

# emda news

Summer Edition 2008

The magazine from East Midlands Development Agency

## Innovation

Dragon a roaring success

## £6m STEM programme

Inspiring the next generation of  
young scientists and engineers

### First rural development grant

Inspiring a green future

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Triple stop in the region

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Nancy and Rosie McCartney of McCartney's Catering who spoke at the launch of emda's Food and Drink iNet.

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news

East Midlands Development Agency (*emda*) is one of nine Regional Development Agencies in England, set up in 1999 to bring a regional focus to economic development.

Working in partnership with public, private and voluntary organisations the aim is to deliver the 2006 Regional Economic Strategy (RES) 'A Flourishing Region', which sets out regional priorities until 2020.

The RES, coordinated by *emda*, highlights the themes of productivity, sustainability and equality and builds on the previous two strategies; 'Prosperity Through People' and 'Destination 2010'.

For more details visit [www.emda.org.uk](http://www.emda.org.uk)

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## Welcome

### **Bryan Jackson** *emda* Chairman

At the end of March 2008 a consultation document on the Sub-National Review (SNR) of economic development and regeneration was issued by the Government, which sees *emda* – alongside the other eight Regional Development Agencies in England – on the threshold of a new era for the delivery of economic development throughout the regions.

We have used the consultation as an opportunity to reiterate *emda's* commitment to working with Government and partners to deliver sustainable economic growth and increased prosperity in the East Midlands. The SNR could provide significant benefits and we will continue to work closely with key partners over the coming months to make sure this happens.

While we look forward to this new era, as you will see in this issue of *emda* News, it is very much business as usual. We continue to deliver a range of projects to develop the local economy whilst ensuring social and environmental well-being continues to flourish to make the East Midlands a region we are all proud to live and work in.

Our work with regional businesses, universities, the public sector and innovative individuals to help raise levels of innovation has taken a significant step forward with the launch of innovation networks (iNets) for healthcare and bioscience and food and drink.

Earlier this month I was lucky enough to see first hand the Nanotechnology Roadshow and Lab in a Lorry – interactive, inspirational and engaging projects that are encouraging young people across the East Midlands to discover how exciting the practical application of science can be. We are delighted to support such imaginative programmes as part of our vision for a flourishing region.



We continue to develop the local economy whilst ensuring social and environmental well-being continues to flourish to make the East Midlands a region we are all proud to live and work in.



### Waterways regeneration fund one year on



©emda 2008. Photography by Dick Makin

It's now more than a year since *emda* launched the Waterways Fund. Set up to deliver long term regeneration benefits, the Fund is providing around £6.5m worth of funding over three years until 2010 and supporting a total of 23 waterway projects, including Mercia Marina in Derbyshire – spotlighted here. As part of the Fund, *emda* has contributed £500,000 to the new marina which is due to be officially opened to the public on 12th and 13th September at a family launch event.

More than 82.5 acres of land has been brought back to life to create Mercia Marina at Willington Lake. A multi-million pound 'super marina' in more ways than one, Mercia Marina is one of the UK's largest canal-based marinas and currently the biggest new build inland waterway development in Europe.

Mark Jenkinson, Project and Operations Director with Madecorn Leisure, owners and operators of the site, said: "The creation of Mercia Marina has been a massive undertaking but well worth it. More than 700,000 tonnes of material was cut on-site using sustainable construction methods and the skills of local contractors and suppliers. The result is a fantastic tourist destination in a beautiful countryside setting. We can't wait for it to open."

Once completed, Mercia Marina will provide moorings for more than 585 boats, a gastro pub, tea room, picnic area and boat hire service, as well as a great wildlife habitat. It is anticipated that the site will become a popular tourism destination for the East Midlands.

### Major hockey championship comes to Nottingham

*emda* has helped secure Nottingham as the host city for another major women's sporting event. Hot on the heels of the Women's FA Cup Final, it has been announced that the Women's Champions Trophy will take place from 10th to 18th July 2010 at Nottingham's Highfields Hockey Centre.

*emda*'s Deputy Chief Executive, Abby Johnson Brennan, said: "This is a major coup for the city and *emda*'s support was instrumental in securing the event for the region. We will be working closely with Nottingham City Council and Nottinghamshire

County Council, our bidding partners, to ensure that the event delivers both significant economic impact and opportunities to promote sports participation for local people. Highfields is a great venue and we're all looking forward to the event taking place on home ground."

The International Hockey Federation (FIH) awarded the hosting rights of the 2010 Women's Champions Trophy to England Hockey. As hosts, England automatically qualifies for the tournament and they will be joined by the top five teams in the world.

## News in brief

#### *emda* responds to Sub-National Review

During June 2008 *emda* responded to the Government's proposed Sub-National Review (SNR) of economic development and regeneration. The Agency has welcomed the SNR proposals, reiterating its commitment to working with Government and partners to deliver sustainable economic growth in the region, but has also outlined how it feels the current plans fall short of the original rationale for change. To read *emda*'s response to the SNR proposals go to [www.emda.org.uk/board](http://www.emda.org.uk/board) and click on board papers.

#### Sustainable enterprises receive investment boost

*emda* was one of the key sponsors of Sustain East Midlands' one day showcase event which took place in Loughborough in June. The event brought together thought-leaders, practitioners, investors and entrepreneurs – all concerned about the impact of commerce on the sustainability of the environment. In addition to *emda*, partners included The Carbon Trust, Connect Midlands and E-Synergy. The event showcased some of the most exciting, investment-ready sustainable technology enterprises who presented to investors, high net-worth individuals and professionals experienced at brokering corporate finance deals. To find out how Connect Midlands can help your business to find investment, visit [www.connectmidlands.org](http://www.connectmidlands.org)

#### *emda*'s Annual Public Meeting

*emda*'s Annual Public Meeting will be held on Friday 10th October at the Walkers Stadium, Leicester. To ensure you receive your invitation to attend, please visit [www.emda.org.uk/apm](http://www.emda.org.uk/apm) and complete the online registration form.

### BioCity crowned the most enterprising place in the East Midlands



Glenn Crocker, BioCity (second left) with Enterprising Britain judges Stan Crawford OBE, Sherwood Energy Village, Amanda Woolley, Business East Midlands, and Rachel Elnaugh, ex-Dragon's Den panellist & local entrepreneur

BioCity has won the East Midlands Enterprising Britain final after going head to head with five other finalists from across the region in the Government's Enterprising Britain competition.

BioCity – which was representing the Greater Nottingham Partnership area – was awarded this prestigious regional title for building on Nottingham's strong scientific background, helping to transform the city's reputation in the bioscience and healthcare industry. The panel was particularly impressed with the innovative way BioCity supports start-up organisations to grow and prosper along with its arts and education work.

It was up against strong competition from

across the region, including Ashfield Skills Centre, Jobs, Education and Training: JET, The Welland Market Towns Group (WMTG), Leicester North West Alchemy and Lincolnshire Extreme Sports Association (LESA).

BioCity will now go up against 11 other finalists from across the UK, to fight for the national Enterprising Britain 2008 crown. The overall winner will be announced in September, and will then go forward to represent the UK at the European Enterprise awards in December 2008.

For more information please visit [www.enterprisingbritain.org.uk](http://www.enterprisingbritain.org.uk) and [www.biocity.co.uk](http://www.biocity.co.uk)

### New funding for East Midlands entrepreneurs

Aspiring entrepreneurs, who have encountered problems raising finance for their business ventures, are set to benefit from a new initiative launched by *emda* and First Enterprise Business Agency (FEBA).

