

Over a Decade of Achievements

A report prepared by *emda*

June 2011

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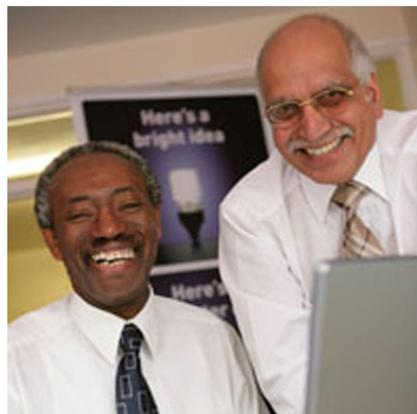
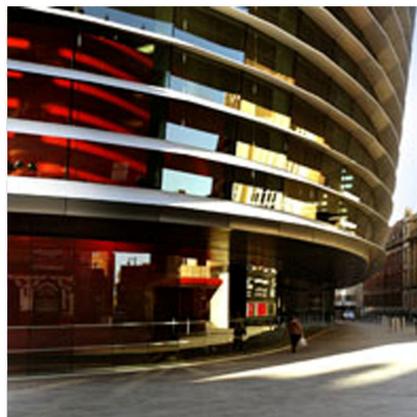
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East Midlands Development Agency (emda)

Over a decade of achievements



emda impacts and achievements

- **emda** has put back between **£9 and £15 of economic output (or GVA)** into the region **for every £1 spent**
(independent evaluation of the impact of *emda*, March 2009)
- Over **144,000 jobs** created or safeguarded
(annual performance measures 1999-2011)
- In excess of **171,500 businesses supported**
(annual performance measures 1999-2011)
- Over **300 inward investment projects** creating or safeguarding over **30,000 jobs** (since 2001)
- More than **£1.3bn** investment levered into the region
(annual performance measures 1999-2011)

Over a decade of achievements

emda brought partners together to support key economic priorities, spotting opportunities to kick-start activity and making the connections between physical regeneration and the required investment, skills and employment support. A few of the Agency's many highlights and special achievements are presented here.

Working with our universities

BioCity: *emda* played a vital role in forging partnerships to help build what has become an internationally recognised facility and the UK's largest bioscience innovation and incubation centre. *emda* brought the two Nottingham-based universities together and secured European Regional Development Fund (ERDF) funding of £5.2m, alongside £8.8m direct investment by *emda*.

57 knowledge intensive businesses have been created and BioCity has levered in £27m in private sector investment. Prior to the involvement of *emda* and the creation of BioCity in 2002, the total investment in East Midlands bioscience businesses was less than £1m.

Lachesis Fund: In 2002 *emda* brought together Loughborough, De Montfort, Leicester, Nottingham and Nottingham Trent Universities to establish the Lachesis Fund, investing in spin-out technology companies emerging from the universities. Investments have ranged from £25,000 to £250,000, filling a 'seed-corn' funding gap for very early technologies in the higher education sector.

A £2m ERDF investment in the Lachesis Fund was announced in August 2010, bringing the total investment since it was established to £10m.

emda provided funding for the £15m **Sports Technology Institute** at Loughborough University. The STI has been designed to boost enterprise in sport and studies the engineering of a vast array of equipment, footwear and apparel.

Loughborough University also plays a key role in supporting emerging industries and is known worldwide for its sporting excellence. Japan's Olympic teams will use the University's facilities for training camps in the lead up to the 2012 Games and Loughborough will also be the official preparation camp headquarters for Team GB.

emda has helped fund development at the **University of Lincoln's** Brayford Pool campus, including a state-of-the-art media and computing centre and Lincoln's Performing Arts Centre, which provides an arts facility for the city as well as the University. *emda* has also invested a further £3m in the University's new School of Engineering, enabling an Engineering Hub to be created to work closely with engineering businesses – an important sector in the Lincolnshire economy.

Supporting people

Career Chain provided pre-redundancy support, training and skills development and redeployment services to skilled workforces under threat of redundancy in engineering and construction in the East Midlands. During 2009-2010 around 82 East Midlands companies and 1,200 people received support.

Regenerating Leicester city centre

A formerly run-down area of Leicester has been transformed into a vibrant cultural quarter with almost £22m investment from *emda*. The Agency invested £6.2m in **Curve** – an arts centre which is attracting investment into the city, helping to bring visitors to the area, creating new jobs and raising the profile of the arts in Leicestershire.

