

The Retail Context: A case study of 4 UK KTPs



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Overview

- Outline of 4 'traditional' 2-year KTPs
- Generic elements and key themes
- Personal reflections on process and activities
- Ways forward/ next steps
- 1:1 interviews with owner managers & executives.
- Review of LMC minutes and associated project plans
- How to define retail? Image problem?

The Seafood Restaurant (Padstow) Ltd no.6354



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- Translate food and hospitality innovations in to a retail setting
- Re-define retail offer in 3 brick and mortar stores
- Re-brand ranges and merchandise stores
- Re-model e-commerce, logistics & export offer
- Increase returns from existing retail activities
- Set up buying/ selling alliances
- Rated 'A'



Pordum Foods no. 7428



- Develop an innovative 24/7 workplace catering offer
- Hot food retail vending concept
- Re-combine existing vending and microwave technologies
- Re-formulate product ranges and specs.
- Optimise packaging for both heating & ergonomic benefits
- Reduce food waste and improve food quality
- Rated 'A'

Spring Barn Farm no. 7927



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- Diversification of existing farm destination/ attraction
- New retail business start up: design and build
- Brand extension of existing (limited) retail offer
- Launch successful retail events programme
- Make a social impact (supporting the local, rural community)
- Web site re-launch
- Rated 'A'



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St Wilfrid's Hospice no. 8985



- Develop an e-commerce model & strategy
- Refine waste management systems
- New customer markets and audiences
- Link to wider community / fundraising agenda.
- Pop-up retail innovations
- Logistics re-model
- Re-define High Street image
- (10 months left to run)



Core Retail Elements

Comments

- “Recognise our unique needs and limitations”
- “Retail adding value to the organisation”
- “Limitations to methods of organic growth”
- “Difficulty translating ideas in to practice”

Knowledge Threshold Template

1. EPoS and scanning systems
2. Merchandising disciplines
3. Marketing Plan
4. Web Site

Strategy:

Six months to embed the basics -
Then start on more specialist
variable elements unique to the
individual project plans.



