

EEDA

East of England Development Agency

SOURCE

business, economy,
regeneration, success
Winter 2008/09

**GATEWAY
TO GROWTH**

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east of england
space for ideas



SUPPORTING THE REGION

EEDA has a clear focus – to improve the economy of the East of England.

At the best of times, this means putting in place business support and funding packages to encourage entrepreneurial activity and innovation, the right infrastructure and training to attract and retain businesses and targeting areas where additional investment can really make a difference to people and communities.

In more challenging economic times, like those we are facing now, I am even more acutely aware of the pro-active role EEDA must take in supporting businesses and

the jobs of local people. And that's why we have re-focused our efforts on taking practical steps to deliver direct support to the region's businesses. You can read about some of these programmes in this edition.

The Business Map, EEDA's new initiative to help businesses find and access invaluable support and advice, is the stand-out feature. We would strongly urge any business to seek advice in these tougher times – there is an array of publicly-funded support available to you. From manufacturing advice to shared business support environments and IT support, the Map can point you in the right direction. EEDA is also leading the input

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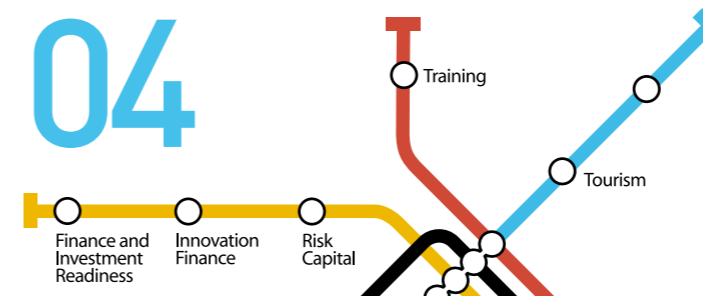
into the government's new Regional Economic Council and Regional Economic Forum. These new arrangements are part of the government's approach to coordinating economic policies and managing the issues resulting from the current economic slowdown.

Our commitment to working with partners and businesses across the region is stronger than ever, and we are determined to find ways of tackling these tougher economic times.

Deborah Cadman
chief executive

ROUTE MAP TO BUSINESS SUCCESS

The Business Map – EEDA's new and ground-breaking web-tool – has been designed exclusively to help businesses in the East of England access publicly-funded support.



LIGHTNING BUSINESS GROWTH
EEDA's technology station on the growth line of the Business Map strives to help technology-focussed businesses to take new products to market. Find out how Lightning Cars benefited.



10 SPACE FOR SUCCESS
Barely 50 years old, the space industry is predicted to be worth £1 trillion worldwide by 2025, and is currently growing four times faster than the rest of the UK economy.



GATEWAY TO GROWTH
The Haven Gateway represents the single most important cluster of ports in the UK with 740,000 inhabitants. But the area is also gearing itself up for substantial growth. Meet the team helping to face these challenges.

INBRIEF

BRAND NEW BEACON BUILDINGS

Two centres of international importance have been officially opened in the East of England during November. OrbisEnergy in Lowestoft is the UK's new nationally-important hub for renewable energy businesses. It has come to fruition thanks to regional partnership-working and over £6 million of funding from EEDA and will become home to innovative businesses keen to capture the economic benefits from offshore wind, wave and tidal technologies. In the same month, Cranfield's Integrated Vehicle Health Management Centre celebrated its opening. Built to research and showcase cutting-edge technologies for monitoring vehicle 'health' in real time, the centre received £3 million capital funding from EEDA.

To find out more, visit www.eeda.org.uk

ENTERPRISE IN ESSEX

Lord Peter Mandelson was the honorary guest invited to open the new Harlow Enterprise Centre in December. EEDA granted Harlow District Council nearly £3 million to help develop the state-of-the-art hub which will foster new and ambitious knowledge-based businesses. The three-storey building offers over 5,000 square meters of office workspace, a 50-seater conference room, and free access to on-site business support.

To find out more, visit www.nwes.org.uk

OPENING THE DOOR TO GROWTH

Norfolk Network will kick-off the new year by hosting the Open Innovation Conference on 21 January at Norwich Research Park. The conference is for corporates, small and medium-sized enterprises, entrepreneurs, research scientists and academics looking to build new businesses on breakthrough technologies and innovation. Speakers from the UK Technology Strategy Board, Unilever, GSK, Microsoft UK, BT Group, Philips, Kodak and Marks & Spencer will be presenting and are available for 1:1 private meeting opportunities – all leading the way in adopting Open Innovation as a core part of their business model.

To find out more, visit www.norfolknetwork.com/open or Lucy Marks on **01603 663340**.

EEDA WELCOMES NEW BOARD MEMBERS

EEDA chair Richard Ellis has welcomed the appointment of three new board members. Cambridgeshire county councillor Shona Johnstone, Hertfordshire-based entrepreneur Nitin Dahad and Bedfordshire county councillor Madeline Russell started their three-year appointments on 14 December 2008.

Richard Ellis said, "All three have excellent knowledge of the East of England and I look forward to working with them to drive forward the long-term economic growth of the region."