Adjacent to Curve is **Phoenix Square**. Developed by Blueprint with further *emda* and ERDF funding, the transformed square includes a cinema, café bar and interactive digital art space alongside 63 apartments, 22 workspaces, seven two-storey business units and start-up units for creative businesses. This is part of the wider regeneration of Leicester, which includes major new retail investment in the city.



Supporting the rural economy

emda recognised that rural areas are an important part of the region and worked hard to ensure rural needs were taken into account in every aspect of *emda*'s activity.

Through its management of the £60m Rural Development Programme for England (RDPE), *emda* awarded a £2.5m grant to Long Clawson Dairy Ltd – the largest producer of Stilton in the UK – to extend its existing buildings and facilities, enabling a 25% increase in production capacity. Working with over 40 local dairy farmers, the investment has added value to, and increased demand for, liquid milk while improving the competitiveness of the business and creating new jobs at the dairy.

Transforming Corby

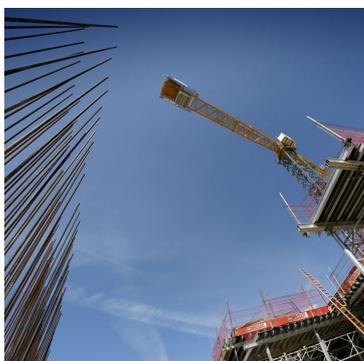
As part of *emda*'s commitment to support underperforming parts of the region, it invested £23m in Corby. The town's past is strongly linked to industry, with the largest steelworks in Britain constructed in the town in the 1930s. The closure of the steelworks in the 1980s saw 6,000 people made redundant.

Today, Corby still bears the marks of its industrial past and is considered to be an area in need of further investment to attract inward investment and boost the skills of local people. *emda* has worked closely with Corby Borough Council and funded key partners such as Northamptonshire Enterprise Limited (NEL) and North Northants Development Company (NNDC) to help achieve this goal.

Corby Train Station is a £10.2m development in which *emda* invested almost £5m, working closely with partners to ensure the station and surrounding infrastructure brings economic benefits.

emda's £5m investment in **Corby Cube** has helped regenerate Corby and the surrounding growth area. The civic building includes a new theatre, library and borough council offices.

emda was the major funder of the £8.3m **Corby Enterprise Centre**, putting in nearly £6.5m, including £1m from NEL. Other funders included Corby Borough Council and over £1.1m ERDF. The facility is creating new businesses, skills and jobs in Corby, providing high quality business accommodation, small workshops and communal facilities for local SMEs and potential entrepreneurs.



In the East Midlands there are 26 former coalfield sites, all of which have been supported by emda in partnership with other agencies. Working together, the aim has been to revitalise communities at the sites through shared public and private sector investment of more than £500 million.

Coordinating investment for regeneration – Steetley Colliery

emda contributed £4.7m and levered in £57m private sector investment, creating 270 jobs at a new state-of-the-art pre-cast concrete production plant developed by Laing O'Rourke at the former Steetley Colliery near Worksop. emda secured Laing O'Rourke's interest through its national profile for expertise in the coalfields area. emda assisted Laing O'Rourke in working across four planning authorities in order to ensure that the investment could be secured. The Agency played a vital role in bringing key public and private sector partners together. The investment is making a real difference to this former North Nottinghamshire mining community.

The Avenue

emda has been working to redevelop the site of the former Avenue Coking Works, near Wingerworth in Derbyshire. The 98 hectare site was one of the most contaminated areas in Europe. emda and the Homes and Communities Agency (HCA) have jointly invested £172.3m to clean up the site and redevelop it. The clean up is expected to take around four years before the site is transformed. Once the clean up operation is complete, the site will provide mixed use housing and commercial property development. There will also be a nature reserve and recreational facilities that will benefit the local community. The Avenue is the largest single project in the National Coalfields Programme.

Regenerating urban areas

Blueprint is a unique private-public company set up by emda with a remit to deliver sustainable regeneration and provide innovative solutions to the region's more complex regeneration challenges. emda has been commended for its role in this public-private sector collaboration, which has so far levered in over £50m investment for the region and accelerated regeneration in urban areas.

Blueprint's award-winning science building No. 1 Nottingham Science Park opened in 2008. The Science Park is home to a major Automotive & Engineering Training Centre developed in partnership with Castle College and Toyota. The purpose-built Centre delivers a range of training apprentice programmes for 14-16 year olds wanting to go into the automotive sector. This partnership approach has helped forge greater links between education and industry in the region.

Changan Automobile Co, one of China's leading car manufacturers, is also opening its new UK Research and Development Centre at Nottingham Science Park. Changan will invest £20m over the next five years to open and run the Nottingham operation. The company's investment in research and development in Nottingham will create up to 200 new jobs over the next three years.