The EnterpriseLoans East Midlands scheme, which was unveiled at a series of events across the East Midlands in June, will provide funding support for both existing and budding entrepreneurs. The scheme aims to help 1,000 businesses over the next 10 years, by offering loans of between £3,000 and £20,000. The loan fund is specifically designed for those people who are unable to access finance from traditional sources such as banks.

Jeff Moore, *emda*'s Chief Executive, said: "We know there are many people in the East Midlands with vision, commitment and viable business propositions who cannot, for one reason or another, access funding from traditional sources. EnterpriseLoans East Midlands will help these people to realise

their dreams, by giving them the opportunity to establish their own businesses, helping to create new jobs and wealth in the region."

The scheme will be managed for *emda* by First Enterprise Business Agency. "We are confident that through this new fund we will be able to create and grow many businesses," says Quamar Zaman, FEBA Chief Executive. "There are many entrepreneurial people who struggle to obtain finance, perhaps due to a poor credit history or because they do not have assets to use for security against loans. These are the people that this initiative is designed to help."

Existing entrepreneurs or individuals who are thinking of starting up in business and who require further information about EnterpriseLoans East Midlands should telephone the First Business Agency on 0845 602 7355 or visit [www.enterpriseloanseastmidlands.co.uk](http://www.enterpriseloanseastmidlands.co.uk)

## News in brief

### Businesses share ideas to reduce impact on climate change

More than 100 East Midlands businesses attended HRH The Prince of Wales' May Day Business Summit on Climate Change. Hosted by Toyota, the Summit shared best practice on climate change, highlighted new technological innovations and set corporate climate change challenges. The event, which was organised by Business in the Community, was one of 13 linked Summit events that took place across the country – the largest gathering of companies committed to practical, collaborative action on climate change. Business people at the event heard from a range of speakers, including local businesses such as E.ON, Boots, and Serco Leisure. There was also a video link up with HRH Prince Charles and Prime Minister Gordon Brown. For details about the support available to enable businesses to reduce their carbon footprint, contact Business Link on 0845 058 6644 or visit [www.businesslink.gov.uk/eastmidlands](http://www.businesslink.gov.uk/eastmidlands)

## First RDPE grant inspires a green future



Strawsons Energy has been awarded the first Rural Development Programme for England (RDPE) grant for its exciting renewable energy centre. *emda* launched the Programme back in January 2008 and will be making £60m available in RDPE grant funding until 2013. Strawsons Energy is the first of many grant beneficiaries to be announced.

An *emda* investment of £140,000 has now been granted to Strawsons Energy to help them build an £826,000 Centre of Renewable Energy (CORE) in East Drayton, near Retford in North Nottinghamshire. Construction has already started on the new facility which will utilise carbon neutral renewable energy products to power the building and showcase the use of renewable energy technologies. CORE will also provide expert

advice on the use of green technologies and offer managed workspace for businesses operating in the renewable energy sector.

John Strawson, a farmer, business entrepreneur and Managing Director of Strawsons Energy, explained: "This facility is one of a kind and we're now entering a really exciting phase thanks to *emda*'s investment. CORE will not only demonstrate the range and practical application of renewable energies available on the market, it will also highlight the cost benefits to be made by investing in green technologies. This will help more people recognise just how a small step can make a real difference – not only to people's pockets, but also in minimising the wider impact on the climate."

Commenting on the award of the first RDPE grant, Diana Gilhespy, *emda*'s Executive Director of Regeneration, said: "We are delighted to be investing in CORE. It's an extremely worthwhile project and an excellent example of what RDPE is all about. New energy technologies will be vitally important for the future.

"We've had a great deal of interest in RDPE since it was launched earlier this year, and have received 160 Expressions of Interest, so far, from across the region. Many more projects will commence over the coming months, demonstrating how people living and working in the countryside

can benefit and our rural economies can flourish." For further information about RDPE, please visit [www.emda.org.uk/rdpe](http://www.emda.org.uk/rdpe)

To find out more about CORE or Strawsons Energy, go to [www.centreforenrenewableenergy.co.uk](http://www.centreforenrenewableenergy.co.uk) or [www.strawsonsenenergy.co.uk](http://www.strawsonsenenergy.co.uk)

### Cereals 2008

To help promote the availability of RDPE grants and to encourage more rural businesses to apply, *emda* recently exhibited at Cereals 2008, the leading technical event for the arable industry in Europe. The national event, held this year within our region at Heath Farm, Leadenham in Lincolnshire, brought together more than 22,500 farmers and industry experts with over 365 leading suppliers.

To demonstrate a national programme delivered at a regional level, *emda*'s RDPE team were joined on their exhibition stand by David Sillett and Chris Knock from East of England Development Agency (EEDA). David, said: "We have welcomed the opportunity to be involved in promoting RDPE in partnership with *emda* and have been extremely pleased with the positive response from our customers." Over the two day event the team advised more than 190 potential applicants, as well as distributing information leaflets to many more.

## East Midlands set to bid for Sea Change cash



The Department of Culture, Media and Sport (DCMS) launched a new grant programme in April, called Sea Change. Its aim is to encourage regeneration in seaside locations through the media of heritage and culture. £45m will be distributed over three years, and this will be in a mix of small grants (£200,000 to £1m) and larger ones (£2m to £4m).

The scheme is being administered for DCMS by the Commission for Architecture and the Built Environment (CABE), and they

have been quick to enlist the support of the Regional Development Agencies (RDAs), including *emda*. Indeed, RDAs, along with regional representatives of the programme's other national partners, are being asked to suggest which places should be invited to make bids for the larger grants.

The Skegness area is likely to be put forward as a contender for a larger grant. If invited to bid, Lincolnshire County Council and East Lindsey District Council, along with local partners in the Coastal Action Zone group, would need to submit their application in October.

Meanwhile, over the lifetime of the grant programme, it is hoped and anticipated that other places on the coast will come forward with schemes for smaller grants. "We realise that the length of the East Midlands coastline is short, compared to regions like the South-West and South-East," said *emda*'s Head of Rural & Communities, Richard Tulloch, "but that is all the more reason for us to get some good quality bids submitted to CABE, to ensure we do not get overlooked." Watch this space for further news!

## Bluetongue

*emda* is supporting the Joint Campaign Against Bluetongue – a campaign aimed at encouraging farmers to vaccinate their livestock against Bluetongue disease.

The disease can cause severe illness and even death in livestock. A newly available Bluetongue vaccination is the only way of controlling its spread and *emda* is helping to get the message out that the vaccination is now available. To find out more, call the Defra helpline on 08459 335577, log on to [www.defra.gov.uk/bluetongue](http://www.defra.gov.uk/bluetongue) or contact your local vet.

## New European Regional Development Fund (ERDF) Competitiveness Programme



L-R: Emma Corbett, *emda*'s Strategy & European Programmes Director, Bryan Jackson, *emda* Chairman, Phil Hope MP, Abby Johnson Brennan, *emda*'s Deputy Chief Executive and Jack Engwegen of the European Commission.

*emda* is responsible for the management and delivery of the region's new European Regional Development Fund (ERDF) Competitiveness Programme. The aim of the fund is to strengthen economic and social cohesion in the European Union by supporting regional economic development. The East Midlands is eligible for €268.5m (approximately £190m at current exchange rates) between 2007 and 2013 which, when combined with match funding, provides a programme value of approximately £380m – a significant investment in the economic development of the region.

As Strategy and European Programmes Director Emma Corbett explains, "the Programme aims to increase productivity through innovation, improve resource efficiency in businesses, and boost sustainable economic and enterprise activity in disadvantaged communities.