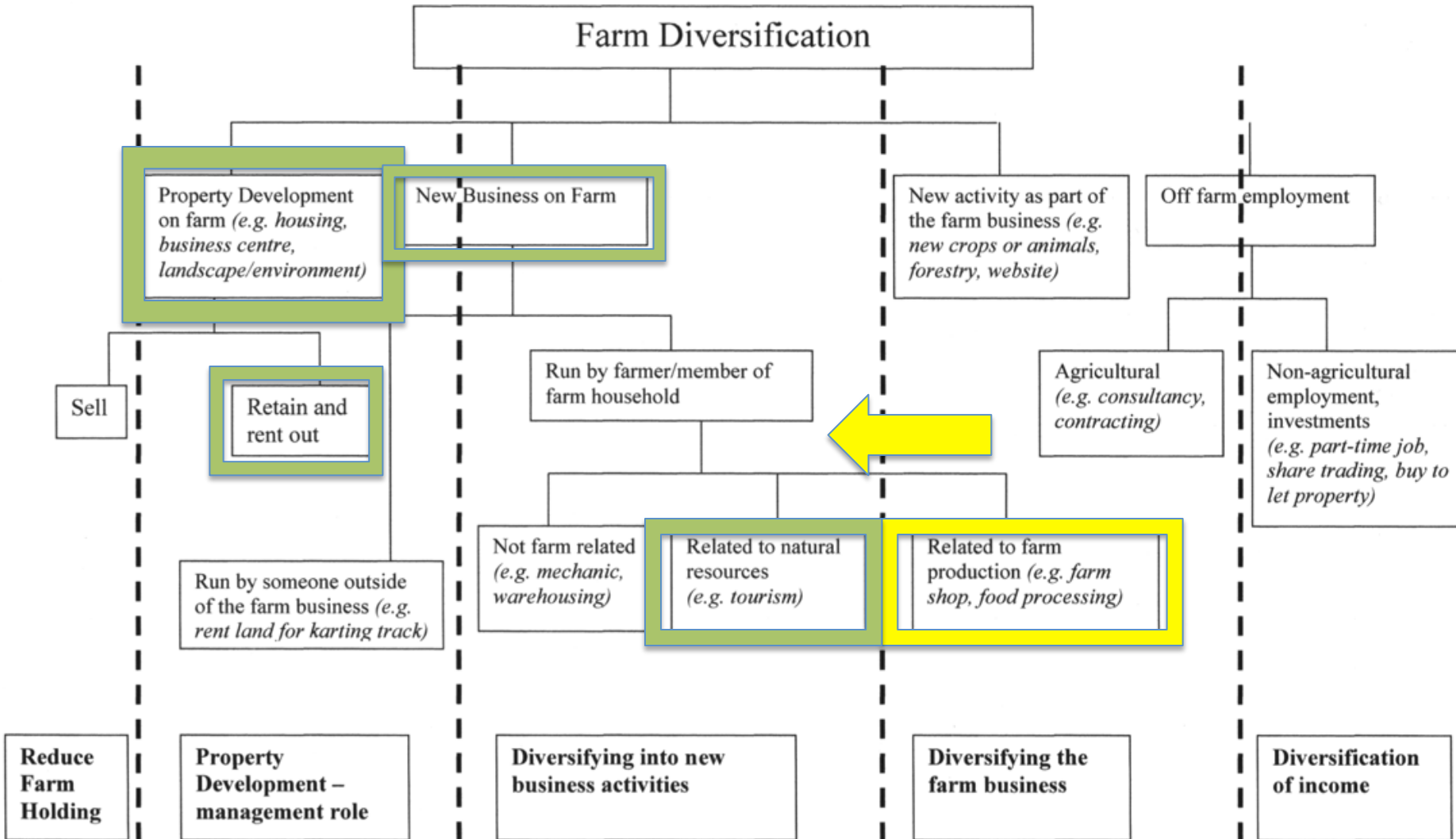
Balancing Needs

Project Needs

- “for retail offer to be more mainstreamed”
- “well-run retail to sustain and support future growth”
- “more profit from retail element of business”
- “enhance our local presence”
- “more formal approached to retail management”

Retail Associate Profile

- HLST v. Business and Management QAA benchmarks
- Awareness of cultural proximity of alternative Service Sector disciplines
- In tune with organisational values.
- Ability to interpret Servicescapes
- Willingness to ask difficult questions
- Social Media Skills
- Drive





Own(er) Label and Branding

Objectives

- Symbolic of owner/manager but **not** corporate
- Maintain integrity
- Risk reducing

But....

- Inconsistent in all retail business partners
- No formalised product and range review process

Comments

- “It says about us, who we are and what we do.”
- “It is about professionalism and styling”
- “We need to highlight what makes us different”
- “getting the message over to new customers in different ways.”
- “At the heart of the organisation”



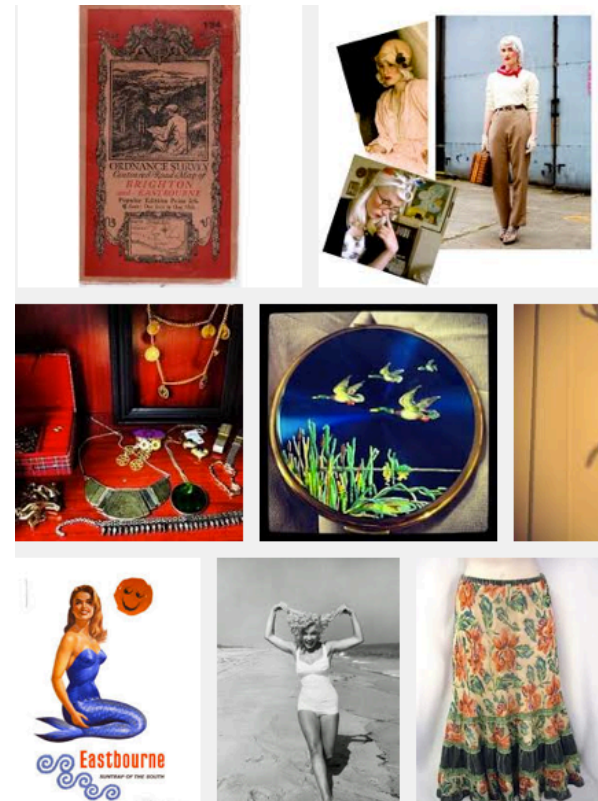
Ways of Working

Relationship Building

- “Active engagement”
- “We trust you”
- “We know the University”
- “You provide fantastic value”
- “We needed knowledge transfer to get things working”
- “We want to extend our regional network”

Instant Results

Pinterest





Retail, KT and the Curriculum

Credit bearing modules

- Retail Consultancy Module: Live Clients
- Student Visits
- Retail Management in Action (assessed KTP Bid)
- PR module (by application due to popularity)
- Retail Volunteering
- Optional Placements
- Dissertation Research

Knowledge transfer mechanisms

- 2 Year KTP
- Short KTP
- Innovation vouchers
- Student consultancy EASE
- Bright Young Things: £500 fixed contribution
- Standard consultancy through UoB trading company.



Where Next?

- From 2007 we have a well developed internal knowledge base.
- Re-directing of KTP academic expertise?
- Tempted by quicker approval of IV grant/ less paperwork on completion.
- ...but stricter criteria/ limited retail element
- Should this model be adapted for retail?

