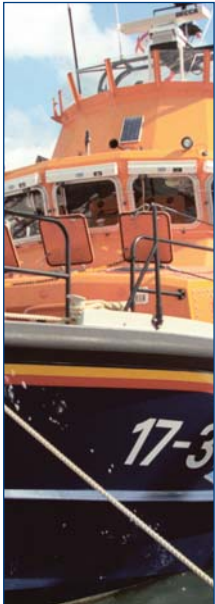
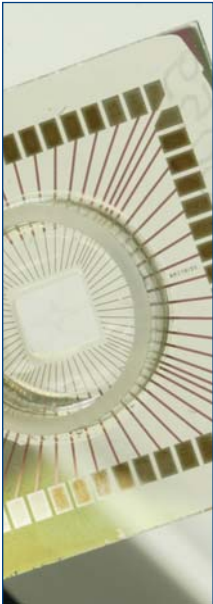
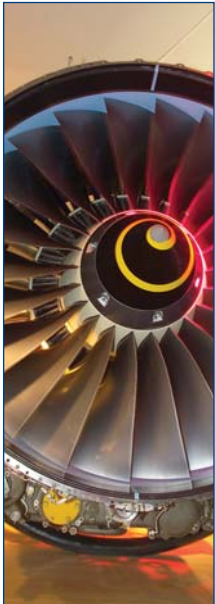


# Sector Consortia Case Studies



# Sector Consortia Case Studies

## EnviroBusiness

Environmental Technologies and Services Sector.

EnviroBusiness is a not-for-profit organisation with a mission to drive the growth and success of the environmental technologies and services sector. It does this by creating access to new business opportunities and promoting its members to the global market.

The South East region is one of the most densely populated in the UK, for the consumer, public and businesses. Yet, the materials reprocessing capacity within the region remains comparatively low compared with the rest of the UK.

Overtuning this historical trend will allow the continued economic prosperity of businesses within the region. As tighter and new legislation is enforced - such as the Waste Electrical and Electronic Equipment (WEEE), Restriction of Hazardous Substances (RoHS) and the Landfill Directives - an opportunity presents itself.

### Invest In Recycling

The EnviroBusiness 'Invest in Recycling' Capital Grants Scheme gained a great deal of interest from the recycling and reprocessing community - regionally and nationally with over 30 businesses expressing interest in investing in the South East. 15 applications were received. The assessment criteria included looking at the potential impact, technical and economic viability of projects, leading to the selection of five companies to receive support through the Scheme.

Amongst the successful applicants, were innovations in handling difficult materials and more efficient collection and handling of reclaimed materials. The projects receiving funding are:

- **The Woodhorn Group** operating in West Sussex will invest in a waste wood shredder and screening equipment to enable it to extend its recycling and composting services to the agricultural sector and waste wood producers
- **PPR Wipag** based in Dover will scale up its specialised operation to recycle plastics from end of life vehicles; providing a closed loop solution to the motor industry and producing recycled plastics for international markets

- **Impact Recycling and Magpie Recycling** will be able to recycle more waste produced by homes and businesses in Kent and Sussex
- **Brighton Community Compost Centre**, a social enterprise, will deploy new equipment to increase its composting of garden waste in the Brighton area

By providing public support of £170,000, the Scheme has enabled businesses to make significant new investments. The Scheme has more than demonstrated the interest of industry in building the capacity of the region to recycle and reprocess materials.

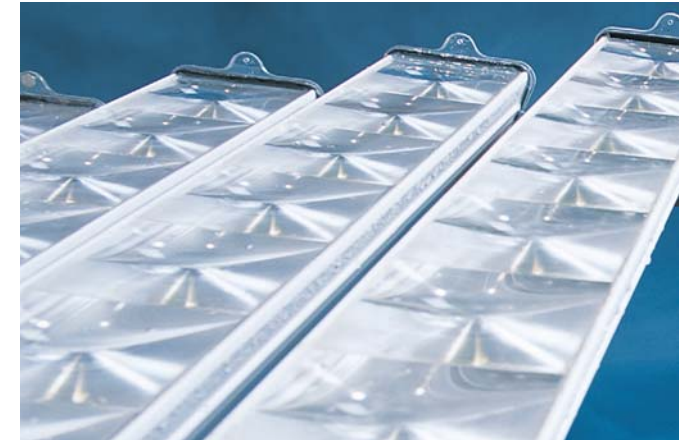
The South East manages 25 million tonnes of waste per annum, most of which is sent to landfill. This figure continues to rise by 3% per year despite the increased diversion from landfill. Much material currently consigned as waste has a significant resource value, which coupled with resource efficiency measures, can be captured to benefit both the economy and the environment. The South East England Development Agency (SEEDA) has set a headline target of reducing the rate of increase of the region's ecological footprint and then reducing it by 2016. SEEDA is also working towards achieving a 30% increase over the 2003 baseline in Gross Value Added generated by tonne of material entering the waste stream by 2016.

