

THE REGIONAL NEWSLETTER FOR SEEDA - JULY 2001

# DESIGNING A 21st CENTURY REGION

SEEDA has named the architectural practice chosen to shape the next phase of residential development on St Mary's Island, Chatham Maritime and set the house-building standard throughout the South East for homes that are comfortable, well designed, technologically advanced and environmentally friendly for all.

The internationally renowned architect Piers Gough, who chaired the competition judging panel, and Anthony Dunnett, the Chief Executive of SEEDA, announced Buschow Henley as creator of the winning design.

Buschow Henley was selected by Countryside Maritime - a joint venture between SEEDA and Countryside Properties PLC - from an original list of more than 80 entrants and a short list of seven, in an International Housing Design Competition sponsored and run by SEEDA.

The competition, aiming to 'bridge the gap between innovation and practicality', was the most

*Toasting the winners... SEEDA Chief Executive Anthony Dunnett, far right, with Piers Gough CBE, Chairman of judges, Ken Rorrison, Ralph Buschow and Simon Henley of Buschow Henley and Alan Cherry, Chairman of Countryside Properties plc*



successful competition of its kind ever run in the UK, attracting positive feedback and expressions of interest from more than 300 design teams.

Buschow Henley's design concept places a strong emphasis on environmental sustainability and will set the standard for house-building throughout the South East.

Piers Gough said: "Buschow Hen-

ley has produced a masterplan and housing for this site that is brilliantly judged. The wit of their first presentation has successfully morphed into an elegant response to the lifestyles of future occupiers. Other finalists also offered terrific schemes that really should be taken up as later phases on St Mary's Island or by others elsewhere."

Anthony Dunnett said: "I was absolutely thrilled with the unprecedented response to this competition and the quality of all the designs submitted.

"These ideas show that urban design can be innovative and forward looking without compromising practicality and commercial deliverability. What this competition has done is to raise the stakes in the quality of building design across the South East."

Chatham Maritime is the only development in the South East and one of only three in the UK where there will be more than 100 new homes designed and constructed

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*Artists impression of the Buschow Henley scheme*



# Battle against 'decades of chronic under-investment' needs total commitment

Creating a successful Urban Renaissance in towns and villages throughout the South East of England needs the active participation of local communities and businesses, as well as a stronger commitment from Government and local authorities. That was the message at the South East England Regeneration Conference, held in Brighton in June.

Organised jointly by four key regional bodies - SEEDA, the Government Office for the South East (GOSE), Regional Action & Involvement South East (RAISE) and the South East England Regional Assembly - the conference was sponsored by Mars Confectionery, which is playing a key role in regeneration of Slough town centre. More than 150 delegates participated in the day, representing a wide range of public, private and voluntary sector bodies from across the region.

Highlighting the importance of good urban design, Bartlett Professor of Planning at University College London, Sir Peter Hall, talked about his own study of regeneration in the South East, citing the revitalisation of town centres such as Horsham and Reading as examples

of successful regeneration. The former is now competing successfully with its larger neighbour Crawley and the latter having experienced "spectacular change" through well-planned development alongside waterways.

Sir Peter singled out Oxford for its "excellent public transport" and housing development built around the transport infrastructure. These towns, he said, were examples of how to make urban living more attractive and prevent towns being "abandoned."

SEEDA Chief Executive, Anthony Dunnett, said that the South East had suffered from "decades of chronic under-investment" but now faced the greatest development pressures of all UK regions, putting an increased strain on the region's infrastructure. The challenge for SEEDA and its partner organisations was to ensure that future development was sustainable - both environmentally and socially - and "driven by needs on the ground and not something imposed from above."

Urban renewal needed "long term strategic planning that addresses a broad mix of problems in our communities - skills issues, jobs, ▶

## Compulsory purchase plan for Ropetackle

An important step in the transformation of Ropetackle, Shoreham was taken when SEEDA submitted its first Compulsory Purchase Order for 3.1 hectares of the land that makes up the Ropetackle redevelopment site.

By bringing the entire site into its ownership, SEEDA will be able to carry out a programme of remediation and infrastructure works that would not otherwise be possible.

Attempts to secure the land by agreement proved unsuccessful, so the use of compulsory purchase is necessary for the delivery of the proposed scheme, promoted by SEEDA and its development partner Berkeley Homes.