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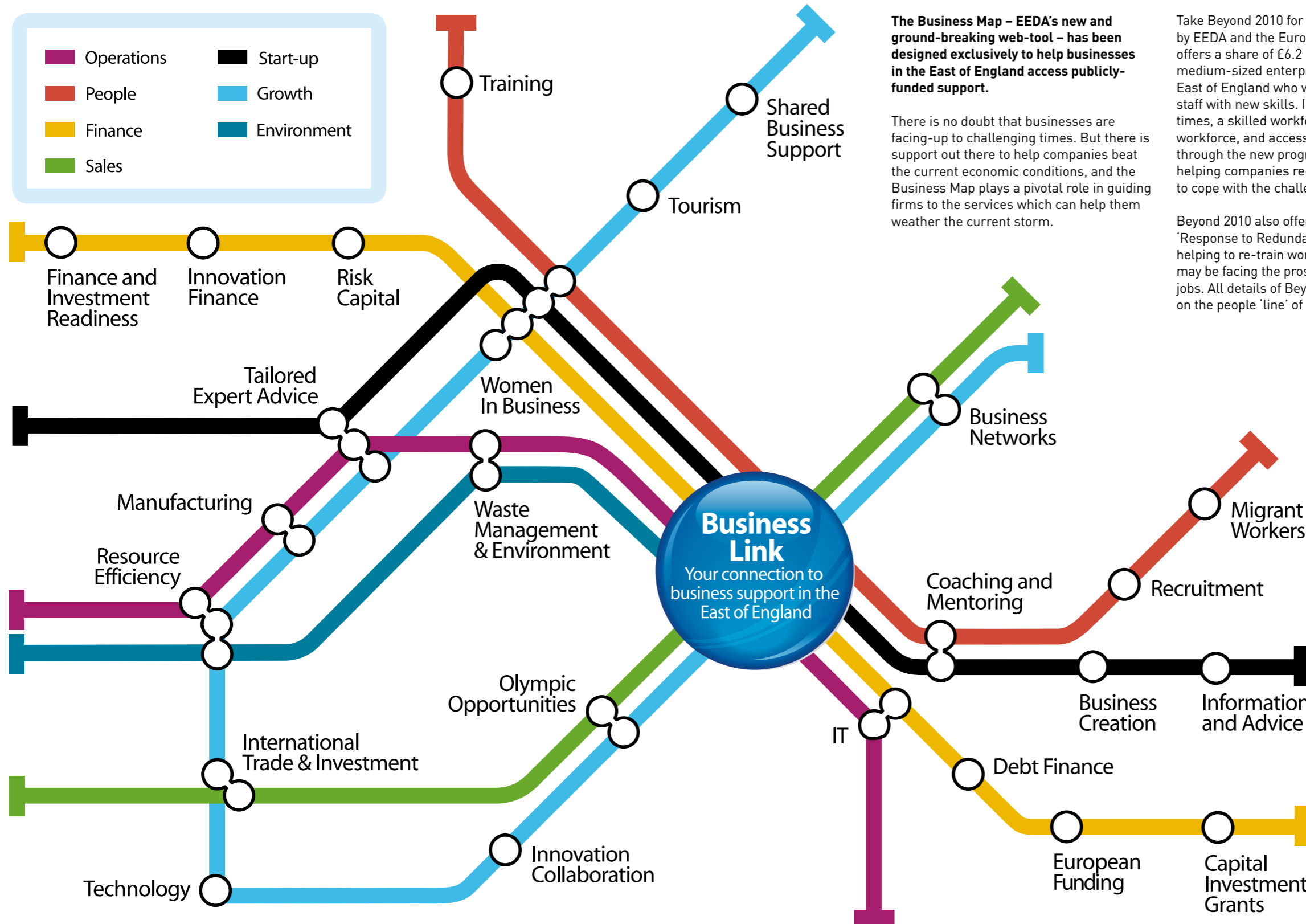
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MAPPING THE ROUTE TO BUSINESS SUCCESS



The Business Map – EEDA’s new and ground-breaking web-tool – has been designed exclusively to help businesses in the East of England access publicly-funded support.

There is no doubt that businesses are facing-up to challenging times. But there is support out there to help companies beat the current economic conditions, and the Business Map plays a pivotal role in guiding firms to the services which can help them weather the current storm.

Take Beyond 2010 for example. Funded by EEDA and the European Social Fund, it offers a share of £6.2 million to small and medium-sized enterprises (SMEs) in the East of England who want to equip their staff with new skills. In tough economic times, a skilled workforce is an adaptable workforce, and access to training grants through the new programme is already helping companies re-orientate themselves to cope with the challenges they are facing.

Beyond 2010 also offers a comprehensive ‘Response to Redundancy’ service which is helping to re-train workers in the region that may be facing the prospect of losing their jobs. All details of Beyond 2010 can be found on the people ‘line’ of the Business Map.

The Business Map was inspired by the design of an underground map, with each ‘line’ representing a different area of support or advice. From increasing sales to employing staff, maximising growth opportunities to finding the right source of finance – the map is the ideal starting point for any business seeking support.

GROW DURING THE SLOW!

In this edition of Source, you will be taken on a journey along the Growth line.

Despite the challenges posed during these tough economic times, SMEs remain ambitious, and are looking for opportunities to grow. This has been reflected by the record number of applications received by EEDA for Finance for Innovation grants – which help businesses test ideas and take new products to market.

But grant funding is just one of over 20 different forms of business support featured on the Business Map for ambitious businesses wanting to grow. And over the next eight pages, you will see how support has been turned into success – from a Peterborough car manufacturer, who used a Finance for Innovation grant to develop the UK’s first ultra-sporty electric car, to a specialist furniture manufacturer who streamlined their processes and raised productivity with help from the Manufacturing Advisory Service.

Businesses can start their own journey to success by visiting www.bizmapeast.co.uk

LIGHTNING BUSINESS GROWTH!

