Knowledge Transfer Partnerships

Key Benefits

• Knowledge Transfer Partnerships are designed to benefit everyone involved
• Businesses are solving strategic challenges and long-term problems by drawing on the expertise of the knowledge base
• 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: an Innovate UK programme
http://ktp.innovateuk.org/

Seven Stories
Broadening audiences of children’s literature

About this Case Study
Seven Stories’ mission is to save, celebrate and share Britain’s rich literary heritage for children by developing and making accessible nationally important pre and post publication artwork, manuscripts and archives. The museum undertook this KTP with Newcastle University’s School of English Literature, Language and Linguistics with a view to increasing its appeal to adult audiences.

About the Sponsor
KTP is primarily funded and managed by Innovate UK. It supports UK businesses wanting to improve their competitiveness, productivity and performance by accessing the knowledge and expertise available within UK Universities and Colleges. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

Fast Facts

• A groundbreaking first ever KTP with a School of English Literature.
• Winner of the Times Higher Knowledge Exchange Initiative of the Year award
• Project graded “B - Very Good” by Innovate UK
• The KTP is a flagship project of the Vital North Partnership collaboration
• Transformative for the company’s approach to research based activities

The Company

“The KTP was a valuable opportunity for us to invest in new approaches to exhibition development and to explore the potential for Seven Stories to engage adult audiences as well as children and young people.”
Sarah Lawrance, Collection and Exhibition Director, Seven Stories The National Centre for Children’s Books

About the project
Seven Stories aims to nourish reading, intellect, imagination and creativity, primarily amongst children and young people, through the implementation of exhibitions, learning programmes and research. It is a socially and culturally inclusive organisation, which encourages adults and children from a range of backgrounds to become involved by engaging via outreach, digital media and the internet.

Seven Stories’ core audience is children, young people and families. The acquisition of Michael Morpurgo's complete archive provided Seven Stories with a fantastic opportunity to expand its reach to adult audiences and broaden its appeal amongst children. In order to make best use of the former Children Laureate’s archive, a KTP was undertaken with the aim of developing Seven Stories’ research led capability around collections management and exhibition.

The project aimed to build on the existing partnership between the University and Seven Stories, supporting the overall aim of making the city of Newcastle a centre of excellence in children’s literature.

Co-I Dr Lucy Pearson (left) and KTP Associate Dr Jessica Medhurst (right) at a Newcastle University’s Working Together: Bringing About Change, Impact Showcase event.

We work with Innovate UK
The KTP Team has contributed to Seven Stories’ strategic objectives, providing a model of working that will underpin the planning of future exhibitions, allowing the organisation to showcase the breadth of its collection. The momentum created by this project has already facilitated the acquisition of further prestigious archives with strong research potential. Work undertaken on the KTP has helped create understanding of how to better engage with adult audiences, through the development of a range of programmes aimed at more mature customers. The Associate also made significant contributions to the exhibition of Michael Morpurgo’s archive, including the creation of “Looking Closer” text panels and a contribution to the “Artefictions” project. Furthermore, complementary digital resources and catalogue enhancements have been produced, all of which support Seven Stories’ future exhibition strategy.

Results
- Upskilled staff via improved staff training
- Good site attendance and visitor satisfaction
- Better positioned to obtain further funding
- Facilitated acquisition of further archives
- Planned investment in a Collections Gallery

The Academic Partner

“The KTP has provided concrete benefits to both organisations: it expanded Seven Stories’ offer to the public, and it enhanced Newcastle University’s teaching and research.”
Dr Anne Whitehead & Dr Lucy Pearson, School of English Literature, Language and Linguistics, Newcastle University

Benefits
The KTP has had a significant impact on teaching, integrating practical and theoretical issues around heritage into curriculum design and delivery. It has also benefitted the School of English Literature, Language and Linguistics’ research in key areas.

Results
- Potential Impact case study for the REF
- Successful application for further funding
- Student projects
- Case study for Masters teaching module

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