"The Programme was officially launched on 12th March at Pera's Innovation Centre in Melton Mowbray and we were delighted to welcome over 200 public and private sector delegates to the launch – a real demonstration of the level of interest in the new ERDF Programme."

Keynote speeches were given by the Regional Minister, Phil Hope MP, *emda*'s Chairman Dr Bryan Jackson, and Jack Engwegen from the European Commission. In addition, a series of presentations were made that set out

the practical implementation arrangements for the Programme, including information on how to apply for funding. A bespoke website has been created to support the Programme and further details can be found at [www.eastmidlandserdf.org.uk](http://www.eastmidlandserdf.org.uk)

"The Programme is now in full swing," explains Stuart Creedy, Head of the ERDF Programme Secretariat, "we published a first call for activity at the launch event, which sought to allocate an initial £25m to projects focused on supporting knowledge and technology transfer, innovation and R&D, innovation support for businesses, creating the right environment for innovation, and resource efficiency. We had an extremely encouraging response to this first call, again reinforcing partners' interest in accessing ERDF funding to support regional and local priorities. Details of further calls or information on how other elements of the Programme will be taken forward will be placed on the website in due course."

## INTERREG

The European Structural Funds' budget for the 2007-2013 programming period includes provision for transnational funding programmes, designed to promote cooperation and joint working between Member States and regions. Projects tend to require participation from two or three Member States to be eligible. These are more commonly referred to as the INTERREG programmes and prospective applicants from the East Midlands are eligible to bid into programme funds worth over €800m (over £600m).

These programmes provide funding to develop collaborative approaches to sustainable economic development – with a strong focus on innovation, sustainable development, environmental resource management, and transport. INTERREG programmes offer a potential opportunity to lever in additional funds to support the key challenges and opportunities set out in the Regional Economic Strategy.

*emda* is taking a strategic lead in coordinating the region's participation in INTERREG. A section of the East Midlands ERDF website has now been dedicated to INTERREG. Designed to answer the most frequently asked questions about the Programme and to signpost prospective applicants to sources of more detailed information, it is hoped that the site will be a valuable resource for regional practitioners. Visit [www.eastmidlandserdf.org.uk](http://www.eastmidlandserdf.org.uk) and click on Territorial Cooperation (INTERREG) at the bottom of the menu for more information.



“We had an extremely encouraging response to this first call, again reinforcing partners' interest in accessing ERDF funding to support regional and local priorities.”

# GRACE attracts international investment and jobs to the region

Work on a £9m state-of-the-art facility in Global Navigation Satellite Systems (GNSS), the only one of its kind in the UK, is now underway in Nottingham.



©Maber Architects

An artist's impression of the new GNSS Research and Application Centre of Excellence

Alongside investment from The University of Nottingham, *emda* is providing £3.4m of funding to develop the GNSS Research and Application Centre of Excellence (GRACE) – the UK's only facility devoted to developing GNSS technologies. Based at The University of Nottingham's Innovation Park, GRACE will capitalise on existing world-leading research and training at the University, providing research, training and other support for industry, including SMEs and entrepreneurs.

Whilst not due for completion until October 2009, GRACE is already acting as a magnet, attracting investment and world-class global companies into the region. Two such companies, Scan Laser and Hexagon Machine Control, have relocated to the Midlands after being attracted by GRACE and the wealth of GNSS expertise and facilities already available in the East Midlands. Both companies were provided with specialist support, expert help and advice from *emda*'s International Investment team to aid their relocation. They are now based at MIRA, a leading provider of transport related R&D and vehicle test services.

As well as attracting inward investment,

GRACE will also support industry both locally and nationally by providing access to its facilities and research capabilities, an expanded portfolio of training and education courses, and support for the development of new applications of GNSS. In particular, the availability of business incubation units at GRACE is already proving to be a major draw.

Jeff Moore, *emda*'s Chief Executive, said: "Our region leads the field when it comes to GNSS applications development and our existing leading-edge facilities, including MIRA, have already put us on the map. With the addition of GRACE, our reputation as a highly-skilled and innovative region where technology is driving business growth will be considerably enhanced – bringing further investment and jobs into the East Midlands."

Professor David Greenaway, Pro-Vice Chancellor for Research at The University of Nottingham, said: "With GRACE we are investing not only in the University and region, but in a national asset. There is enormous potential here and I expect significant benefits to follow, not only in terms of support for the business community, but also in visibility for our region."

## International investment

*emda*'s International Investment team offers a wide range of services to attract and help companies from all over the world to establish a base within the region. Services offered include the provision of information and expert advice, coordination of regional tours and visits, introductions to relevant Government bodies and private sector companies and access to financial assistance and grants. The team also works closely with *emda*'s Business Services team, supporting local businesses to benefit from facilities such as GRACE and provides property and site services.

To find out about how *emda*'s International Investment team can help your business, visit [www.emda.org.uk/international](http://www.emda.org.uk/international)



## About GNSS

GNSS is most familiar in its use in personal hand-held devices, SatNav and mobile messaging systems. New uses for GNSS are being developed all the time and its applications are endless. Current applications include search and rescue, the efficient routing of traffic to reduce the carbon footprint of vehicles, flood risk management and even the tracking of food for just-in-time fresh delivery.

# Jonathan Edwards makes a triple stop in the region



Jonathan Edwards at Ellesmere College

Jonathan Edwards, Board Member of the London Organising Committee of the Olympic and Paralympic Games and Triple Jump World Record holder, recently visited three locations in Derby and Leicestershire to witness first hand the work being undertaken to support and maximise the benefits from the 2012 Games.

emda, which is leading the regional response to the Games, hosted the visit which started at Derbyshire Cricket Club. Here, the former Olympic champion spoke at the launch of the Derbyshire plan for the 2012 Games. The visit then continued at Castle Rock School in Coalville, before culminating at Ellesmere College, a special school in Leicester, where Jonathan saw pupils take part in a wheelchair rugby game. Jonathan was also able to meet organisers of the Special Olympics Leicester 2009.

Speaking about his visit, Jonathan Edwards, said: "Our vision for the London 2012 Games is that they inspire young people to take up sport. The programmes that I have seen today are outstanding and are enabling this to happen right now in a broad range of sports and activities."

Already this year, our region has seen the successful launch of the London 2012 Business Network and CompeteFor service, as well as the announcement that 26 of the East Midlands' top sporting venues will feature in the London 2012 Pre-Games Training Camp Guide for Olympic sports and 12 will be in the guide for Paralympic Sports. The guide will be launched at the Beijing Games.

In addition, nearly 30 businesses in the region have already won contracts to supply the Olympic Delivery Authority and since its

launch in January, over 950 East Midlands' businesses have registered for CompeteFor.

Jeff Moore, Chief Executive of emda and London 2012 Nations and Regions Group Member for the East Midlands, said: "This visit allows us to highlight the hard work that is taking place in the region to maximise the benefits for young people.

"We have also made excellent progress this year putting in place the projects and activities that will deliver a legacy for the East Midlands from the 2012 Games. Projects such as CompeteFor, the electronic brokerage service connecting small and medium-sized enterprises to Games-related contracts, are unique and have never been attempted for any previous Games."

For further information about London 2012 and the East Midlands, visit [www.emda.org.uk/london2012](http://www.emda.org.uk/london2012)

# Dragon a roaring success at iFestival finale

Simon Woodroffe of Dragon's Den fame and hundreds of visitors from across the region all came together for two action-packed events held at Leicester City Football Club.