The Lightning Car Company breaks the mould with a unique sports car offering performance and ecological credentials.



“With the spiralling cost of fuel and consumers placing a higher demand on ‘greener’ products, there was clearly going to be a gap in the market for a product like Lightning.”

Chris Dell, managing director
Lightning Car Company



Technology



TOP TRUMPS

Name: Lightning GT
Cost: £120,000 (target)
CO₂ rating: Zero
0-60: Sub five seconds
Top speed: 130mph (limited)
Power: equivalent to 650bhp
Economy: ten times cheaper – using domestic power for charging costs around 2.2p versus 26.4p for the equivalent petrol engine exempt from congestion charges and road tax.

EEDA's technology station on the growth line of the Business Map strives to help technology-focussed businesses to do just that. Featuring support like the Finance for Innovation portfolio, businesses can research and develop new technologies, and take new products to market.

From wave farm technology to novel forms of anti-cancer treatments, revolutionary new printing techniques to mobile phone technologies, businesses continue to celebrate success with their new technologies, compounding the East of England's rightful reputation as the 'ideas region'. The Lightning Car Company is just one example of a business enjoying such success.

And the crystal ball approach has clearly served the Lightning Car Company well. At this year's British Motor Show, the prototype Lightning GT launched and completely stole the show, generating a staggering 130 orders of intent, and scooping MSN's 'Most impressive car of the show' award.

GREEN APPEAL

But being 'green' makes the Lightning GT no less mean. 0-60 in less than five seconds and a top speed of 130mph, it packs quite a punch against any of its petrol-fuelled rivals. And in that respect, Chris remains bullish about his ambitions for the Lightning GT: "Lightning has the market potential to compete with the very best. When your ambition is to compete with the likes of Aston Martin and Bentley, you have to get it right! It appears from the feedback we've received to date that we're doing a good job – but clearly there is still much work to be done."

The Lightning GT uses state-of-the-art NanoSafe batteries which can be charged in just ten minutes to give, the company hopes, up to 180 miles of motoring. Because there is no engine, the Lightning GT is almost maintenance free and likely to be ten times cheaper to run than petrol equivalents when it comes to market. In fact, when comparing the Lightning GT to its petrol counterparts for a typical London company car commuter, the savings were calculated to be in excess of £17,000 a year.

LIGHTNING STRIKES GLOBAL MARKETS

"It was a crystal ball approach," says Chris Dell, managing director of the Lightning Car Company, as he explains the inspiration behind the companies' unique product – one of the UK's first electric sports cars.

"We could see the market was changing. With the spiralling cost of fuel and consumers placing a higher demand on 'greener' products, there was clearly going to be a gap in the market for a product like Lightning. Moving quickly to develop a new brand and an unbeatable package was always going to be the key."

It was at this point that the Peterborough-based performance car developer turned to EEDA to seek finance opportunities. Having secured funding in excess of £200,000 through EEDA's Grant for Research and Development programme, the Lightning team set about developing a working prototype of their vision. They achieved this, from initial sketches to a fully fledged running prototype, in just nine months.

The Lightning Car Company is another example of a regional company remaining ambitious during tougher economic times, and Chris and his team are already planning for a bright 'green' future. "Designs for Lightning models 2 and 3 have been under development for some time and we hope to be able to showcase these soon. Our vision is to expand the brand into wider markets."

With such development work opening up new and fruitful market opportunities, and the increasing pressure by both consumers and central Government to produce energy-efficient products, Lightning's surge of success could drive their business to the top-end of the automotive market.

To find out more about Grants for Research and Development, and other funding schemes for innovative businesses, visit the technology station on EEDA's new Business Map – www.bizmapeast.co.uk

PROBLEM SHARED PROBLEM HALVED

Extensive research has shown that businesses who work in isolation are less likely to grow and fulfil their potential.

Sharing premises or taking part in virtual business networks can benefit a company by giving it access to like-minded business people, networking and sales opportunities, and the possibility of working with people who can offer the benefit of their experience. So how do you encourage such joined-up working?

EEDA is working with a number of partners to offer shared business environments for small and medium-sized enterprises (SMEs) across the East of England. A host of science parks, enterprise hubs and business incubation centres help to foster new business and help established SMEs to flourish.

Every shared business environment has its own unique selling point. Whether that's access to specialist equipment at Hethel Engineering Centre, or expert advice from St John's Innovation Centre, the objective stays the same – helping businesses in the East of England outperform their national and international competitors.

The key to providing such support for businesses is understanding business needs, as EEDA's innovation manager, Henk Koopmans explains:

“Ensuring that the right support is in place to meet the needs of our region's ambitious entrepreneurs and businesses is absolutely vital. Take science parks as an example. EEDA have recently invested

nearly £1 million in capital equipment for three regional science parks - Babraham, Norwich Research Park and Butterfield in Luton. This will give early-stage bio-tech companies access to research facilities without tying-up their valuable early-stage capital on outsourcing.”

“ENSURING THAT THE RIGHT SUPPORT IS IN PLACE TO MEET THE NEEDS OF OUR REGION'S AMBITIOUS ENTREPRENEURS AND BUSINESSES IS ABSOLUTELY VITAL.”

Henk Koopmans,
innovation manager, EEDA

Enterprise hubs and incubation centres offer similar benefits, but the focus switches to providing affordable office-based workspace and sharing knowledge. Verifile is just one example of a business born and grown in such environments.

FACT FINDER

Eyal Ben-Cohen, managing director of Verifile, knew whilst studying at Cranfield University that he wanted to set up an online service which enabled employers to screen job applicants and check the facts on CVs.