To meet this challenge and to help South East businesses exploit this opportunity, EnviroBusiness has worked with SEEDA to launch the 'Invest in Recycling' Scheme to accelerate the investment in recycling infrastructure within the region. This in turn assists in developing supply chains and recycled materials end users by providing grants funding.

With contracts signed early in 2007, projects started to contribute to the recycling capabilities of the SEEDA region by the summer. EnviroBusiness is continuing to work with the waste and recycling community to further develop opportunities for growth and development of the sector in the South East. To find out more visit [www.envirobusiness.co.uk](http://www.envirobusiness.co.uk).

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EnviroBusiness

Creating environmental  
business opportunities

## Farnborough Aerospace Consortium (FAC)

Aerospace and Defence Sector.

FAC (Farnborough Aerospace Consortium) is a business-winning trade association with international members. It is the largest and most established aerospace and defence trade body in the UK, providing support to the 1,200 related companies located in southern England – the heart of the UK's aerospace industry.

Through its unrivalled expertise, FAC acts as an enabler for business between large primes and the supply chain, particularly Small to Medium Size Enterprises (SMEs). It enables its members to become more competitive through facilitating local and international trading, technology transfer and development, sharing of best practice and training, plus contact with public sector organisations and government.

### **Autonomous Systems Technology Related Airborne Evaluation & Assessment (ASTRAEA)**

ASTRAEA is a national programme focusing on the technologies, systems, facilities and procedures that enable autonomous vehicles to operate safely and routinely in the UK. It is collaboration between industry and government, supported and part funded by the UK Department of Trade and Industry (DTI). The Regional Development Agencies (RDAs) play a key part in providing significant funding alongside the major industry partners.

FAC provides a key resource to the South East England Development Agency (SEEDA), ensuring its contribution is used effectively. FAC supports SMEs by ensuring opportunities are identified where they can get a foothold and gain advantage in the autonomous vehicle industry, alongside major industry players and universities that are already engaged.

### **Knowledge Transfer Partnerships**

FAC brings academia and business together through Knowledge Transfer Partnerships (KTP). These partnerships enable businesses to access the expertise in universities, colleges and research organisations and increase profitability by helping to develop new products, services and processes.

The Partnership is designed to benefit all involved, providing businesses with knowledge and expertise, the KTP Associate with business-based experience and the university with enhanced business relevance to its research and teaching. Partnerships are part government funded and set up through a university and a specialist KTP consultant. Projects last between 18 months and three years.

### **FAC Capabilities Database**

FAC has developed a market-leading Capabilities Database bringing together FAC membership's capabilities in a taxonomy. It is formed so that it can be easily accessed by prime organisations looking for new suppliers with core capabilities, specialisations and existing track records of quality supplies direct into the Ministry of Defence (MoD).

The drive to place fewer but larger tenders with a hub of UK Primes means that SMEs must target the primes. FAC is developing a collaborative working environment for its membership, providing a direct channel into the primes and the MoD, ensuring members are prepared for the inevitable changes with the way contracts are submitted and filled.

### **Integrated Wing Aerospace Technology Validation Programme (IWATVP)**

FAC is working closely with IWATVP programme leader, Airbus UK, SEEDA and QinetiQ, to explore the development of new technologies and design methodologies that will improve fuel efficiency, reduce carbon dioxide emissions of new aircraft and reduce external noise.

The South East aerospace industry currently employs 44,000 people in more than 600 companies with a turnover of around £7 billion. Pro rata growth in the region - growth which could potentially be promoted by the region's association with the Integrated Wing Programme – could see something close to 70,000 people employed in the aerospace industry and 920 companies within the next 20 years.