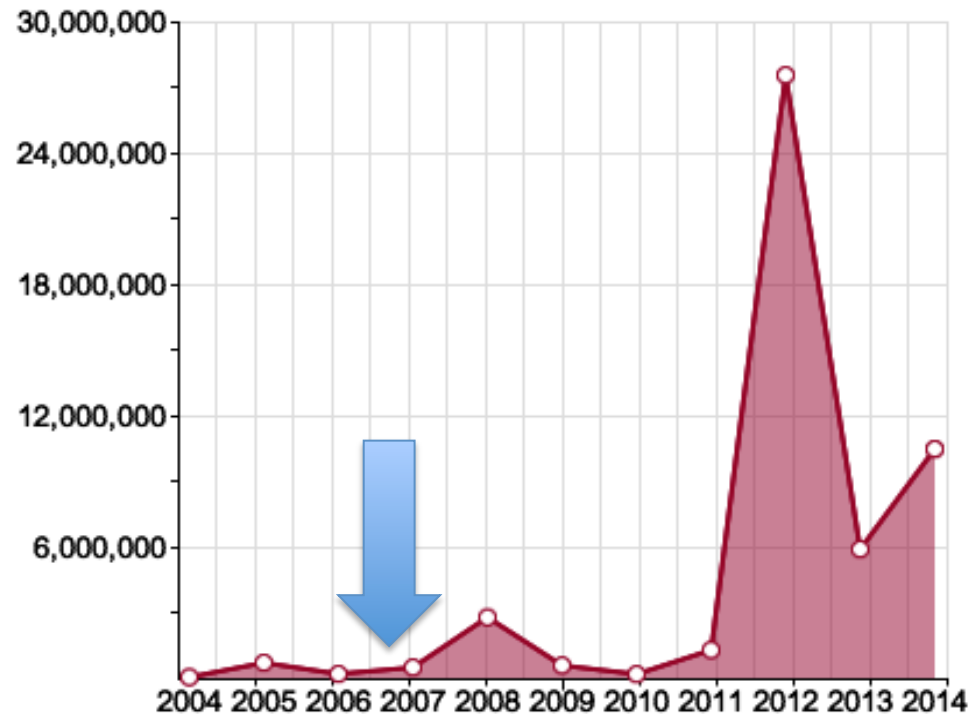
Technology Strategy Board
**Innovation
Vouchers**

Innovation Vouchers for Agrifood





ESRC investment per year



Source: ESRC 2014

- Will the nature of the discipline become any clearer?
- How is the national evidence base shaping up?
- What new, fully-informed retail KT policies will result?
- How will this facilitate HEIs engaging further with the retail sector?
- Are retail academics and students an under-utilised resource?



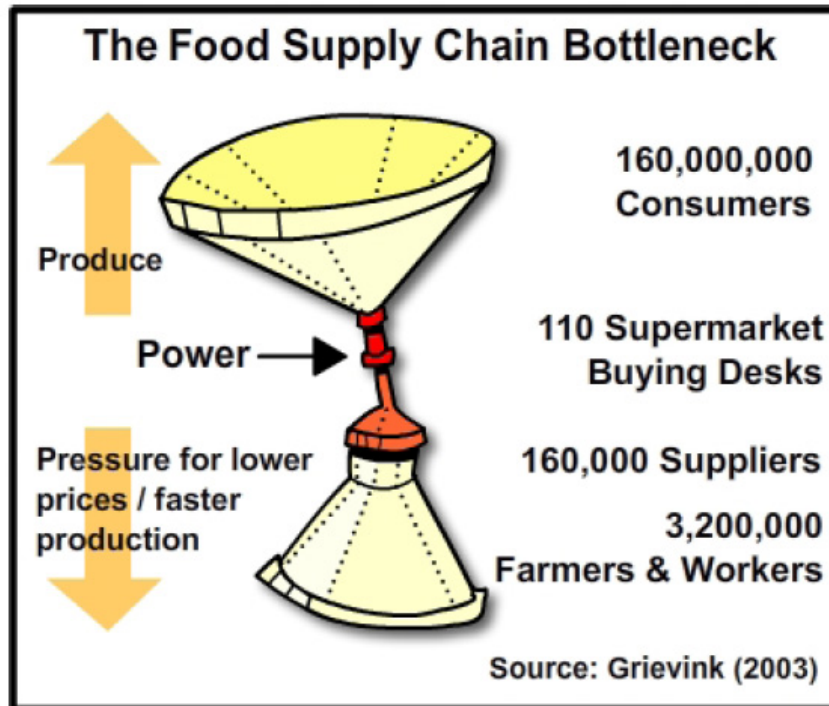
ESRC 2013

- “The UK retail sector is an important part of the economy and has a profound impact on the whole of our society. Valued at over £300 billion, it is equivalent to 20 per cent of UK GDP, accounts for one in 12 companies and employs one in nine working people.”
- ...but I would be cautious about too much focus on ‘big data’ and ‘places’



Maintaining Momentum

Problems with 'big' retailers



Closing thoughts

- Don't forget the retail SME sector by company, not collective
- 1 x 2YR KTP (£75K) v. 15 (£5K) innovation voucher equivalents for retailers?
- Quicker and better Returns for UK Plc?
- Readiness for High Street 2020?
- Facilitates wider regional engagement of HEIs?
- More knowledge transfer?
- Enabling more student innovators?



With thanks to...

The Other Academic

- **Chris Dutton**
Knowledge Base Supervisor

The Company Supervisors

- Rupert Wilson
- Keith Pordum
- Louise Possegger
- Fay Elms

The KTP Advisors

- Dr Terry Corner
- Dr Dave Pippard

The Associates

- Filip Jicinsky
- Marco Ferrara
- Louise Dobson
- Veronica Malley

The UoB KTP Centre

- Dr Mark Jones
- Dr Shona Campbell
- Sue Fleming
- Liz Johnson
- Sue Wheeler