But he faced the same problem as every young entrepreneur: With no revenue coming in, where could he work to turn his business idea into a commercial reality? Eyal decided to take a place at Cranfield

University's Business Incubation Centre (CUBIC). CUBIC provided Eyal with low cost office space, and it was from this position, that the budding entrepreneur got his business off the ground.

After nine months of hard work and having won a contract with a major accountancy firm, Verifile had outgrown CUBIC. But their relationship with shared business support didn't end there.

Looking for a new location to grow the business, Verifile moved to the EEDA-funded Bedford I-Lab. Home to a vibrant business community, the I-Lab has proven to be the perfect match for Verifile's clear ambition.

“Our turnover has grown dramatically. We started this year with record-breaking sales and are continuing rapid growth. We now employ 28 staff, all based at the Bedford I-Lab, and our customer base has grown to over 300 clients,” said Eyal.

CUBIC and Bedford I-Lab are just one of over 20 regional centres, networks and groups which have been set-up specifically to encourage joined-up working in this way.

Visit the business networks and shared business support stations on the growth line of EEDA's Business Map to find out more – www.bizmapeast.co.uk

Shared
Business
Support

“We had met with some potential investors and customers, but we didn't have any full-time employees or any office space. It's a web-based product so I started it up from home, but this had its restrictions. When I heard about CUBIC it sounded like just what we needed.”

Eyal Ben-Cohen MBA, managing director, Verifile

SPACE FOR SUCCESS

Although barely 50 years old, the space industry is predicted to be worth £1 trillion worldwide by 2025, employs the most highly skilled workforce in manufacturing, and is currently growing four times faster than the rest of the UK economy.

EEDA, together with the London Development Agency (LDA) and the South East of England Development Agency (SEEDA), is committed to cementing the dominant position of the Greater South East (GSE) in European space technology. The region already has a significant stake in what is one of the world's fastest growing, most value-added strategic industries, and EEDA has been working with public and private sector partners to safeguard the East of England's contribution.

The 2006 report *The Case for Space* painted a clear picture of the huge benefits the UK enjoys as a result of its world leadership in space technology. It is a picture of one

of the country's most high-tech industries, contributing £6.6 billion to gross domestic product, with a direct workforce of 16,200 and supporting up to 70,000 jobs (Oxford Economic Forecasting). The space industry generates a higher value added per worker than any other sector (Office of National Statistics), and is six times more research and development intensive than the economy as a whole.

The enviable position of the GSE as a leading provider of services and expertise to the worldwide space industry benefits the region in terms of gross value added, jobs and skills development. Within the GSE, the East of England is in a strong position to capitalize on the growth of the

"WE WOULDN'T HAVE SUCCEEDED WITH THE CONTRACT WITHOUT INVESTMENT FROM THE THREE RDAs. THE FUNDING THEY PROVIDED WAS CRUCIAL TO THE BID." Alistair Scott, Astrium

space sector, because of its academic base, a strong technology sector and the presence of a rich pool of highly qualified technical staff. It is advantages such as these that have led EADS Astrium – a world leader in the design and manufacture of satellites – to base its spacecraft design and manufacturing facility in Stevenage. Astrium's communications adviser Alistair Scott, commented, "Astrum is currently the number one in Europe for satellite technology, and number three in the

world. But it's vital that the UK continues to support its space industry – so we can build on the skill and experience we've established over the past two decades."

Britain's investment in the space industry has already helped secure world leadership in the high growth satellite communications market for UK companies. Astrium are one example: EEDA's involvement in a recent major bid proved decisive for them.

"RECOGNISING THE IMPORTANCE OF PROGRAMMES LIKE ALPHASAT, EEDA IS COMMITTED TO WORKING WITH ASTRIUM, AND OTHER COMPANIES IN THE SPACE SECTOR, TO STRENGTHEN THE RELATIONSHIPS BETWEEN INDUSTRY, HERTFORDSHIRE BUSINESS INCUBATION CENTRE (HBIC) AND THE REGIONAL UNIVERSITIES AND COLLEGES."

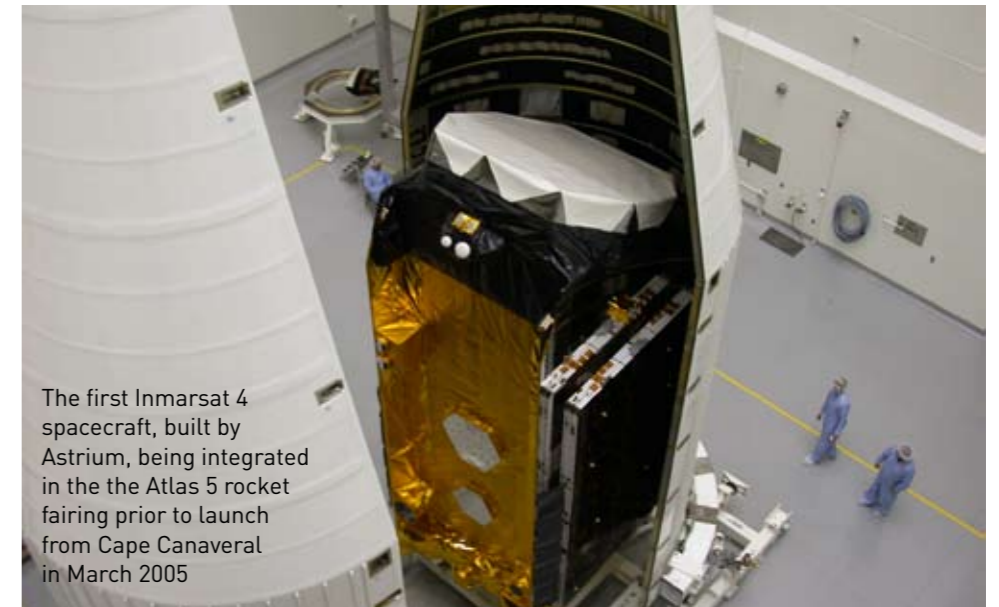
Simon Chater, knowledge transfer manager, EEDA.

