

Knowledge Transfer Partnerships (KTP)

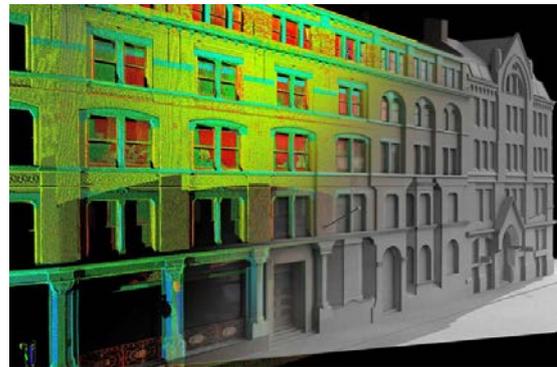
Case Study **Severn Partnership**

The Company

Severn Partnership is a firm of Chartered Land Surveyors based in Shrewsbury. The company survey, measure and monitor data to produce high quality plans, sections and elevations. The company was established 30 years ago and work across the UK and overseas.

Challenge

The company wanted to establish 3D modelling and building information modelling (BIM) as core services within its business. BIM is a process involving the creation of digital representations of a facility's physical characteristics. Severn envisaged that the new services could be facilitated through the introduction of a dedicated 3D modelling department. The new capabilities would provide diversification into other markets for the company.



The company however, lacked the required level of expertise to develop the services. A KTP was identified as the ideal mechanism to tackle the challenges, equipping the company with the resources and confidence to enter new markets.

Mark King was employed by the University as a KTP Associate to work for Severn as 3D Modelling and Visualisation Designer.

Solutions

A new dynamic 3D modelling department was created during the KTP, which paid significant dividends to the company. They have become a leader in the areas of 3D modelling and BIM.

The introduction of the 3D modelling and BIM services coincided with changes in Government strategy, declaring that all government funded projects over £5million must be completed in BIM by 2016. The timing was ideal for the company, as it provided them with a head start on their competitors.

The Associate created a series of quality reports, best practice notes and implementation plans. These were successfully tested on the company's first employee of the newly established 3D modelling department and were also rolled out to selected surveyors.

The work involved in the programme has been circulated and presented throughout the UK and overseas. The project has also led to the creation of two new websites to promote the company's 3D modelling and BIM capabilities and has led to the start 2 additional KTPs.

Results

The KTP has produced fantastic results for those involved

Key successes include:

- 3D modelling related services equates to 15% of sales turnover
- Company now able to offer professional 3D modelling and BIM services
- New capabilities have opened up potential new revenue streams for the company
- Company are now exploring previously untapped markets
- Associate was employed permanently by company as 3D Modelling Project Manager
- Success of KTP has led to an additional 2 KTPs.
- Improved efficiency and productivity - new websites launched and new office developed to accommodate 3D modelling team
- Known within the UK industry as foremost experts in 3D modelling and survey to BIM
- New postgraduate course in BIM has been established at the University of Wolverhampton – significant proportions of the curriculum are drawn from real world experiences from the KTP
- Several University graduates hired to work in 3D department since its formation
- KTP increased the profile of the University's research at an international level - the work undertaken as part of the programme was presented at the prestigious Ajman International Urban Planning Conference held in UAE.

In their words

Company

From conceiving the idea through implementation to completion, this KTP has been the ideal vehicle for our diversification project. We have seen the benefits from increased workload, reduced risk through wider diversification & increased training and awareness for staff.

Mark Combes
Managing Director

Associate

This project has been one of the most enjoyable & challenging things I have ever done. I don't think I would have had half the opportunities to expand my knowledge and experience as I have had with KTP, Severn & the University of Wolverhampton.

Mark King
KTP Associate

Academic Partner

The KTP was an excellent experience. The knowledge developed has transformed some of the modules I teach and has led to a new postgraduate course in BIM being established. I would highly recommend undertaking a KTP to all academics.

Dr David Heesom
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For further information:

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