### **SEEDA HealthMaP Programme**

HealthMaP is a SEEDA-funded programme, with industry matching the SEEDA funding of £3 million over three years. The technical objectives of the programme are to research, develop and test the integrity of aircraft structures and systems in-flight. (i.e. the Health Management and Prognostics for key systems on the aircraft). The benefits of such a programme will contribute to lighter and more fuel efficient aircraft, resulting in environmentally cleaner/greener air travel. The regional objectives are to enhance the South East region's capability in the aerospace market, by developing world class technology, enhancing skills

and jobs in the region and providing opportunities for SMEs to participate and be more competitive in the global aerospace market.

The programme is led by QinetiQ, but seven SMEs are involved, as well as academic institutions where appropriate. The SMEs benefit from access to aerospace networks and potential customers, as well as a wider technology base.

FAC supports this programme by bringing knowledge of the aerospace industry, technology and market and by monitoring, recommending and reporting on the progress towards the regional objectives. FAC was instrumental in bringing QinetiQ and the SMEs together.

#### **Technology Skills Project**

The Technology Skills Project (TSP) has been commissioned by SEEDA, FAC and Marine South East, to assess the implications of the new skills needed in response to current, new and emerging technologies. The project, which will last two years, aims to provide an insight into the priorities of employers and their future action plans to address the technology changes in their businesses. It will also help devise an action plan to help build a skills base for the future of the aerospace and marine industries.

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# Sector Consortia Case Studies

## Marine South East

Marine Sector.

Marine South East is the regional marine initiative of the South East England Development Agency (SEEDA) developed to address the needs of the marine sector in the South East region.

Its role is to identify and implement projects of strategic importance to the sector's growth and to work with sector teams and partnerships to support increased economic development of the marine sector in the South East.

### The 5 Axis CNC Mould

This ground breaking project will help marine companies to accelerate product innovation and productivity. Specifically, access to the sophisticated Computer Numerical Control (CNC) equipment is necessary to enable the efficient building of plugs and moulds for yacht and composite production. This significantly cuts the time to market and also delivers much improved quality and accuracy. Many smaller companies still have to rely on the hand crafting of wooden plugs from which final GRP moulds are constructed, a traditional and time consuming method.

To address this shortfall Marine South East commissioned a successful study in 2006 to explore the feasibility of establishing a facility sharing arrangement for a CNC machine. The study showed that the project is viable and industry has already shown keen support for the idea.

The 5 Axis CNC mould making facility will help small businesses access state of the art facilities, at the times when they need it. This will aid rapid product development and improve cost effectiveness by sharing the capital and overhead costs with other companies.

Marine South East has developed a prospectus for the project and has already held meetings with key companies interested in investing in the machine. Investors have discussed the size and type of machine they would require and the level of investment needed.

UK marine companies are among the most innovative in the world, with the predominance of this activity centred in the South East region. Yet for many Small and Medium Sized Enterprises (SMEs) it is proving ever more difficult to access advanced product development facilities that would help them reduce the time it takes to get from the design stage to the market place.

Rapid product development is becoming an increasingly important factor in the industry's success, yet smaller companies are having to work without the help of new technology. This is mainly due to the prohibitively high set up costs and often the equally expensive general running costs of some of the more innovative facilities now being used by larger companies.

Jonathan Williams, Chief Executive, Marine South East, has been overseeing the development of this project: "This is vital in helping smaller companies develop products on a level footing with larger organisations. Although we haven't yet chosen a location for the site there are a few possibilities in the Solent area.

"One of the major hurdles we were expecting to come across was concern over the security of designs as a result of sharing a facility such as this, but potential investing companies believe that this wouldn't be an issue with the type of facility now planned.

"We have undertaken considerable research on the time and cost savings for companies where the 5 Axis machine is used. We have spoken to companies around the world, including the USA, Canada, Turkey and Slovenia; they have told us they are reducing lead times by up to 50%. With initial funding, we are confident that we can put in place a self sufficient enterprise that will help marine companies across the region improve profit and productivity."