The 2008 Innovation festival Gala Dinner and Innovation Expo both formed an exciting culmination to the 158 event, 43 day, second annual Innovation festival (iFestival), funded by *emda*.

Over 200 guests at the iFestival Gala Dinner, which was sponsored by Pera, were treated to an address by YO! Sushi founder, Simon Woodroffe, about the need for businesses to develop innovative solutions to enable them to grow and compete effectively in a global market. Jeff Moore, Chief Executive of *emda* and John Hill of Pera, were also keynote speakers.

Earlier in the day, the Innovation Expo featured over 35 East Midlands and national businesses, and a seminar programme led by regional innovation leaders. Business support and funding agencies were also on hand to provide advice to budding entrepreneurs and businesses on how to use innovation to improve their products or operations.

The 2008 iFestival, which began on 7th March and ended on 18th April, involved events

in all six of the region's counties. Each event was designed to celebrate and nurture a culture of innovation in the region, with activity aimed at young people, businesses, communities and research organisations supporting or involved within an innovation environment.

## **iNets update**

*emda* is establishing a series of Innovation Networks (iNets) aiming to bring together partnerships of regional businesses, universities, the public sector and innovative individuals to help raise levels of innovation and drive the successful exploitation of new ideas.

The iNets – developed by *emda* and East Midlands Innovation, the regional Science, Innovation and Industry Council – are being created in four priority sectors identified in the Regional Economic Strategy (RES). These sectors are Healthcare and Bioscience, Food and Drink, Transport Equipment and Sustainable Construction and over £20m is being invested to help the iNets support innovation and improve the competitiveness of businesses in the region. Implementation plans have been developed, describing how



businesses, people and organisations in the key sectors will work to achieve the aims of the RES. Full details of the implementation plans can be found on [www.emda.org.uk/innovation](http://www.emda.org.uk/innovation)

So far this year, the Healthcare and Bioscience and Food and Drink iNets have been launched, whilst the Transport Equipment and Sustainable Construction iNets are well advanced and will launch later this year.

The new Healthcare and Bioscience iNet is being coordinated by Medilink and brings together partners, including BioCity, bioKneX, East Midlands NHS Innovation Hub, Loughborough University, Nottingham Trent University, the University of Derby, the University of Leicester and The University of Nottingham. It operates from the £7.2m BioCity facility in Nottingham which is itself a renowned centre of excellence in the biopharmaceutical and life science industry.

The Food and Drink iNet, which was established in February, is being led by the Food and Drink Forum. Based at Southglade Food Park in Nottingham, it is leading a consortium of partners with expert sector knowledge. They are the Food Processing Faraday Partnership, which provides a unique Knowledge Transfer



Simon Woodroffe from Dragon's Den and Jeff Moore

Network, and The University of Nottingham, University of Lincoln and Nottingham Trent University with their extensive expertise in food science and emerging technologies.

#### **iHub set to build a better future**

Consarc has won an architecture design competition for the £8m Sustainable Construction iHub building in Daventry. Consarc was chosen out of more than 70 entries for its visionary and innovative design which combines great architecture and design with the use of energy efficient technologies, sustainability and buildability.

Led by The University of Northampton and supported by the Building Research Establishment and the Royal Institute of British Architects, the design competition was part of a region-wide initiative by *emda* to stimulate innovation in key business sectors.

The iHub, which will be an essential part of the new Sustainable Construction iNet, will be a major construction showcase in design and sustainability for the region and will also form the operational headquarters for the iNet when it is launched.

The iHub is targeted for completion by

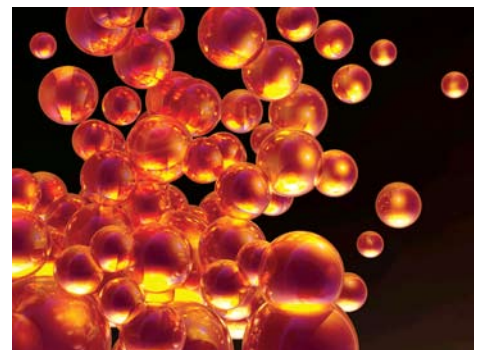
mid 2010 and will feature a conference room for 200 people, exhibition spaces, meeting rooms, reception and networking space and supporting facilities. It will also be held up as a leading example of energy efficiency and sustainable building in its own right.

#### **New framework and funding to boost technology in the East Midlands**

In another initiative to develop innovation in the region, *emda* has launched a £4m fund as part of a new Technology Framework for the East Midlands, to support investment in innovative technology projects. A number of organisations have made bids for grants.

In support of the aims of the Technology Framework, the funding programme is helping to increase investment in technology development in the region, raise the region's international profile, secure economic growth, and provide jobs for the East Midlands. It will also support new developments and emerging technologies that encourage linkages between business, industry and universities.

The first funding call invited bids from organisations in the areas of biotechnologies and therapeutics, and information and



communication technologies. Later in the year, a further call will invite bids in the areas of energy and waste; design, engineering and manufacturing; and materials.

Speaking about the work being done to support innovation, Mike Carr, *emda*'s Executive Director of Business Services, said: "Our aim is to create an environment where innovation can flourish, where individuals and businesses are encouraged to develop innovative ideas and are given the support to transform those ideas into reality. By achieving this, we will ensure that East Midlands businesses have every opportunity to be successful in the long term."

All of the above activities have been designed to support the implementation of the East Midlands' Regional Innovation Strategy.

For more details about innovation in the East Midlands and the Regional Innovation Strategy, visit [www.eminnovation.org.uk](http://www.eminnovation.org.uk)

# emda prepares East Midlands businesses for HighGrowth

165 businesses across the region have signed up to benefit from *emda's* £3.7m HighGrowth East Midlands programme.

Offering world-class support, advice and coaching, HighGrowth East Midlands provides two types of business support for those businesses that are poised for growth and for those businesses that are already experiencing high growth.

Growth Readiness, aimed at businesses poised for growth, offers a six-month package of support, including diagnosis of the potential for development, a one day coaching module for businesses covering strategic planning and five days of individual coaching.

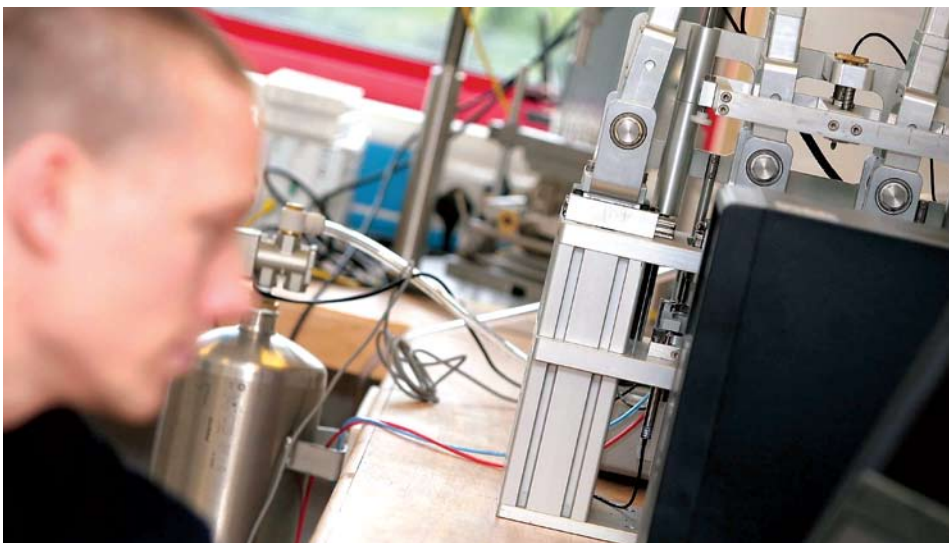
For businesses that are already experiencing growth, the HighGrowth programme offers 20 days of intensive coaching along with a three day residential masterclass, designed by Nottingham Business School, for Managing Directors and Chief Executives and further training modules for middle managers.

