, these developments have contributed to an increase in the Company's resources and investments. New equipment has been purchased in line with the enhanced systems and procedures so that there is a new 'Stevens system' and automated dosing regime. In-house training capabilities and programmes have been supported with new equipment. In addition, cross-site facilities have been developed including an extension to the Company car park and a new bakery

floor. Further significant investment is planned, such as £3 million on further developing accommodation.

KTP has successfully established the basis for the Company's future success. Sales turnover has risen from just under £5 million to £7 million. A further £300,000 is anticipated as a result of gaining accreditation to EFSIS and attracting larger companies who are seeking higher levels of food quality and safety. Annual profit before tax is expected to be in the region of £67,000 and may be greater when work on waste elimination has been carried out and avenues found for using unwanted pastry and other materials.

RESULTS

- 🌀 KTP has helped sales turnover to reach £7 million
- 🌀 Accreditation to EFSIS is expected to bring a further £300,000 of sales
- 🌀 Improvements in systems, technology and standards has won new customers
- 🌀 Increased sales anticipated from an increased range of products

The Associate

Siân Jones, KTP Associate

BENEFITS

The Associate enjoyed full academic and industrial support in this placement. She has benefited from the insight provided into a competitive bakery business. The Associate has learnt new skills in establishing quality systems and good practice management within a food manufacturing business. She has also gained experience in auditing and staff training which have helped her to gain employment within the food industry.

RESULTS

- 🌀 KTP has provided personal and career development
- 🌀 Experience of quality systems and auditing in food manufacturing
- 🌀 Associate has gained a post with another food-related business

The Academic Partner



“The KTP project has enabled us to facilitate a positive transition, and establish BRC within the bakery while the University has developed new food technology expertise.”

Professor Paul Ainsworth, Lead Academic, Department of Food and Tourism Management, Manchester Metropolitan University

BENEFITS

The KTP project has provided staff with insight and knowledge of the day-to-day demands of running an expanding SME food company. The University has benefited from assisting in the development of a new product range and new recipes. These advances have been made using pilot plant and the University's sensory evaluation suite. Staff have also gained experience in the implementation of the EFSIS quality system and auditing within an SME. The project has helped to provide real case study material for the quality units within the Food Technology degree.

RESULTS

- 🌀 Opportunities for translating theoretical knowledge into a commercial SME
- 🌀 Greater understanding of quality systems and developing new product ranges
- 🌀 Provided new case study material for the Food Technology degree