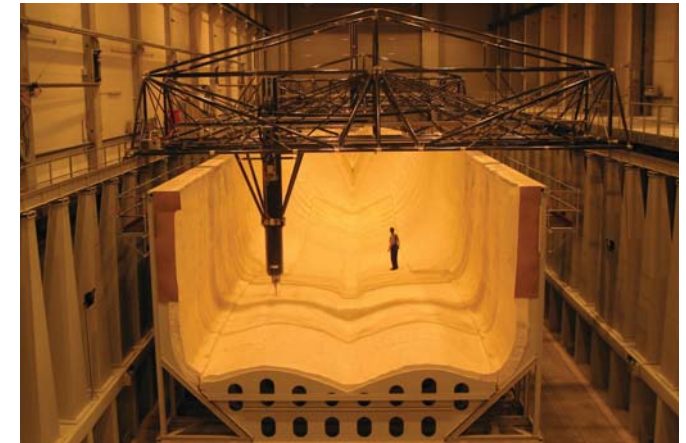
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5 Axis CNC Machine



## South East Centre for the Built Environment (SECBE)

Built Environment Sector.

The South East Centre of the Built Environment (SECBE) is a key strategic consortium that exists to inform policy and drive business-to-business learning and networking and to build a better environment through better business. The industry needs innovative and creative thinking to win its share in today's competitive home and global markets. SECBE helps construction companies to challenge processes, question the status quo and aspire to being leaner and smarter.

### Supporting Sustainable Construction

SECBE's priorities under the 'Planet' area focus on sustainable construction including energy, water, waste and resource efficiency. It has secured projects through the Interreg 3c European GROW programme and Business Resource Efficiency and Waste (BREW) funding.

GROW is a partnership programme that involves five European high growth regions with one common goal – to achieve balanced and sustainable economic growth. The five regions (South East England, Emilia-Romagna, Noord-Brabant, Malopolska and Andalucia) share a vision of 'smart growth' in line with sustainable development principles, rather than 'growth at any cost'. SECBE is working with Andalucía on a pilot project for Sustainable Construction to draw out existing and emerging sustainable construction methods, techniques, policies and activities in order to drive industry best practice across the regions. For more information visit: [www.grow3c.com](http://www.grow3c.com).

### BREW Construction Resource Efficiency (CoRE)

SECBE's CoRE programme operates against a strategic framework of co-ordination, guidance, promotion, data collection and training/support. Through this project SECBE has focused on engaging construction businesses to assist them to minimise their waste, collect waste data and refer for further support to other BREW partners such as Envirowise. For more information about BREW visit: [www.defra.gov.uk](http://www.defra.gov.uk).

Outputs have included:

- 100 construction sites benefiting from free waste measurement tools, support and advice
- 20 companies receiving free expert consultation on waste minimisation
- 250 delegates receiving free training on Site Waste Management Plans
- 125 companies and local authorities participating in workshops on sustainable standards and policies including the Code for Sustainable Homes
- Transfer of knowledge to businesses and government agencies in Spain through training sessions on FT-14 and Site Waste Management Plans translated and tailored to the Spanish market
- South East Regional Forum of key agencies to drive mutual understanding and collaboration opportunities
- Creation of Information portals:
  - Waste Services  
[www.secbe.org.uk/planet/wastedatabase](http://www.secbe.org.uk/planet/wastedatabase)
  - Sustainable Construction techniques and best practice  
[www.secbe.org.uk/grow](http://www.secbe.org.uk/grow)

Going forward SECBE has secured funding for a third year to continue supporting business with construction resource efficiency.

### Building Training and Networks

- Creation of a Built Environment Sustainable Procurement Network (BESPN)
- Bidding for Gold – training and networking programme supporting SMEs in developing a portfolio of skills and enabling them to work in groups to bid for larger projects

### Supply Chain Pro-action

SECBE recognises that the supply chain presents the best opportunity to impact on business improvement across the

sector. Working with supply chain leaders it can improve both individual and collective performance. Huge gains can be made by helping industry champions to manage their suppliers and SECBE is developing a suite of programmes to help all the companies in the chain to achieve the highest standards. Two examples are:

**Fast-Track-14 (FT-14):** is an accelerated programme to extend environmental management to groups of supply chain members - helping suppliers to raise performance to ISO 14001 standards. It is working with Wates, Willmott Dixon, Laing O'Rourke and other supply chain leaders championing resource efficiency who recognise the business benefits of developing a responsive, reliable and efficient supply base.