Dr Bryan Jackson, *emda's* Chairman believes that the HighGrowth East Midlands programme will make a significant impact to many businesses in the region. He said: "To survive and prosper, businesses in our region will need to work smarter, not simply harder, so good quality business support is absolutely vital to every single business.

"The HighGrowth support programme is an important addition to the flagship business support products that *emda* has developed and it is a very important component of our business support strategy. My goal is to at least double the number of East Midlands businesses on the Europe 500 list [a list of the fastest growing companies in Europe] by 2010 – businesses that will help to create a flourishing region that competes with the world's best."

HighGrowth East Midlands is based on a successful pilot that took place during 2006 with 20 companies. The majority of companies that participated in this pilot benefited from a 25% increase in turnover. A total of 387 jobs were also created.

One of the companies that has benefited from the pilot HighGrowth scheme is East Coast Fittings in Rearsby, Leicestershire, which took part in the initial pilot project. The HighGrowth team visited the company and carried out a business health check. They found that although the company had grown steadily, there were some fundamental issues that would need addressing if they were to move towards their high growth targets.



These included better use of management information, development of a strategy, plans to achieve growth targets and developing a better understanding of staff skills and training needs.

Since participating in the HighGrowth initiative, the company's workforce has shot up to just over 100, with turnover up £3m to £13m in the year to December 2007. This was slightly above the initial three year plan, while the target for 2008 is in line with projections at £16m. To support this expansion, the company has also built a new Goods Inwards building, completed in April 2008. This gives the necessary logistical capacity to enable East Coast Fittings to achieve an increase in stockholding from £1.5m to £2m plus.

The company remains on target to become a £20m business in 2009, three years since joining the HighGrowth programme.

Derek Goodman, Managing Director of East Coast Fittings commented: "Even in an already successful business it is quite normal for managers to get too close to the daily issues to be objective. Participation in the HighGrowth programme has given us the opportunity to stand back and consider the wider managerial picture. By utilising the external independent coaching expertise made available via the programme we now have a greater understanding of how growth will be achieved and the consequences it will have for all concerned."

Businesses can still apply for HighGrowth East Midlands support, with the team still seeking businesses to take part in the Growth Readiness programme for 2008. The HighGrowth programme will be seeking new applicants for 2009 later in the year. For more information call 0845 365 4769 or visit [www.hgeastmidlands.com](http://www.hgeastmidlands.com)



“To survive and prosper, businesses in our region will need to work smarter, not simply harder, so good quality business support is absolutely vital.”

# Support for manufacturing businesses



Manufacturing is a vitally important sector for the East Midlands. The region boasts a number of manufacturing success stories, from the big companies such as Rolls-Royce, Bombardier, Mercedes and Toyota, to thriving mid-market enterprises, including Cosworth, Speedo and Walkers Crisps and many successful small and medium-sized enterprises (SMEs) which make up most of the 13,000 manufacturing businesses in the region. As a sector, manufacturing is responsible for 23% of the total economic output and 13% of all employment in the region.

However, the East Midlands is also facing challenges in the manufacturing sector, particularly for SMEs. Manufacturing SMEs are often limited in their ability to identify or take up new technologies due to management and financial constraints. Manufacturing businesses are also affected by issues relating to planning, skills, transport, infrastructure and investment, as well as the impact of global competition. That is why *emda*, together with its partners in both the public and private sectors provides a wide portfolio of support for manufacturers, ranging from help and advice, to funding assistance.

*emda* is firmly committed to manufacturing both regionally and nationally. Not only does the Agency manage the support for regional manufacturers, it also takes a lead role on manufacturing on behalf of all of the English Regional Development Agencies (RDAs) and worked closely with the Department for Business, Enterprise & Regulatory Reform (BERR) and other RDAs to develop the national manufacturing strategy.

In addition, *emda* is responsible for the management of the national network of regional centres of the Manufacturing Advisory Service (MAS), including MAS East Midlands. MAS exists to provide practical advice and hands-on help to manufacturers, building on the comprehensive range of services that businesses can access from Business Link. As former Managing Director of Toyota Motor Manufacturing (UK) Limited, *emda*'s Chairman, Dr Bryan Jackson, is very aware of the role that manufacturing businesses play in the East Midlands and the importance of supporting businesses in the sector.

“Manufacturing isn't dead, despite what you may read. Indeed, I would contend that having previously faced difficult situations manufacturing is better placed to meet and beat the challenges it faces today. Speed of change will be a major factor in winning the battle of global competitiveness. What we in *emda* are doing, mainly through our Business Links, is providing innovative support programmes to help manufacturers make fundamental step changes in their operational performance and competitiveness – MAS is an excellent example.”

To find out about the range of support that is available to all manufacturing businesses in the East Midlands, contact Business Link. Telephone 0845 058 6644 or visit [www.businesslink.gov.uk/eastmidlands](http://www.businesslink.gov.uk/eastmidlands)

For MAS assistance to improve manufacturing productivity, contact MAS in the East Midlands on 01664 501 301 or visit [www.mas-em.org.uk](http://www.mas-em.org.uk)

## Mentoring For All

Following on from the successful Mentoring Escalator pilot, *emda* is delighted to announce that a further scheme, Mentoring For All East Midlands, is now underway.

The scheme is designed to help business owners in the East Midlands access the knowledge and expertise of another business leader to develop their own skills and expertise.

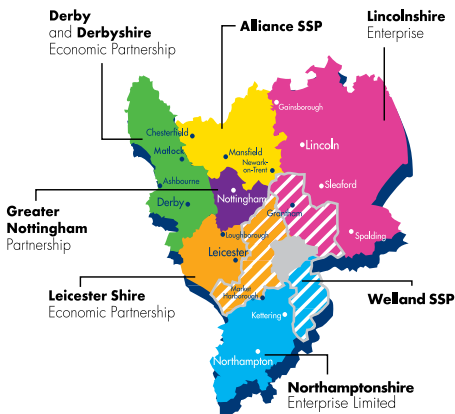
Interested companies undertake an initial free of charge meeting with a member of the dedicated mentoring team, to assess their individual requirements. If they decide the programme will be beneficial to them, they are able to sign up (at a highly subsidised cost of just £250 + VAT) and are matched with a suitable, qualified mentor.

The actual programme is then designed around a series of 10 mentoring sessions over a 12 month period. Mentoring sessions can be used to discuss any issue relating to the management or operation of their business, with the mentor acting as a sounding board, able to listen and offer an experienced point of view and help evaluate solutions.

For more information, visit [www.mentoringeastmidlands.co.uk](http://www.mentoringeastmidlands.co.uk)



“Speed of change will be a major factor in winning the battle of global competitiveness.”



## focus on

### Northamptonshire Enterprise Limited (NEL)

[www.northamptonshireenterprise.ltd.uk](http://www.northamptonshireenterprise.ltd.uk)

Northamptonshire Enterprise Limited (NEL) was created in September 2006 to ensure a more coordinated, cohesive and cost effective approach to delivering the strategic priorities of Northamptonshire.

By working closely with its partners and stakeholders, NEL leads on coordinating and supporting economic activities across the sub-region. NEL has launched its Prospectus for 2008, setting out its economic development priorities.