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## Work starts on 23-acre Shearway Business Park

Work has begun on a new business park in Kent that will offer first class workspace for established businesses and innovative start-ups.

SEEDA has led the development of Shearway Business Park, off junction 13 (Folkestone) of the M20, with Shepway District Council.

Basepoint plc has designed a £3.5m enterprise complex that will be the first building to be completed on site in spring next year. The company, which will manage the centre, has successfully run seven similar complexes across the South East.

The majority of the finance will come from the private sector, but the project has also received support from the SEEDA Fund for Regeneration.

The centre - to be known as the Folkestone Enterprise Centre - will

offer 66 office units and workshops, suitable for small and new businesses.

There will be access to modern telecommunication services, reception facilities, secretarial services, conference and meeting rooms. A café will also be available on site.

The Folkestone Enterprise Centre will bring together the efforts of the Chamber of Commerce, the Enterprise Agency and the Education Business Partnership for Folkestone, Hythe and Romney Marsh, under the umbrella of the Shepway Business Centre.

For information on units available at the Folkestone Enterprise Centre, enquiries should be directed to Basepoint plc on Tel: 02392 449666.



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Left to right  
(front row):  
Andrew Campbell,  
RAISE, Paul Bevan,  
Regional  
Assembly,  
Anthony Dunnett,  
SEEDA,  
Sir Peter Hall  
Left to right  
(back row):  
Rob Woolley,  
GOSE,  
Gordon Storey,  
MARS  
confectionery

space for development, transport and funding.” It was “absolutely scandalous,” he said, that the South East still had pockets of deprivation alongside some of the most affluent areas and that over 600,000 adults in the region lacked basic literacy skills.

Giving the region a strong, cohesive voice on these issues should be a priority for all the bodies represented at the conference said Paul Bevan, Chief Executive of the Regional Assembly.

“With increasingly fierce competition among regions for influence and resources, the South East - as the UK’s largest region - must work harder to make its voice heard in Whitehall and Brussels,” he said.

The Assembly, he explained, could play an essential role in this through its new role in developing Regional Planning Guidance and the Regional Transport Strategy.

Both Anthony Dunnett and Paul Bevan said they felt that the Government’s regional agenda and ongoing devolution of power within the UK offered new opportunities for the South East.

GOSE Area Director Andrew Campbell said that the major themes of the Government were social inclusion and public service delivery, both of which impacted heavily on the approach to regeneration in the South East. GOSE was working to the National Strategy for Neighbourhood Renewal, demonstrating that regeneration of communities was at the heart of Government policy for economic development and growth.

Local authorities had been given “an enhanced role in community leadership,” he told the conference and he hoped to see much greater co-operation between the region’s public, commercial, voluntary and community sectors - “a genuine partnership approach.”

Chief Executive of RAISE Rob Woolley said he was pleased that his organisation, representing the South East’s voluntary and community organisations, was now accepted as “an equal partner” alongside the region’s main public and

private sector bodies. The next step was for this regional network to “build a strong and cohesive regional identity” for the South East.

He said he recognised that, even with more vigorous championing of the region’s interests, “there will probably never be enough money for regeneration in the South East, so what we have to do is to be smarter about how we use the resources that are available.”

Kevin Wilson, SEEDA Board Member and Leader of Milton Keynes Council echoed this view. He told the conference: “Deprivation is unacceptable in a wealthy region like the South East. However, it is not solely about economic growth. Tackling deprivation is about a whole raft of economic, social and environmental issues.

“These must be pulled together in a focused, sustainable approach. Individual, fragmented initiatives are not the most effective way forward.”

Kevin Wilson also urged all the regeneration bodies in the South East to ensure maximum involvement from the local communities affected. “Local people must have ownership of the regeneration process,” he said.

Among the other speakers at the event were Stephen Thake from the University of North London, Peter Field from Brighton & Hove Business-Community Partnership, Tony Horton from Family Assurance Friendly Society, and Caroline Carruthers from Business in the Community.

Actions from the conference will be taken forward by the four main regional bodies, in partnership with local groups, recognising that ‘only an effective regional network can make a national impact’.



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*‘The South East must work harder to make its voice heard in Whitehall and Brussels’*

# House building initiative welcomed by industry

Ensuring that a development has a positive impact on biodiversity is the aim of Building for Nature - a new initiative from SEEDA.