**Lean Improvement:** programmes are run for leading companies like Kier Partnership Homes to introduce 'Lean' production management strategy. This achieves significant, continuous improvement in the performance of the total business process by eliminating time wasting and other resources that do not add value for the customer.

The South East England Development Agency (SEEDA) has identified construction and the built environment as a key growth sector in the South East. SECBE's business-led Management Board and specialist Working Groups identify the issues which matter most to companies operating in the region. The in-house professional team, extended networking with other government bodies and support agencies, and the promotion of intra-sector collaboration successfully drive improvements in the business performance of the sector.

In response to the growing threat of climate change, carbon emissions and resource scarcity, SECBE has extended its priorities to include 'Planet' to address the need for sustainable construction, and to promote Client Leadership of sustainable 'Procurement'. SECBE's five priorities are now:

**People:** raising skill levels, promoting training especially in new technologies and making the industry attractive to young people.

**Planning:** lobbying for improvements in the planning process while helping to make the present system work.

**Planet:** Helping to make construction sustainable.

**Procurement:** Promoting buying decisions based on whole life value not price.

**Productivity:** Delivering higher value added per head, through better skills, adoption of new technologies and more efficient process.

Details of activities running for all our areas of work can be found on our website [www.secbe.org.uk](http://www.secbe.org.uk).

SECBE helps a large number of businesses in the region by raising awareness of the Sector's many challenges and then providing information and resources to help them make the most of the opportunities presented. We communicate through our outstanding website, fast becoming an industry information leader, several specialist knowledge portals plus our quarterly newsletter debating key topics and providing news and information about programmes and events.

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# Sector Consortia Case Studies

## South East Health Technologies Alliance (SEHTA)

Health Technologies Sector.

The mission of SEHTA is to catalyse innovation and international competitiveness in South East England's health technologies sectors - improve health and increase wealth. It will do this by leadership, influence, facilitation and signposting.

### APA Parafricta Ltd

Parafricta is a young company pioneering low friction technologies. Its products are designed to overcome issues primarily in the healthcare and civil engineering communities. Its CEO, George Sampson was introduced to SEHTA when he was looking for assistance and support in taking the fabric to market.

SEHTA has worked with APA Parafricta Ltd to improve its business. It has developed a revolutionary new fabric that has a friction coefficient close to that of ice yet the strength of steel. Parafricta Fabric has already been hailed as a technological break through, with Great Ormond Street Hospital for Sick Children using the fabric for those suffering with Epidermolysis Bullosa (EB), a crippling skin disease highlighted in Channel 4's programme The Boy Whose Skin Fell Off. The Parafricta fabric is made into garments and bedclothes that protect sensitive skin and chronic wound dressings. Parafricta Fabric is also displayed in the Science Museum's 'Challenge of Materials' gallery and is a 'fabric of the future'.

All activity outlined below has been funded or sponsored by the South East Health Technologies Alliance.

Parafricta has received support from:

- Surrey Enterprise Hub
- Finance South East
- Coast Communications

### Surrey Enterprise Hub

The Surrey Enterprise Hub has been working with Parafricta for over a year. During this time George Sampson has attended

workshops and seminars hosted by the Hub on preparing your business for sale, digital marketing, recruitment, patent protection and contracts.

The Hub has also undertaken an initial review of Parafricta's business plan and helped identify potential sources of funding for the firm prior to referring to Finance South East and the SEHTA funded Biotechnology Finance Advisory Service (BFAS) programme for further assistance. The Hub, together with Finance South East, has helped Parafricta secure money through the Catalyst Fund.

### Outcomes

Parafricta has progressed through the BFAS programme and secured investment via the Catalyst Fund. The firm is also in discussion with a number of potential investors.

The digital marketing clinic and recruitment seminar have proven to be particularly helpful in the delivery of a new e-commerce website for the firm and in the recruitment of a sales manager.

### Finance South East

Finance South East, through the SEHTA funded BFAS programme, has provided the following support to Parafricta:

**The Light Touch programme** included discussions on funding strategy and commercial strategy, routes to market and revenue generation.

**In-depth Programme** included presentations to the South East Capital Alliance (SECA), the business angel network and at the Thames Valley Innovation conference and a BFAS grant to assist Parafricta in ongoing fund finding.

### Outcomes

The signposting to the EB charity DeBRA has resulted in the products being used on sick children at Great Ormond Street hospital and to a significant number of orders and a sales pipeline.