The Prospectus provides an update on those activities that NEL is contracted to deliver, and identifies the remaining priority areas where NEL has invited partners to come forward with Expressions of Interest to help NEL deliver on these priorities. An overview of the key priorities for investment is also provided within the document, including:

- Employment learning and skills
- Enterprise and business support
- Innovation
- Land and development
- Energy and resources
- Economic inclusion
- Cohesive communities.

In response to the Prospectus over 71 Expressions of Interest were submitted requesting £28m of investment over the period 2008-2011, against an available budget of £14.7m. In particular, the requests for funding

for next year were proportionally greater totalling £14.5m against an available £3.7m.

NEL are now working with *emda* on taking forward a number of these projects that help to deliver against a number of sub-regional priorities.

The focus of NEL's investments will be to continue to prioritise activities that add value to and support efforts to improve the economic prosperity of the sub-region and address the existing economic challenges and the future challenges of the growth agenda. These priorities have been determined locally through the process of developing the Sub-Regional Economic Strategy and are derived from the higher level aspirations of the Regional Economic Strategy (RES), as well as being embedded within the emerging Local Area Agreement (LAA).

The funding available to deliver these priorities consists predominantly of Single Programme SSP Funding from *emda*, but may also include other funding such as the Department of Communities and Local Government's Growth Fund, and LAA.

For further details on the Prospectus, please contact Sajeeda Rose NEL's Head of Programme Management on 01604 609548 or [sajeeda.rose@northamptonshire.enterprise.ltd.uk](mailto:sajeeda.rose@northamptonshire.enterprise.ltd.uk)



**BELOW:**  
The Guildhall in  
Northampton town centre



## Round-up of the region's activities and Sub-Regional Strategic Partnership (SSP) projects:

### **Alliance SSP** [www.alliancesp.co.uk](http://www.alliancesp.co.uk)

Alliance is the lead SSP on Ingenuity, a new project designed to benefit businesses in the sub-region. The project will address market failures and encourage greater engagement between universities and businesses across Derbyshire and Nottinghamshire.

The project is a collaboration pilot with the business schools of three universities in the region: Nottingham, Nottingham Trent University and Derby. It aims to show SMEs the commercial benefits of knowledge transfer to be gained through engagement with universities.

### **Derby and Derbyshire Economic Partnership (DDEP)** [www.ddep.co.uk](http://www.ddep.co.uk)

Peak Forest village residents have successfully transformed their 'not spots' into a wireless 'hot spot', thanks to a grant and practical support from DDEP.

Peak Forest Not Spots is part of a package of ICT Broadband for Business initiatives that DDEP are launching in the near future to ensure that Derbyshire is well connected. This specific project has been well received by local people and businesses – now enjoying broadband via satellite.

This particular initiative cost just £18,000, but the total ICT programme to be delivered over the next three years by DDEP is valued at over £900,000 and will see vast increases in ICT awareness and usage by businesses.

### **Greater Nottingham Partnership (GNP)** [www.gnpartsnership.org.uk](http://www.gnpartsnership.org.uk)

On 22nd April 2008 over 80 people attended the GNP Forum at View from the Top in Nottingham to hear about the work of the GNP. Following a welcome from GNP Chair Gerry Beetles, Nick Hammond, Commercial Director of Castle College, spoke about the development of the new Toyota Training Academy.

He spoke about the development of the project from concept to completion, thanking the GNP for their "corporate bravery" in supporting the Academy through the various stages of its development. He highlighted the key role the GNP had played within its creation, stating that "the Toyota Training Academy all started because of £40,000 contribution from the Greater Nottingham Partnership – and their faith in the project."

Iain Simons, Director of GameCity, followed with a talk on the annual GameCity festival, the first-ever international festival of interactive entertainment piloted by Nottingham Trent University in 2006 with the support of the GNP. Iain spoke of the growing cultural significance of the event, explaining how it was helping to turn a global eye on Nottingham, and said that Lorne Lanning, keynote

speaker at the first GameCity festival, had compared it to the world-renowned Sundance film festival.

Martin Gawith, Chief Executive of the GNP, concluded the forum with an overview of the GNP's current work, also launching its new publication, *Joining the Dots*, which offers a snapshot of the diverse range of projects the GNP has supported. Martin emphasised the ongoing need for partnership with many different groups and bodies to bring about change in Greater Nottingham, stating that "we need a community for all – and since its inception in 1994 the GNP has been about full sector inclusion – public, private, local authority and community involvement."

### **Leicester Shire Economic Partnership (LSEP)** [www.lsep.co.uk](http://www.lsep.co.uk)

With the help of an *emda* investment of £267,634 over a three year period until March 2009, nextstep, the Leicester and Leicestershire Information Advice and Guidance Partnership, has assisted over 3,000 people to get jobs, helped 225 over 455 to access learning and/or work and 1,254 over 455 have benefited from guidance to help them return to the labour market. nextstep provides free impartial information and advice to adults aged 20 plus about learning and work and is supported by LSEP.

### **Lincolnshire Enterprise (LE)** [www.lincolnshire-enterprise.com](http://www.lincolnshire-enterprise.com)

Lincolnshire Enterprise (LE) has invested £200,000 to establish a pilot Wireless (WiFi) Network in the centre of Lincoln to provide wire-free, high-speed broadband coverage. This will enable businesses, residents and tourists to access information and services via the internet in city centre locations.

As part of the project, a series of strategically placed wireless access points are being set up in key venues across Lincoln city centre. WiFi is a high-speed networking technology that uses radio waves instead of wires to connect people to the internet. If the pilot is successful, it will be rolled out further to incorporate more businesses and residents throughout the city.

### **The Welland SSP** [www.thewellandssp.co.uk](http://www.thewellandssp.co.uk)

*emda* and the Welland SSP have purchased a key site within Bourne Mill, a core regeneration area within Bourne town centre. The site is critical to the development of the Bourne Core Area Project as it is the only site that has listed building frontage, and is therefore key to ensuring that the project may come to fruition. This purchase will allow the public sector to facilitate and deliver a key town centre project delivering improved retail, new jobs, training opportunities and new businesses.

# Inspiring the next generation of young scientists and engineers

emda's £6m Science, Technology, Engineering and Maths (STEM) Programme has been bringing science to life, boosting skills and increasing STEM literacy across the region.



The NanoWhat? Roadshow visiting Derby



emda Chairman Bryan Jackson visiting Lab in a Lorry

It has been a very busy period for *emda's* STEM Programme. Not only has the Lab in a Lorry and 2008 East Midlands Nanotechnology Roadshow been doing the rounds, but a new STEM student journalist scheme has just been launched. Here's a round-up of what's been happening.

A staggering 6,500 plus (and still counting) budding young scientists and engineers have been getting an insight into science through visits from Lab in a Lorry. The 44ft lorry has been enabling school children to learn about the fun side of science through three specially designed experiments. So far, 37 schools in the East Midlands have been visited since the three year funding by *emda* began in September last year and bookings are still coming in thick and fast.

Jonathan Bate, Business & Community Links Manager from Top Valley School and Engineering College was so impressed with Lab in a Lorry – he got it to visit twice. He said: "Feedback from the children taking part has been universally positive. It's a very different experience to usual classroom activity and the pupils loved getting hands-on with all the different experiments that they wouldn't normally get the opportunity to see. They were able to learn about science in a new and different way, applying what they've learnt to the real world around them.

"The lab comes on to school premises too, so we didn't have to worry about transport and, as it is timetabled to take place during the usual science lesson, the pupils don't have to take time out of other lessons to attend. The experiments taking place on-

board are well matched to Key Stage 3 and 4, so all this makes our jobs a lot easier."

