

## **“Lift Off” for KT in Wales**

Matthew Taylor, University of Wales Institute Cardiff (UWIC), UK

The University of Wales Institute, Cardiff (UWIC) has recently become an Organisational Sponsored Member of the Institute of Knowledge Transfer and has eight members of staff appointed as Associate Members. The membership at UWIC ranges from senior lecturers through to administrative assistants, demonstrating UWIC's wide-ranging commitment to KT activity.

Matthew Taylor, Head of Enterprise at UWIC, says: “Knowledge Transfer is a core element of UWIC's strategy and I am encouraged to see staff members sign up and be awarded Associate membership. Membership of the Institute of Knowledge Transfer is important for sharing best practice in the area of knowledge transfer as well as acting as an incentive to engage our staff in KT activity. We look forward to working closer with the Institute to share best practice and help develop knowledge transfer activity at UWIC.”

UWIC has a long history of engaging in knowledge transfer from traditional KTPs through to the more recent Welsh Assembly Government A4B projects. Dr Jarmila Davies, the A4B Programme Manager at the Welsh Assembly Government, said: “UWIC has an excellent track record in knowledge transfer delivery and in encouraging staff to develop skills that are essential in the current economic climate. UWIC is always willing to take an active part in various KT activities and contribute to the development of a knowledge economy concept in Wales. The dedication and commitment of all KT staff at UWIC is exemplar and the University's decision to become a corporate sponsor of the IKT underpins their total commitment to developing their KT professionals. UWIC should look at their achievements in KT with great pride and celebrate the impact it continues to make locally and in Wales.”

An example of one of UWIC's KT contributions to the local economy has been the successful KTP with Cardiff International Airport Ltd (CIAL). The KTP was an ambitious 30-month partnership between UWIC and CIAL to help the airport devise new route development strategies through the establishment and use of sophisticated market intelligence systems.

Mike Snelgrove (AMinstKT), Senior Lecturer at UWIC's School of Management, said: “The project has been a huge success with everyone involved gaining significant ‘wins’. It has led to bottom line benefits in terms of new routes and capacity, and a more focused relationship with airlines and the wider market. It has also engendered a culture change at the airport, injecting high quality, rigorous research into a sound base of experience and expertise - leading to more informed and better focused decision-making.”

“The University has had the ability to ground its academic expertise and commercial experience in the airport business and feed this back into its teaching, providing students with new and exciting contexts for their learning about management.”

UWIC looks forward to furthering its engagement in KT activities and is confident that its sponsorship to the IKT will become an important element of ensuring best practice which will benefit both UWIC and the local economy.