

# Alternative Group Knowledge Transfer Partnership



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## Client:

Alternative  
Group

## School:

Liverpool  
Business School

## Staff:

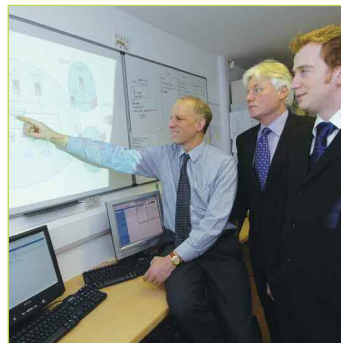
**KTP 1:** Mark Chadwick (KTP Associate), Francis Muir, Doug Haynes, Jim Sheehan, George Foster,  
**KTP 2:** Angela Burton (KTP Associate), Doug Haynes, Francis Muir, Barry Barnes,  
**Consultancy:** Dr Ann Thorne, Doug Haynes, Francis Muir

## Project:

**The Alternative Group** is a large voluntary sector charity based in Huyton, which provides housing and care across the North West for some 600 service users and tenants with severe learning difficulties and enduring mental health needs. With 1,600 employees and a current growth rate in excess of 20% p.a., it is currently changing its corporate structure to the Alternative Futures Group, retaining its sister company Alternative Housing.



KTP Associate, Mark Chadwick, receiving his coveted Business Leader of Tomorrow Award in London



Through a combination of two KTP projects and consultancy, LJMU was able to work with the company to develop a new ICT infrastructure and undertake a programme of business process re-engineering. It enabled the company to:

- Address ICT priorities, set up an ICT department and renegotiate ICT support contracts and develop a prototype intranet.
- Develop a Code of Conduct, Diagnostic Awareness Charts, a Welcome Pack for service users; revolutionise and streamline all Helpdesk processes, Enhance processes for Quality Control, Quality Improvement and Business Improvement.
- Secure a Leadership Development contract through the Centre for Leadership Development

## Client benefits:

“Our partnership with LJMU has been transformational; it has challenged our vision, broadened our thinking and deepened our business integration. We couldn't have developed so successfully without their support. This year, we are on target to achieve an extra £10m in the group revenue. LJMU is now a natural source for ‘new blood’ to take the organisation forward.”

Matthew Clarke, Founder and Director of Strategy and Development

## Academic and Student benefits

- A DTI national ‘Business Leader of Tomorrow’ award was secured as a result of KTP 1, which has brought high profile PR opportunities to the University
- Cross faculty collaboration
- Problem-based teaching material was developed for 3 modules in e-business and ICT Professional practice
- Five conference papers delivered