Alistair Jackson, Senior Broadcast Journalist with BBC East Midlands joined the presenters at the first media workshop for 25 young people. These youngsters are the first recruits to the new STEM student journalist scheme which could result in them becoming award-winning journalists. The scheme, a key aspect of the East Midlands STEM Partnership PR strategy, has been designed to combine students' interests in the media with their love of STEM subjects to stimulate a greater interest in these subjects both at school and into STEM-related careers.

The students really enjoyed the media workshop and will now go on to write their own news articles, or create podcasts or DVD reports on a range of science-related news stories. The recently-launched website [www.emstempartnership.org.uk](http://www.emstempartnership.org.uk) is a resource all schools and pupils can use to find news story ideas, and where details of the STEM Student Journalist Awards will be posted in July.

Finally, more than 15,000 people, so far, have been amazed by the power and impact of tiny nanotechnology thanks to the touring of the 2008 East Midlands Nanotechnology Roadshow. To date, the roadshow has visited the city centres of Nottingham, Leicester, Loughborough and Derby, and is set to visit Lincoln and Northampton in the next few weeks. Jam-packed with interactive workshops, games and videos and even live demonstrations of forensic fingerprinting at the most recent event in Derby, the roadshow has been a

great hit proving that nanotechnology, so small you need powerful microscopes just to see it, can affect day to day lives. The East Midlands' universities have worked in partnership by participating in the specifically commissioned 'nano' film and staffed the event with academics and student ambassadors. Over 600 schoolchildren have attended the roadshow and undertaken to complete the additional four hours of 'nano' work in the classroom after their visit to NanoWhat?

Helen Barton, Head of Chemistry at Nottingham Girls' High School commented: "This has been an excellent event. It was organised well and very motivational."

"A very enjoyable and informative event which provided a good opportunity to work with students in extending and developing their enthusiasm for Science," said Lise Wildman, Head of Science at Kibworth High School.

Dr Bryan Jackson, *emda's* Chairman, said: "These are great examples of interactive and inspirational projects that are getting young people thinking and engaging with science, technology, engineering and maths in a new and exciting way. By stimulating a greater interest amongst the next generation of scientists and engineers we will help the region to flourish, prosper and compete in the competitive global economy."

More information about *emda's* STEM Programme can be found at [www.emstempartnership.org.uk](http://www.emstempartnership.org.uk)

# Championing offshore wind

emda has placed a £335,000 contract with Renewables East, a not-for-profit organisation, to champion the offshore renewable energy agenda in the East Midlands and to unlock job and supply chain opportunities.



“Engineering, maintenance, specialist repairs, spares and installation jobs are set to proliferate down the entire East Coast.”

emda’s £335,000 contract with not-for-profit organisation Renewables East to champion offshore renewable energy, coupled with an emda investment of £3m in the wider energy sector, will help the East Midlands to utilise its offshore wind assets. Based along the East Coast, these can generate more renewable energy and grab a slice of the offshore wind action – helping to create opportunities, secure jobs and encourage investment in the region.

Renewables East won the contract last year based on its previous success in driving forward the economic benefits of renewable energy in the East of England region. Working in conjunction with emda, Renewables East will act as a strategic advisor focused on business creation and growth, working directly with businesses to open up opportunities in the offshore wind supply chain. The organisation will also provide training to help the East Midlands develop a more highly-skilled workforce capable of capturing a significant share of the long-term job opportunities that will become available as the offshore wind industry intensifies.

Peter Strutton, Low Carbon Energy Advisor from emda, said: “Whilst small in size compared to other coastal regions, our region

is well-placed to benefit from offshore wind due to its location, right in the middle of the North Sea zone. More than 7,000 wind turbines are planned to be installed in the North Sea area and the job opportunities are already clear to see. Siemens, for example, has already won a major contract that will see them delivering 500MW of offshore wind, from the East Coast, over the next five years. This translates into them employing someone every three days for the next year.

“Engineering, maintenance, specialist repairs, spares and installation jobs are set to proliferate down the entire East Coast. This, coupled with the region’s unique mix of technology, experience in the low carbon energy sector and the expertise of the region’s universities and R&D capabilities means that it is essential that we are not just a part of the offshore wind agenda, but actively at its forefront. Renewables East will be working with us to do just that.”



Renewable energy was once viewed as an ‘alternative’ source of energy. Today, it is actively being chosen as the optimum way of satisfying the fuel needs of the 21st century, gaining an important share of the worldwide energy market with a crucial role to play in reducing carbon emissions.

Renewable energy utilises sustainable sources such as wind, sun and biomass as its fuel source making it sustainable, unlike fossil fuels which will eventually run out. As the supply of energy is massively outstripped by demand in the UK, the need for more secure and sustainable energy sources, including offshore wind has never been so critical.

# Further *emda* funding granted to Social Enterprise East Midlands

Social Enterprise East Midlands (SEEM) is the regional network and champion body for social enterprise. Launched six years ago, SEEM is funded by *emda* to deliver innovative, groundbreaking and influential work in the field of social enterprise.

Through the work of SEEM, the East Midlands is now recognised as one of the lead English regions for social enterprise. In recognition of its success and the contribution that social enterprise makes to the social, economic and environmental wellbeing of the region, *emda* has recently awarded an additional three years funding to SEEM to continue its work. The funding will help SEEM deliver the Government's national Social Enterprise Action Plan, help foster a culture of social enterprise in the region, support the development of the sector and contribute to *emda*'s commitment to sustainable economic growth.

The funding will also help SEEM to address some of the key priorities and challenges ahead in the social enterprise sector. For those that don't know, social enterprise is a business model which combines market disciplines and efficiencies with an explicit focus on fixing economic and social inequalities and improving our natural environment. Social enterprises are profit-making businesses; the profits they make are not distributed to shareholders, but reinvested back into achieving the enterprise's mission.

Nigel Lowthrop, SEEM's Chair, said: "Whilst there is much more awareness of social enterprise, our challenge is to turn this awareness into action – leading to the creation of new social enterprises and sustainable change to the region's communities. We've had some significant success already but are looking to sustain and better this by focusing on the big priorities that will really make a difference.

"By building better relationships with mainstream business, providing access to appropriate finance and business support, developing markets with the public sector and by measuring and communicating the benefits that social enterprise delivers, I'm convinced that by 2020 every East Midlander will come into contact with social enterprise on a daily basis through their work, home or leisure experiences."

"*emda*'s support for social enterprise is well recognised regionally and nationally," commented Sue Kirby, *emda*'s Policy and Communications Director. "In the last few years, many regional social enterprises have won national awards and achieved great success, whilst, at the same time, helping to address difficult social and environmental

challenges. Through our support of SEEM, we want to help these social enterprises and more to make a valuable and lasting contribution to the region's sustainable economic ambitions."

For more information on SEEM, please visit [www.seem.uk.net](http://www.seem.uk.net)

## Social enterprise ambassadors

Two new social enterprise ambassadors have been appointed for the East Midlands by The Office of the Third Sector, in collaboration with the social enterprise sector.

The ambassadors are Martin Kinsella, a newly appointed Non-Executive Director of SEEM and Chief Executive of P3, a Derbyshire-based social inclusion charity and Karen Lowthrop, Founder/Director of Lincolnshire-based Hill Holt Wood, an environmental social enterprise working with excluded young people. The social enterprise ambassadors programme has been developed to help raise awareness of social enterprise and to work with Government on the development of social enterprise policy.