Last year, the European Space Agency (ESA) awarded UK company Inmarsat a €500 million contract to develop the most technically advanced civilian satellite in the world – the Alphasat XL. Crucial to the Inmarsat proposal was funding of £36 million from the Greater South East Regional Development Agencies (RDAs): EEDA, SEEDA and LDA, funding that will be matched on a 10:1 basis with investment from ESA. Significantly, Astrium estimates that the money invested by the RDAs will return many times over. "A previous investment (in Inmarsat 4) provided a return on investment of 700 per cent," Alistair explains. Each of the RDAs have a stake in the success of the project: with Alphasat itself based within the LDA region, the overall payload architecture and build happening within the SEEDA region, and the processor and antenna designed by EADS Astrium at its Stevenage facility.

The contract win will secure over 125 high skill jobs in the East of England for three years, and will channel €60 million in funds through the Stevenage site, money that will benefit the local and regional economies, as well as further positioning Astrium, and the region, as a first choice partner in the space industry.

"We wouldn't have succeeded with the contract without investment from the three RDAs," commented Alistair Scott. "The funding they provided was crucial to the bid."

Innovation, Collaboration and Technology



The first Inmarsat 4 spacecraft, built by Astrium, being integrated in the the Atlas 5 rocket fairing prior to launch from Cape Canaveral in March 2005



One of the three Inmarsat 4 mobile communications and broadband satellites at final assembly stage

Manufacturing



Villiers Brothers Limited was founded with a clear mission – to manufacture exquisite and bespoke furniture.



MAS East worked with Villiers to implement new ways of working that have made the company more efficient and better able to take advantage of future opportunities.

CRAFTING A BETTER BUSINESS

'Change' is a key word associated with growth. Making changes to the way a business operates can stimulate greater productivity, and enable a business to grow. But it's often hard, especially if a business has been running smoothly for some time, to see the opportunities for improvements. Sometimes it takes an outside and impartial set of eyes to identify ways of moving forward.

Brothers Harry, Tim and Hugo founded their business back in 1993 with a clear mission – to manufacture exquisite and bespoke furniture for clients who demand unique design and exceptional craftsmanship.

And Villiers Brothers Ltd have done much to attract buyers from 'high society', with the likes of Claridge's, Sir Rocco Forte and the Hilton hotel group heading-up a host of other high-profile customers.

It was January 2008 when Essex-based Villiers turned to Business Link for advice with their aspirations to grow. They realised that in order to grow they needed greater efficiency throughout the

company, including work flow, stock control and production. The advice gave a helping hand which significantly raised their productivity.

Having carried out a comprehensive audit of how the business was using IT systems, Business Link commissioned the East of England's Manufacturing Advisory Service (MAS East) to work alongside Villiers Brothers to streamline their way of working.

"MAS REALLY UNDERSTOOD OUR BUSINESS AND THE PROCESSES REQUIRED FOR IT TO RUN SMOOTHLY," SAID TIM VILLIERS, PRODUCTION MANAGER. "THEY HELPED US TO IDENTIFY PROCESS IMPROVEMENTS, AND DESCRIBED SOLUTIONS IN AN UNDERSTANDABLE FORM WHICH WAS REALLY REFRESHING AND IMPORTANT TO US."

MAS East prescribed a new software system which would integrate all aspects of Villiers' business – from receipt of an enquiry right through to the dispatch of goods.

With new software systems comes expense, but MAS East helped Villiers identify a source of grant funding through EEDA's takeITon campaign, which kick-started the process development changes that the business required.

"The clear and well-explained solutions that MAS East had prescribed during their audit enabled us to clearly specify Villiers' requirements in our successful application for takeITon funding," explains Tim.

With MAS East's support to implement and manage the transition to new ways of working, Villiers is beginning to realise the rewards of the new systems. Working practises are improved, there is a clear understanding and control of the new streamlined processes, staff confidence has been raised and productivity has increased – all carving out a bright and profitable future.

Funded by EEDA, the comprehensive MAS East service has supported over 1500 businesses in the region over the last three years.

For more information, visit www.mas-east.org.uk, www.businesslink.gov.uk/east or www.takeiton.org.uk

BRANCHING OUT!

According to popular legend, King John lost the Crown Jewels on his departure from King's Lynn in 1216. In 2009, King's Lynn will celebrate a new piece of history, and a new jewel will be brought back to the town, thanks to a £400 million overseas investment.

Early in 2009, King's Lynn will become home to one of the largest paper-producing machines in the world. The new facility, based in Saddlebow Road, will be opened by Germany's biggest family-owned paper company – Palm Paper. It will create 150 new jobs and open up a host of supply opportunities for local businesses.

"It is the first time our family has made such a major investment outside our home country," said Dr Wolfgang Palm, chief executive of Palm Paper, who joined the company in 1982 as the fourth generation of the family.