Building for Nature will eventually lead to a new advisory service to the construction industry promoting the principles of sustainability and biodiversity within development proposals.

SEEDA Board Member Kit Oliver, who chairs the agency's Sustainable Development Board Committee, will also lead this initiative, which is backed by a range of organisations including the Environment Agency, English Nature, the Royal Institute of Chartered Surveyors, the Housebuilders Federation and the Civil Engineering Contractors Association.

SEEDA Director of Strategy and Corporate Services Jeff Alexander said: "Sustainable development is fundamental to our Regional Economic Strategy. Development land is at a premium and it is vital that where development does occur it maximises environmental

sustainability. SEEDA is already active in promoting the use of recycled materials and the incorporation of energy conservation measures in many of our developments, for example our flagship regeneration scheme in Chatham Maritime, Kent.

Building for Nature - which is region-wide - takes this approach further by helping to ensure that respect for the environment, especially with regard to local wildlife, is included in any development proposals from the outset."

SEEDA's Biodiversity Advisor Simon Richardson added: "We are not just accepting bare minimum environmental standards in construction. What Building for Nature aims to achieve is to give developers the opportunity to shape their proposals in a sustainable way, so that there are tangible net gains from each development."

Senior Regional Planner at the Housebuilders Federation And-

rew Whitaker said: "Developers, particularly house-builders, are perceived by many to be the enemy of the natural environment, but this perception is false. House-builders are in the business of creating sustainable housing environments in which people want to live.

"This means protecting and, in many cases, enhancing biodiversity within local areas and often contributing to greater gains in the wider environment, for example through the creation of new wildlife corridors. It is a fact that there is more biodiversity of species living in the back gardens of residential development than in the open fields of monoculture agriculture.

"The Housebuilders Federation is happy to participate in and promote, this excellent, SEEDA-led project."

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SEEDA Board Member Kit Oliver, will also lead the Build For Nature initiative



## Setting the winning standard

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to meet the BRE's (Building Research Establishment) good or excellent Eco-Home Rating.

A panel that included the Chairman of Countryside Properties PLC, Alan Cherry, SEEDA's development partner at Chatham Maritime selected the winner. The panel commended Alsop Architects, Inbo and HFM, Evata UK, Arup Associates and apg and Arup while JCMT Architects were highly commended for eco-friendly 'smart' homes.

Design concepts by each of these finalists may be adapted for other housing schemes across the South East and developers such as Berkeley Homes, Countryside Properties, Peabody Trust, Redrow, Wates, Wilcon and others have expressed interest in their ideas.

Buschow Henley's design concept was considered the most innovative, sustainable and practical. Overall, the firm's design for the new homes on St Mary's Island aims to provide house-holders with what SEEDA describes as 'a healthy living experience', making it easier for them to be 'green'.

The design will now be developed to make the scheme environmentally friendly with:

- Spaces and buildings to maximise access to light and solar gain;
- Low emission finishes and banning pollutants in on-site construction;
- High levels of insulation to keep heating bills low;
- 'Breathing' walls;
- The principle of 'reduce, recycle, re-use' throughout the design;
- Safe roads, footpaths and cycleways - optimising public spaces.

On energy generation, the Buschow Henley design allows solar water heating with the option of a 'green' electricity supplier supplying energy from renewable sources. Materials used in building the new homes could include timber frames and stainless steel - materials that minimise environmental impact before, during and after their use - and there will be recycling storage and collection facilities both on site and in the finished homes.

Water efficient systems such as low flush toilets, mains pressure showers

and rainwater butts for garden watering and car washing will be incorporated.

The development on St Mary's Island will comprise up to 6.8 hectares (16.8 acres) and complement existing housing schemes at Chatham Maritime, where SEEDA is working with its local partner to create a sustainable mixed use development - in line with Anthony Dunnett's ambition to "build communities, not just buildings."

When the International Housing Design competition was launched by SEEDA at the Royal Institute of British Architects (RIBA) in London, the Minister for Housing at that time, Nick Raynsford said that he wanted to see more "sustainable mixed communities rather than car dependent dormitory suburbs" in the South East and praised SEEDA and Countryside Properties for having "the courage and imagination" to devise a competition that aims to set new benchmark standards in high quality, well designed, sustainable housing.