For Martin, his involvement in the ambassador programme grew from him "wanting to see more support for social enterprise and the need for a new generation of social entrepreneurs, of all ages and styles, to emerge. I'd also like the public to understand the benefits of buying from or using the services of social enterprises."

For more information on the social enterprise ambassadors programme, visit [www.socialenterpriseambassadors.org.uk](http://www.socialenterpriseambassadors.org.uk)



## Facts and stats

- Social enterprises contribute a turnover in excess of £18bn to the UK economy
- There are more than 3,500 social enterprises in the East Midlands and a total of 55,000 across the UK
- Most of the region's social enterprises operate in key sectors such as housing, creative industries, sports and leisure, health and social care, and the environment
- Social enterprises in the region include Sherwood Energy Village, Unique Social Enterprise CIC, Hill Holt Wood, Shephed Carers, P3 and Fenland Green Power Co-operative.

This information has been identified through a mapping project, commissioned by *emda* and delivered by SEEM, which provides the first comprehensive picture of social enterprise in the region since national mapping was undertaken by Government in 2004.



Karen Lowthrop, new social enterprise ambassador



Martin Kinsella, new social enterprise ambassador

# Marketing our region

East Midlands Tourism (EMT), *emda's* tourism arm has secured a new Tourism Director.



Ruth Hyde

Ruth Hyde joins EMT from Scarborough Borough Council where she held the post of Head of Marketing and Communications. She brings to the team a wealth of tourism knowledge and expertise, with over 12 years experience in managing, promoting and delivering both front-line and strategic tourism services in urban, rural and coastal destinations.

In her new role, Ruth will manage the delivery of EMT's new three year strategic plan which places skills development and investment at the heart of its growth strategy alongside marketing and quality improvement.

Here, Ruth provides an overview of the work of EMT and its new strategic plan for 2008-2011.

"I am looking forward to the challenges ahead and there really couldn't be a better time to join the EMT team. The last three years have seen an intense period of development in the region's tourism industry which currently supports a £5.6bn visitor economy and over 100,000 jobs. This is set to increase in coming years as a result of further investment in both overseas and domestic marketing for the region."

Over the last three years an average return on investment of £16 was generated for every £1 invested in tourism – a fantastic result. With an excellent foundation upon which to build, EMT will be focusing on attracting new and repeat visitors to the region, and increasing the level of expenditure and overnight stays.

More information can be found below and at [www.eastmidlandstourism.com](http://www.eastmidlandstourism.com)

## Marketing

EMT has been working closely with the five Destination Management Partnerships (DMPs) to raise the region's profile within the UK. Highlights of individual marketing strategies developed by each to deliver against EMT's new strategic plan are shown on the right. The DMPs are engaged in a wide range of promotional projects drawing on the unique selling points of their destinations. In addition, EMT is promoting the region to key markets overseas through targeted consumer and trade marketing and PR campaigns.

## Quality

EMT is continuing to develop a wide range of initiatives to improve the quality of the region's tourism product and is encouraging businesses to sign up to the national quality assurance scheme. Other campaigns include a taxi driver training programme designed to raise the standards of customer service, and a food and drink initiative championing the use of local produce.

The Q-Book series is being further developed, which comprises an online guide offering practical advice for tourism businesses addressing specific issues related to accessibility and the family market. EMT has also launched the search for the region's best tourist businesses and will be hosting the 2008 East Midlands Enjoy England Excellence Awards in October 2008.

## Investment

EMT has recently announced an Invitation to Apply for Grant Funding, which will provide £2.4m to support the delivery of future capital investment. With matched funding it is anticipated that £5m of tourism investment will be generated. Following an 18 month research and consultation exercise, which has examined the strengths and weaknesses of the region's tourism industry and its competitive position in the UK, plans have been developed to identify areas which would most benefit from fresh capital investment. For further information on how to apply visit [www.eastmidlandstourism.com](http://www.eastmidlandstourism.com) or contact [tourism@emd.org.uk](mailto:tourism@emd.org.uk)

## Skills development

To further boost the region's tourism skill set, EMT is working with the Learning and Skills Council and People First, the Sector Skills Council for the hospitality, leisure, travel and tourism industries. Through this joint venture, tailored courses will be delivered to around 1,500 businesses to help them up-skill their staff.

## Key destination marketing campaigns

### Lincolnshire Tourism

- Essential England – promoting Lincoln and rural escapes in Lincolnshire and Rutland
- Big Skies Coast – focusing on different coastal holidays from fun in Skegness to wildlife, nature and traditional resorts
- Home of English Golf – building on strong amateur golf facilities in the region

### Experience Nottinghamshire

- Leisure campaigns focused on shopping and cultural breaks in the city and outdoor attractions such as Sherwood Forest
- Ongoing business tourism campaign promoting facilities to conference/event organisers and personal assistants

### Visit Peak District & Derbyshire

- The Escape – pushes the already successful short breaks market, focusing on food and drink, the outdoors, history and heritage
- The Breathing Space – targets stressed-out professionals looking for an active outdoor break with good accommodation and hospitality in easy reach of home

### Leicester Shire Promotions

- As a developing destination the focus is on Leicestershire's rejuvenated shopping and culture, as well as the emerging National Forest area

### Explore Northamptonshire

- Promoting festivals and events to audiences from the South East (within 90 mins drive)
- Mobile Tourist Information Centre on tour at events, including Silverstone and The Festival of History

### Overseas marketing

- Focus on key short haul markets including Germany, France and The Netherlands, strengthened through joint promotions with partners such as East Midlands Airport, P&O and Visit England
- Work with East Midlands Airport and Sterling Airlines to promote three new routes from Scandinavia
- Promotion of the region through the travel trade in the USA and Germany.

If you require alternative formats of information in this document, please contact the Communications team: 0115 988 8509

यह जानकारी आपकी भाषा में उपलब्ध है।

कृपया मार्केटिंग डिपार्टमेंट से 0115 988 8509 पर सम्पर्क करें।

یہ معلومات آپ کی اپنی زبان میں بھی دستیاب ہیں، براہ مہربانی

مارکیٹنگ ڈیپارٹمنٹ سے فون نمبر 0115 988 8509 پر رابطہ کریں۔

आ आपकी भाषा में उपलब्ध है।

कृपया हमें मार्केटिंग डिपार्टमेंट-नो टेलीफोन नंबर

0115 988 8509 पर संपर्क करें।

ਇਹ ਜਾਣਕਾਰੀ ਚੰਗੇ ਤਰ੍ਹਾਂ ਦੇ ਵਿੱਚ ਉਪਲੱਬਧ ਹੈ। ਕਿ੍ਪਾ ਕਰਕੇ ਮਾਰਕੀਟਿੰਗ ਡੀਪਾਰਟਮੈਂਟ ਨਾਲ ਫੋਨ ਨੰਬਰ 0115 988 8509 ਤੇ ਸੰਪਰਕ ਕਰੋ।

East Midlands Development Agency (*emda*) is one of nine Regional Development Agencies in England, set up in 1999 to bring a regional focus to economic development.

Working in partnership with public, private and voluntary organisations the aim is to deliver the 2006 Regional Economic Strategy (RES) 'A Flourishing Region', which sets out regional priorities until 2020.

The RES, coordinated by *emda*, highlights the themes of productivity, sustainability and equality and builds on the previous two strategies; 'Prosperity Through People' and 'Destination 2010'.

In early 2007 the National Audit Office announced *emda* had received the highest possible grade of 'performing strongly' in an independent assessment of our work – scoring 22 out of 24.

For more details visit [www.emda.org.uk](http://www.emda.org.uk)

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