Currently more than 50 per cent of the wastepaper collected in the UK is being exported for other countries to turn into paper products, some of which finds its way back to the UK. It is clear, therefore, that Palm Paper have identified a huge market to target from their new Norfolk home.

But what attracted a global company to set-up base in King's Lynn? EEDA-funded East of England International (EEI) played a key role in their decision-making, persuading the German company to choose the East of England over a number of UK regions vying for their inward investment.

EEI worked with Palm Paper to locate the best site – now the second largest construction site in the UK, with only the Olympic site at Stratford being larger. They also worked in partnership with the Borough Council of King's Lynn and West Norfolk, Norfolk County Council and other organisations in helping negotiate the planning processes involved in developing the 100-acres of brownfield land and manage all logistical challenges that came spinning out of the project as it gained momentum.

Once inward investors like Palm Paper have set-up in the region, EEI's Investor Development team continues to support companies with development plans and any other issues that might arise. But it's not just about inward investment. EEI also support local businesses who want to grow internationally and export their services and products.

EEI is just one of the support services found on the Business Map's international trade and inward investment station. To find out more, visit www.eei-online.com

Support on International Trade and Investment

JAM BUSTERS

Waking up to the £2 billion cost of congestion

If you've ever sat, frustrated, in a traffic jam and thought of all the other things you could be doing with your time, read on.

On the back of last year's regional Transport Summit, EEDA led a study to look at the impact of congestion across the region. More precisely, the study was tasked with quantifying the economic impact of congestion. The results of the report, known as the Transport Economic Evidence Study (TEES), were presented at this year's regional Transport Summit, and the figures make for startling reading.

The first-of-its-kind study showed that congestion in the East of England costs the economy £1 billion each year and that, unless radical action is taken, this figure could rise to as much as £2 billion by 2021. The direct cost to businesses in the region – the equivalent of Gross Domestic Product (GDP) – could amount to £1.3 billion of additional business productivity per year by 2021.

The TEES identified a number of 'hotspots' on the regional network, where the economic impact of congestion to businesses in the region is most acute, and went on to suggest that investment should be targeted at these areas to 'unlock' as much productivity gains as possible.

The study also showed that new road infrastructure alone will not be enough to solve the problem and that demand-management measures and creating additional rail capacity could actually be more important.

This all adds up to the need to put the TEES to good use for the region as EEDA chair, Richard Ellis, emphasised, "We now have the economic evidence to support the East of England's case for continued investment in the transport infrastructure.

"The East of England is one of only three regional net contributors to UK plc, and in this sense, the region's economy is a major driver of the UK economy, and like oil to an engine, continued investment in the region's transport network is vital to help businesses compete in the global marketplace.

"Along with increased investment, working smarter and managing demand will be key to achieving our economic potential."

SO WHAT CAN YOU DO?

There are various things you can do to help. Firstly, you can get involved in the debate on the regional infrastructure fund (RIF). The aims of the RIF are to explore options for a scheme to raise additional and earlier funding for regional infrastructure.

Secondly, and most importantly, you can help spread the campaign by recruiting other advocates to champion transport issues across the East of England region.

So, next time you're stuck in traffic, watching the clock ticking and the pound coins slipping away, think about Richard's clear 'call to action' for the region:

"It now time for all of us to get behind our regional Transport Campaign to lobby for a more reliable, effective and safer transport network for benefit of all that live, work and invest in the East of England."

To find out more and follow the campaign, visit: www.eeda.org.uk/transport

RISING STOCK



Woburn Country Foods.
Pictured from left to right:
Randy Davies, director,
Helen Davies, director,
Andrew Davies, managing
director, Neville Davies,
director.

Approaching 2009, many companies will be looking back at what they have achieved over the last year. For those, like Woburn Country Foods, who have received funding from the Rural Development Programme for England (RDPE), the future is bright.

For several years the livestock sector has been suffering from increasing costs without rises in the price of the finished product. This has placed businesses under considerable economic strain. The need for high quality local livestock processing to enable farmers to add value and improve their profitability is vitally important.

With the help of RDPE funding, Woburn Country Foods and a group of local livestock farmers are set to meet this issue head on



by expanding their operations with the aim of becoming more efficient and better able to satisfy their customers' requirements for high quality, locally produced and processed products.

The funding will be used to create a modern meat handling and cutting facility and a new retail outlet. It will also help at least ten sustainable livestock enterprises in the local area, increasing the range of local produce and to develop local livestock-farming and business knowledge and skills.

Andrew Davies, director of Woburn Country Foods says, "Obtaining the funding has given us a massive opportunity to work with other local producers to develop the Woburn Country Foods brand from a local to regional supplier. We are looking to target large scale catering customers and small and large retail outlets to rapidly increase the volume of local meat products to our consumers. It is a very exciting, if not a little daunting venture."

With a successful first year for RDPE almost at a close, the benefits it has brought are clear. With more funding available in the new year, RDPE is set to play a big role in strengthening the future of rural businesses and communities for years to come.

Visit: www.eeda.org.uk/rdpe

RURAL DEVELOPMENT

The Rural Development Programme for England (RDPE) is jointly funded by the EU and the Department for Environment, Food and Rural Affairs (Defra). In the six years from 2007, the RDPE has allocated £3.3 billion of its total budget to help UK farmers to manage the land more sustainably and deliver important outcomes on biodiversity, landscape and access, water quality and climate change.