Help for business

emda has always provided a rapid response to economic and other crises, helping businesses and their supply chains refocus and survive. The economic recession required a swift and tailored response – emda reviewed delivery procedures and put in place enhanced and refocused business support measures. Business Link carried out over 41,000 business health checks between October 2008 and January 2011.

Support for business

As well as access to enhanced finance provision – including a Transition Loan Fund – emda provided hands on practical support for businesses through a series of events, starting with Survive and Thrive in December 2008 – which were attended by over 2,000 business people with a further 19,000 accessing information from the dedicated website and supporting e-newsletters.

Small Loans for Business

Launched in 2008 as the Transition Loan Fund, these loans encouraged enterprise and supported growing businesses. The scheme provided vital business loans to people with viable business ideas but who have been unable to find finance elsewhere. 174 loans have been provided, totalling an investment of £22m.

The difficulty of accessing finance during the recession was one of the main inhibitors of business start-up and growth, especially for small businesses and deprived communities. Small Loans for Business addressed this by focusing on companies owned and started by young people, women, ethnic minorities and people with disabilities. Without its help regional start-ups and entrepreneurs would have struggled to raise the required finance.

Grant for Research and Development

A Grant for Research and Development (GRD) from emda has helped a Derbyshire snack manufacturer to develop a revolutionary low fat snack food – CRIPS.

CRIPS is the brainchild of food technologist Brian Smith, Managing Director of Marbran Limited, and his son Gareth. Marbran was awarded a GRD of £90,000 by emda, and after 12 months of research and testing, the revolutionary CRIPS product was ready. CRIPS is an oven-baked wheat and potato crisp, containing 70% less fat than traditional fried potato crisps.

The product has been so successful that Marbran has secured contracts to supply CRIPS to the likes of Waitrose, Morrisons and British Airways, as a Club Class snack.

Support for manufacturing

Since 2002, MAS East Midlands has supported over 4,800 manufacturers across the region and helped create or secure in excess of 2,100 jobs.

Business Champions

The Business Champions programme, founded and funded by *emda* and delivered by Business in the Community, recruits high calibre, proactive business figures to support a range of projects and programmes where a commercial perspective is needed.

emda has had a strong commitment to the programme since its inception in 2000. Over the past 10 years, at any given time, there have been between 350 and 500 Business Champions providing their expertise to small businesses, third sector and educational organisations.

Supporting our tourism industry

emda took over strategic responsibility for tourism in 2004, investing significantly in the region's tourism industry. Tourism contributed £6bn to the regional economy in 2009, an increase of 20% since 2003, and in the same year some 142 million visitor days were spent in the East Midlands. The average spend by visitors increased by 2.8% per annum against an initial target of 1.6%, and there are an estimated 144,000 people employed in the sector, which represents a 9% increase since 2003.

Against an initial *emda* investment of £7.5m, marketing campaigns to promote the region's destinations have generated £114m for the region's economy over the last seven years. Investment from *emda* also enabled improvements to be made to the region's tourism infrastructure.



Supporting emerging industries

Prioritising regional investment to raise productivity, emda invested £69m in emerging industries in 2009-2011 alone. Collectively these investments are forecast to create over 4,000 jobs, assist nearly 10,000 businesses, and develop the skills of over 7,000 individuals.

Advanced manufacturing

The East Midlands region is home to a broad spectrum of companies and universities operating in the advanced manufacturing field. There are well established regional strengths in automotive, aerospace, rail, motorsport and marine. Employment in 'high and medium-high technology' sectors in the East Midlands has consistently exceeded the national average.

The most significant manufacturing investment by emda is in the **Manufacturing Technology Centre** at Ansty in Coventry. Led by four academic partners; the Universities of Nottingham, Loughborough and Birmingham together with the Welding Institute, the MTC has three prime industrial partners; Rolls-Royce, Airbus and Aero Engine Controls.

emda and Advantage West Midlands (AWM) have supported the building and initial capital equipment, with emda investing £15m. Building work commenced in February 2010 with the building due for completion in summer 2011.

emda has also invested over £3m in **SAMULET** and **Next Generation Composite Wing** alongside other partners. Both are significant ambitious national projects involving leading aerospace industrial partners, universities and technology centres, enabling the UK to gain global advantage.

Digital

The region has acknowledged strengths in digital technologies, particularly in the area of space and global navigation satellite systems (GNSS). The region has internationally acknowledged expertise through universities and a network of businesses based in the East Midlands. emda has invested £1.7m in **GRACE**, a UK based and world-class centre of excellence in GNSS, capitalising on existing world-leading research and training capability at The University of Nottingham.