Parafricta has also received BFAS funding to help ready the firm for investment.

### Coast Communications

Coast Communications has advised Parafricta under the SEHTA PR and Communications Programme on a media launch strategy for its product range.

### Outcome

Parafricta's products have been profiled in the Daily Mail in December 2006 as one of the 'greatest inventions of 2006'.

As a result of this article Parafricta received a substantial number of orders and enquiries from potential partners wishing to sell the fabric overseas.

"It has been good to be able to speak with freely available experts in various fields to test our approach and to act as a sounding board to our ideas."

"Our association with SEHTA has been extremely beneficial. Membership of SEHTA has been looked upon very favourably by the investment community."

All support and advice outlined above has been funded and sponsored by SEHTA. SEHTA is a company limited by guarantee and wholly owned by its members. It is funded in part by the South East England Development Agency (SEEDA).

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## South East Media Network (SEMN)

Digital Content Sector.

South East Media Network (SEMN) is a business-led consortium providing strategic focus for the regions digital content sector, it exists to enable the South East of England's digital content businesses increase their share of the global market.

SEMN provides two way communications between businesses, policy makers and support organisations. It informs local, regional and national strategies and drives improvement in business performance. SEMN engages with organisations and key stake-holders from across the supply chain to ensure that support for digital content businesses is integrated and easy to access.

### BBC Innovation Labs

Over the last year the SEMN has worked with the BBC, the South East England Development Agency (SEEDA) and Screen South to bring a new concept in developing innovative companies to the South East of England in the form of the BBC Innovation Labs. Working with the BBC means that the development process is focused on real opportunity and is categorically demand-led.

'BBC Innovation Labs', is a pilot project to commission concept prototypes for BBC New Media's core product areas. The proposal recognises the complexity of working with the Small to Medium Size Enterprise (SME) sector for both the BBC and the SMEs, and proposes an open, collaborative process that has significant benefits for all participants. The 'Labs' model is an iterative, rapid development environment in which selected SMEs work alongside BBC experts and international mentors. The outputs of the Labs will be concept prototypes that are pitched to the New Media Services controllers for further development. The BBC contractually retains a 'first look' right to commission further exploitation of the prototypes in partnership with the selected SMEs. The Labs are themselves collaborative partnerships, co-funded by the regional development agencies, including SEEDA and delivered in conjunction with regional partners (SEMN and Screen South).

South East England's BBC Innovations Lab's launched with two successful regional Lab workshops for 88 people from the region on 26th October 2006 in Brighton and the other on 16th November 2006 in Oxford. The deadline for submissions was the middle of January 2007 and 29 companies' submitted proposals.

### Going Global Strategy

Digital Hollywood is a global meeting place for high end executives in the digital technology, digital content and finance sectors and has been an annual, world leading conference, a 'must attend' event in the media calendar in the US for the past 10 years. As part of SEMN's 'Going Global' strategy the region worked together to form an exciting group of partners to attract Digital Hollywood to the UK (SEMN Partners: ITV, DTI, UKTI, British Council, SEEDA, Screen South, Wired Sussex, Finance South East).

As a result of this strategy a high profile event was staged. Digital Hollywood Europe took place in London at the ExCel Conference Centre on the 29th November - 1st December 2006.

The Global Conference for the Entertainment, Media and Technology Economies - The Premier Event for Transforming Entertainment, Technology & the Global Communications Network: TV, Cable, Telco, Mobile, Broadband, Consumer Electronics, Search & Email, VoIP, RSS, Blogs and Websites. Over 1,200 people attended the three day conference with 450 media professionals from the South East.

SEMN launched the 'Angel' investment track in the main programme, showcasing eight regional companies looking for 'Angel' investors. It also ran a very popular seminar room throughout the conference, with presentations from Wired Sussex, Screen South, Finance South East, Serious Games Angils and TAPS.

SEEDA, SEMN and Saavis hosted the convivial South East dinner for all regional partners and key companies with over 100 guests, which followed on from the drinks reception on the first day of the conference. This provided the much needed

opportunity to make the right high level contacts with representation from ITV, Kuju, BBC, Cinesite, Microsoft, Nokia, TIGA, Wired Sussex, Screen South, UKTI and many more.

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