The aim for RDPE is clear – to enhance the region's rural economy and environment. As the Programme comes to the end of its first year, it can already boast of enabling rural businesses in the region to become more competitive. Camgrain in Cambridgeshire, Radwinter Wild Game in Essex, Woburn Country Foods in Bedfordshire and Woodfuel East have all benefited through RDPE funding - with more set to follow in the new year.

£65 million is available to farmers in the East of England through RDPE to 2013. RDPE also plays its part in supporting the region's low carbon growth agenda, with resource efficiency a key element of the projects.

GATEWAY TO GROWTH

The Haven Gateway – the ports of Felixstowe, Harwich International, Harwich Navyard, Ipswich and Mistley – represents the single most important cluster of ports in the UK. 740,000 people already live in the area, but it is also gearing itself up for substantial growth over the next two decades, and EEDA is at the forefront of meeting these challenges.



The UCS model is built around a central Hub within the Education Quarter on Ipswich Waterfront (pictured)

The city port of Ipswich is a crucial part of the Gateway, with 20 per cent of its population. Still a vibrant port city, Ipswich is nevertheless evolving fast and the Ipswich Waterfront regeneration is typical of the changes taking place. Once well known as the biggest wet dock in Europe, today the area is the site of the largest single regeneration project in the East of England, with over a billion pounds already spent on, or earmarked for, this development.

“UCS IS NEW AND INNOVATIVE. IT HAS AN AMBITIOUS MISSION OF PROMOTING EMPLOYABILITY, EMPLOYER ENGAGEMENT AND SUPPORTING REGIONAL DEVELOPMENT.”

Dr Peter Funnell, executive dean of arts, business and social sciences and director of enterprise, UCS

EEDA has brought public and private sector funding together under its Regional Renaissance banner to support the redevelopment of the waterfront and through it the educational, economic and social prosperity of the entire area. The regeneration is significant in itself, but it has also catalysed interest from businesses in the area: on the western bank of the river, Felaw Maltings and the hi-tech IP-City Centre are both now in high demand for their top quality business space, whilst on the Waterfront itself, a top Ipswich law firm recently led the way, relocating its offices to pride of place in Waterfront House. Meanwhile, channeling public and private investment to specific high-impact projects, such as University Campus Suffolk and Cranfields Mill has already made a big difference.

University Campus Suffolk (UCS)

UCS is a partnership with the University of East Anglia and the University of Essex, supported by Suffolk County Council and EEDA, which has invested £18.5 million. The UCS model includes both a central hub within the Ipswich Education Quarter on the waterfront, and key centres of learning across Suffolk. Together, these will deliver significant new Higher Education (HE) capacity for the region. The new waterfront campus will increase the HE provision in Suffolk from the current level of 2,500 full time places per year to 7,500 by 2012. This additional capacity will be an enormous

CRANFIELDS MILL

One of the biggest single regeneration projects in the region also calls Ipswich Waterfront home. The first foundations of the renovation of the £370 million Cranfields Mill site were laid in the summer of this year. The 0.89ha site occupies a key location at the entrance of the Ipswich Wet Dock, and its purchase

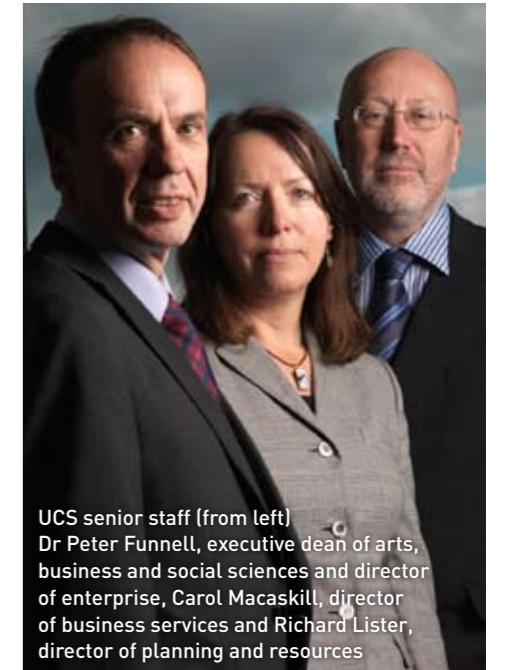
and regeneration is a crucial part of the rejuvenation of the area as a whole.

Phase 1 of the redevelopment will include a 240-seat studio theatre for DanceEast, that will meet the needs of local, national and international dance artists, together with three additional dance studios, Pilates and therapy room, an archive and resource library, and offices for DanceEast staff and dance companies.



“THE REGENERATION OF IPSWICH WATERFRONT REMAINS ONE OF THE PRIORITIES IN THE REGIONAL ECONOMIC STRATEGY FOR THE EAST OF ENGLAND. THE CRANFIELDS MILL DEVELOPMENT WILL ACT AS A CATALYST FOR SOCIAL AND COMMERCIAL GROWTH ON THE WATERFRONT WHICH WILL PROVIDE HOUSING, OFFICE SPACE, RESTAURANTS, A DANCE CENTRE AND OTHER BUSINESS PREMISES.”

Alex Francis, regional renaissance manager, EEDA



UCS senior staff (from left) Dr Peter Funnell, executive dean of arts, business and social sciences and director of enterprise, Carol Macaskill, director of business services and Richard Lister, director of planning and resources

boost to the area's prosperity – the Suffolk economy is expected to benefit from an extra £50 million each year as a result of having a university campus in the county – as well as improving access to HE for local students, and providing a longer term resource of highly skilled graduates for employers in the area.