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# Giving farmers the opportunity of pastures new



*Before and after... a successful outbuilding conversion at Hill Farm, Newington, Oxfordshire carried out from last year's scheme. The next round of applications closes in August*



At a time of increased pressures on farmers, SEEDA is continuing to help them diversify into other income generating activities and find long-term uses for some of their redundant farm buildings. The scheme will also help farmers offer new employment opportunities for their local communities.

The scheme last year proved very popular and was heavily over subscribed. Now the first five schemes for this year have been approved.

The farms, from Buckinghamshire, Hampshire, Kent and Oxfordshire, include arable, mixed and fruit farms and cover 807 hectares. The conversions will provide eight light industrial units, two self catering schemes and a unit for food manufacturing, in the counties of.

A second round of applications is already being considered and a further invitation is invited with a deadline of August 31.



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## Foot and mouth recovery plan

The Government has developed a National Recovery Plan post Foot and Mouth Disease (FMD) and is channelling most of its help through the Regional Development Agencies. It asked each RDA to set aside resources to help the recovery in their own region.

Although SEEDA did not benefit from the additional £15m from Government, which went to the four worst affected regions, it has managed to find £500,000 from its own funds.

However, SEEDA has received £1m of the additional £24m allocated by Government for a Business Recovery Fund to support individual businesses with grant aid.

SEEDA's Economic Recovery Plan was developed through the Regional Rapid Response Team, set up to co-ordinate action across

the region. It supports three specific sectors:

- **Tourism:** Support for a region-wide campaign to ensure the return of visitors back into the countryside. The campaign focuses on the domestic market via television, radio and newspaper adverts and leaflets drops. SEEDA will be contributing £250,000 towards support direct to the tourism sector.
- **Business:** Support for individual businesses affected by FMD through one-to-one counselling to develop individual recovery plans. Businesses benefit through additional group work or seminars via support being delivered by the six local Business Links. SEEDA is contributing £180,000 direct to individual

businesses through this initiative.

- **Local Produce:** SEEDA has set up an industry led working group to help develop an Action Plan for the region for the livestock and associated meat production sector. SEEDA has allocated £70,000 for this work.

The fund will offer grant aid to SMEs that have been affected by FMD, based on a set of nationally-agreed eligibility criteria. Grants are for rural-based businesses that have a turnover of less than £250,000 per annum and have 50 or fewer employees. It is neither a compensation fund nor general working capital, but for specific purposes, to purchase:

- Training/ re-skilling
- Specialist advice
- Marketing activities
- Investment aid for diversi-

fied activities

Up to £7,500 of interest costs on commercial loans

SEEDA is delivering this grant aid via the Business Links through six mirror contracts.

SEEDA recognises the importance of ensuring help gets direct to business. The majority of support is being directed at individual businesses that have been affected by FMD. More than 79 per cent of SEEDA funding (£1,180,000) will go direct to individual businesses.

The remaining 21 per cent will go indirectly to businesses through support for two specific sectors affected by FMD - tourism and support for the livestock / associated food production sector.



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Reproduced from a postcard courtesy of  
Judges of Hastings, 01424 420919

*Cranbrook, one of the first five towns to benefit from new rural funding in the region. Other towns are now being considered for inclusion in the scheme*

## Market towns set for support

Following the Rural White Paper, the Government allocated new funding to help market towns, a package of £37m over three years.

There are around 1,000 small rural towns in England - population between 2,000 and 20,000 - which act as centres for the surrounding rural areas - providing jobs, essential services and leisure facilities.

The Government is putting its faith in these small towns to act as hubs for the regeneration of rural areas. They also have potential to offer new opportunities for public transport, affordable housing and outlets for local produce.

The new funding has been given to both the RDAs and the Countryside Agency who will work together to support these towns. The majority of funding is being directed to the areas of most need of rural

regeneration and is being targeted at 10 to 12 towns per region to have maximum impact.

An initial list of 33 market towns considered eligible in the South East region and an initial selection process has taken place. The five towns that have been selected in the first round are Hythe, Minster (Thanet) and Cranbrook in Kent and Battle and Heathfield in East Sussex.

SEEDA is now working with these five towns and the Countryside Agency to develop a Delivery Plan to identify the projects for SEEDA financial support.

A second round of selection will take place in the late summer, inviting bids from the 28 remaining towns.



