

Introductions

- Jill Walters - Buckinghamshire New University
- Vic Davies - Buckinghamshire New University
- Neil Hunter - BucksVision

Maximising Your KTP

- **Importance of “partnership”**
- **What we wanted to achieve**
 - BucksVision
 - Enhanced service provision relevant to market conditions
 - Buckinghamshire New University
 - Enhanced knowledge of the sector and application of that knowledge

Success for BucksVision

- **Awareness**

- EPIC
- KTP interest

- **Research**

- New service delivery gaining national interest
- Focus on life journey/quality of life

- **Innovation**

- Employment Conference

Benefits for the Associate

- **Experience**
 - presenting at a national sector conference
- **Profile**
 - peer acceptance of research findings
- **Knowledge**
 - depth of sector knowledge

Benefits for Bucks New University

- “Why can’t you sell brotherhood like you sell soap?”
- It’s not charity and its not social marketing (as we have known it)
- Communications, developed from research is the key
- The sector is full of ‘cats’ , not ‘dogs’
- It’s not John Lewis
- It’s about a culture, more than a new logo
- Correct internal strategy makes external strategy work better

Benefits for Bucks New University

- At the beginning the objectives were specific
- Post May 2010 they are strategic
- New knowledge and methodologies re the 'New Welfare State'
- Course and research development for the University
- The position and positioning of the associate has been key
- Management of that process underpins success of the project (so far)

What has made our KTP successful?

- **Partnership**
 - Strategic importance
 - Focussed objectives
 - Collaboration and flexibility
 - Communication
 - Shared responsibility
 - Formal and informal processes
- **Our Associate**
- **Mutual benefits of knowledge**