Low carbon

emda has been supporting the development of a cluster of low carbon activity at Loughborough University which is home to the **Energy Technologies Institute** (ETI). Jointly supported by AWM, ETI will be at the forefront of the development of low carbon technology over the next 10 years and will allocate some £1bn research funding. emda investment in this project has been £2.5m.

Also based at Loughborough University are the **Centre for Excellence for Low Carbon and Fuel Cell Technologies (Cenex)** the UK's first Centre of Excellence in this field along with significant **Fuel Cell Systems development**, supported by, amongst others, Rolls-Royce and Intelligent Energy. From their Loughborough base Intelligent Energy have developed the first hydrogen fuelled hybrid street-ready vehicle in partnership with Suzuki.

The **Sustainable Construction innovation hub (iCon)** located in Daventry is key to this area of activity and has received investment of £2.7m from *emda*. **iCon** is the headquarters for innovation support to the construction industry in the region and delivers a national exemplar for a high quality, environmentally sustainable (potentially carbon zero) building, which is a demonstrator on a national scale.

emda has also invested in the regeneration and remediation of a former brownfield site to create a state-of-the-art pre-cast concrete factory and associate structures. The **Steetley Dolomite** site is the most technologically advanced plant of its kind in the UK and has attracted an investment of £4.7m from *emda*.

In addition, *emda* has contributed to the development of hybrid vehicle technology in the UK through key training programmes for **hybrid vehicle development**, representing a £2.5m investment.

Given these key assets, the East Midlands can identify significant strengths on which to build on in terms of comparative advantage and opportunities for collaboration.

Life sciences and medical technologies

The East Midlands is home to a broad spectrum of companies and universities operating within the life sciences and medical technology sectors. Since 2005, *emda* has provided almost £14m to support these sectors, through investments in research and development projects, BioCity, the healthcare and bioscience innovation network (iNet) and the Anthony Nolan Cord Blood Bank and research institute.

Due to a strong background in manufacturing and specialised engineering, the medical technologies sub-sector is fairly well developed albeit rather fragmented. The biomedical sub-sector has a rich knowledge base in the region. As a commercial sector it is still relatively young but with some promising commercial prospects in the pipeline. The pharmaceutical sub-sector in the region has key drug discovery research strengths, the most notable of which is The University of Nottingham. Commercial strengths are within the field of drug development.

Key regional assets include **Nottingham Science Park** and the **Queens Medical Centre (QMC)**, one of the largest teaching hospitals in the UK. **3M Healthcare** also has a manufacturing facility in Loughborough.

BioCity Nottingham (the largest bio-incubator in Europe) and the **healthcare and bioscience iNet** (innovation network) represent *emda*'s key investments to develop the SME base within this sector in recent years. There has also been significant investment in research and technology development via the Technology Demonstrator and Higher Education Collaboration fund.

Boosting innovation

emda has supported regional businesses to help them develop and exploit innovative ideas

Businesses have been supported through four innovation networks (iNets), which *emda* created in the four priority sectors which are likely to have the greatest impact on the region's future prosperity – healthcare and bioscience, sustainable construction, transport, and food and drink.

The iNets consist of teams of specialists who work closely with businesses, providing guidance, mentoring and advice about how to work more innovatively.

The iNets have provided grants to businesses for research and development and to undertake collaborative projects with universities. The iNets have supported over 2,500 businesses in the East Midlands and more than £1.2m in innovation grants has been provided, enabling businesses to develop and commercialise their ideas. Over 400 businesses have been linked with regional partners, enhancing collaborative innovation in the region.

Creating the environment for innovation

As part of its work to support innovation *emda* provided a £20m fund to support the development of premises focused on innovation and growth

The East Midlands Urban Development (EMUDF) was set up using funding from *emda* and ERDF. The East Midlands was the first region in England to get an Urban Development Fund (UDF) up and running.

Investment is in the form of equity, loans or guarantees rather than traditional grants, will support projects with the potential for financial return. These returns, along with the original capital investment can then be reinvested into further schemes to bring real economic benefits to the region over the long term.

The fund will support regionally significant innovation-related projects that demonstrate:

- How they will create the right physical environment to help stimulate innovation, research and development
- Strong links with the four iNet priority sectors
- Additional high quality employment opportunities.

Property and finance specialists, King Sturge Financial Services are managing the fund, engaging with public and private sector partners to identify development opportunities.

June 2011