Part of the impetus for the UCS development lies in research commissioned by EEDA in 2003, which identified a likely shortfall of 39,000 HE places in the region by 2010. EEDA's strategy for five new HE sites, of which UCS in Ipswich is the largest, aims to increase the number of available HE places by around 30,000 at any one time.

UCS opened its doors to students for the first time last September, and the £150 million project to bring university-level education to the county is already producing real benefits. Alison Lys, head of skills at the East of England Development Agency, said, “UCS will be a catalyst for change and will redress an imbalance for the people who live and work in Suffolk and Great Yarmouth. It will increase access to quality university education across the county and raise participation, and provide graduates for the county's employers.”

The Campus is also working hard to develop strong working relationships with Suffolk businesses and the public sector to

increase workforce development at higher levels and offer continuous professional development (CPD), knowledge transfer and research.

Dr Peter Funnell, executive dean of arts, business and social sciences and director of enterprise, UCS said, “UCS is new and innovative. It has an ambitious mission of promoting employability, employer engagement and supporting regional development. This ambition is perhaps most visible in the stunning new UCS building on the Ipswich Waterfront, but it runs throughout the agency and all that it does.”

Two events, six experts,
hundreds of regional
business leaders.

INSPIRING BUSINESS GROWTH



Deirdre Bounds,
founder of ethical travel
company i-to-i.com
and speaker at this
year's Ideas Exchange

This autumn, EEDA hosted two inspirational events for the region's small and medium-sized enterprises – the aim? To give them the tools and inspiration they need to grow their business.

Business events, featured on the Sales and Growth lines of The Business Map, offer regional businesses the chance to learn from business experts and network with like-minded business leaders from across the region – forging new working partnerships and making invaluable connections.

The Do's and Don'ts of business were examined in an interactive and entertaining "Business Bootcamp" on 6 October.

This insightful day, led by former TV Dragon, Doug Richard, and featuring guest speaker Alex van Someren, Entrepreneur in Residence at Cambridge's Judge Business School and co-founder of nCipher, highlighted the positive nature of the region's entrepreneurs – with over half who attended voting that the credit crunch provided an opportunity to start a business.

On 6 November, hundreds of business leaders from across the region joined us for the seventh ideas talk – The Ideas Exchange – redefining profit in the 21st century – which featured a stellar line-up of speakers including Liam Black, Tim Campbell, Deirdre Bounds, Karen Mattison and Tim Smit. They shared their experiences – the highs and lows – with our audience and share their top business tips with Source on page 19.

NEW YEAR, NEW OPPORTUNITIES

As part of EEDA's continued commitment to supporting the region's businesses, we will be hosting two major business events in 2009.

Destination Growth 09, EEDA's biennial business conference, will take place on 3 November 2009 at AirSpace, Duxford.

Building on the success of the event in 2005 and 2007, it will play an even stronger role in providing the region's leaders with the practical tools and advice needed to accelerate business growth.

The programme will feature talks from some of the business world's best known leaders, workshops led by regional business successes, as well as an exhibition and networking area that connects you with the region's business support organisations to assist you with the growth of your company.

Keep an eye on the Destination Growth website www.eeda.org.uk/destinationgrowth over the coming months for the latest updates on speakers and workshops. In the meantime, if you would like more information please email destinationgrowth@eeda.org.uk

This will be preceded by an Ideas Talk taking place on 18 March 2009, which will focus on the business benefits that can be gained from London 2012 taking place on the region's doorstep – for the latest information on this and other EEDA events visit www.eeda.org.uk/events

BUSINESS TOP TIPS

Valuable business
advice from five experts

Liam Black

Former chief executive of Fifteen, Jamie Oliver's unique chef apprenticeship and personal development programme.

Top tips

- life is short – make it count
- humanity needs new ways of doing business
- leadership is a gift not a weapon.

Tim Campbell

Founder of The Bright Ideas Trust, a social enterprise to encourage young budding entrepreneurs to start business ventures by giving them greater access to start-up finance and business mentors and advisors.

Top tips

- focus – set a clear vision and stick to it. Don't get distracted by 'Fool's Gold'
- marketing – the more people you tell about your business the faster it can grow. This is the best tool you have to grow your business
- recruit wisely – your staff will always be your greatest investments so don't scrimp.



Tim Smit

Chief executive and co-founder of the Eden Project – a unique business venture that has redefined what profit means.

Top tips

- believe in Tinkerbell
- don't let negative people anywhere near you
- always walk quickly towards trouble to nip it in the bud.



Karen Mattison

Co-founder of Women Like Us, an award winning social enterprise that helps women with children find flexible work and helps employers find experienced, part-time staff.

Top tips

- understand what is at the core of your business – do what you can to bring in the cash in the short term, but don't lose sight of what is going to be part of your long term success
- there is more than one way of building a successful business so trust your instincts and don't follow anyone else's rule book
- help everyone in your company (including yourself) achieve their dream work-life balance – that way you build a happy team who can grow with your business.

Deirdre Bounds

Creator of ethical travel company, i-to-i.com, which she went on to sell for millions despite having no commercial experience or money when she started.

Top tips

- find your niche and the rivers of cash flow in
- think from the end... what is it that you want? If you don't know you won't get there
- integrity is the new religion in business; truth brings customers brings profit.

THE BUSINESS MAP

Business support funded by the
East of England Development Agency



East of England Development Agency

Your cut-out-and-keep guide to navigating

the network of business support in the

East of England

www.bizmapeast.co.uk

For help and support contact Business Link
on **08457 17 16 15** or visit www.businesslink.gov.uk/east