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## Havant business opportunities

New job opportunities and extended scope for business growth in the Havant area will be the result of SEEDA's acquisition from IBM of Southmoor Park, Broadmarsh

Havant Borough Council, SEEDA and Hampshire County Council have combined resources to bring about this major business development, which, building on the successful work already ongoing in the area, will have a significant impact on the local economy.

The 7.28-hectare site is a strategic initiative by SEEDA to address the lack of land ready for development in the borough. The purchase also links to the regeneration strategy for the Broadmarsh area as a whole.

Havant Borough Council's Economic Development Manager John Wrightson said: "The success of our two enterprise centres at Waterlooville and Broadmarsh has brought the need for further

development into even sharper focus.

"Successful businesses growing within these centres need larger units. Currently, there is no provision for these businesses in the Havant area and SEEDA's purchase will address the mismatch between supply and demand.

"Industrial regeneration of the Broadmarsh area is part of an ongoing strategy to strengthen and diversify the local economy by encouraging inward investment and start up businesses.

"SEEDA has already contributed investment funding towards the purpose-built Broadmarsh Business & Innovation Centre and this further investment will create significant new employment opportunities in South East Hampshire."



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## Chatham landmark back in place

Thanks to SEEDA, Chatham's Historic Dockyard will soon have one of its best loved landmarks back in place when the Bell Mast is re-erected as part of a new, permanent display.

The cast iron mast, 100ft tall and weighing 15 tonnes, is more than 120 years old and saw service on board a Royal Navy warship before becoming the dockyard bell mast in the early 1900s, the peal of its bell signalling each change of shift for shipyard employees.

Restoration of the Bell Mast - a three-month project by wrought iron specialists Dorothea Restorations - is being funded by SEEDA.



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# Sharp team choose Bracknell for communication investment

The South East's position as Europe's premier location for mobile communications research and development was given a major boost with Sharp Corporation's announcement of the formation of a European mobile phone development facility in Bracknell.

The decision followed a visit by Sharp Communications Systems Group Divisional Deputy General Manager Terukatsu Iwabe. Mr Iwabe visited the Region as part of a programme arranged and hosted by Invest UK (DTI) for selected senior Japanese businessmen.

SEEDA, in conjunction with its sub-regional partners, arranged and hosted the local programme. The two-day programme provided an opportunity to showcase the region, its high-tech companies, universities and R&D facilities as Europe's premier location for companies seeking to develop and exploit new technologies in a number of sectors.

Meetings were held with Oxford Innovation, Mobile VCE, the UK's virtual centre of excel-

lence for mobile communications, Vodafone in Newbury, BT Cellnet in Slough and Sony UK. There were also visits to Chilworth Science Park and Southampton University, all of which helped to promote the region's world-class academic and commercial capabilities.

Following the visit, Sharp Telecommunications of Europe Limited (STE) made the decision to locate in Bracknell.

STE expects an initial staffing level of 30, with plans for a recruitment drive to increase their UK staff to more than 100.

In Japan, Sharp is recognised as a leading supplier to the mobile phone market having developed and launched the unique and acclaimed SH04 J-Phone, with built-in camera, and SH05 mobile phone with its large, thin film transistor colour LCD screen. These products demonstrate Sharp's commitment to innovation in this highly competitive market.



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# European computer company chooses Cams Hall as UK base

An international computer and mobile phone company has chosen Cams Hall, Fareham for its first UK base.

Germany's Krystaltech Lynx GMBH identified the Parallel Business Centre at Cams Hall with help from SEEDA and the Harbour Economic Development Forum - the local inward investment agency for South East Hampshire.

Its UK Operations Director Harprit Singh said they had looked at four sites in the South East before choosing Cams Hall for its "high bandwidth telecommunications facility, technical know-how and flexible services." He expects his four-strong team to become up to 20-strong within a year, creating a number of new jobs for local people.

The company, which supplies PC components and mobile phones to manufacturers, distributors and resellers, has more than 150

employees in Germany, France and Spain. It is part of the US-based Krystal Group, which has a total annual turnover of US\$1bn.

SEEDA Investment Manager for Hampshire Sarah Roach said: "We are getting an increasing number of overseas enquiries for serviced offices, because of the flexibility they offer inward investors. Cams Hall immediately sprang to mind for Krystaltech because of its telecoms infrastructure and the networking opportunities offered by Fareham's cluster of high tech businesses."

Cams Hall is one of three privately-owned Parallel Business Centres. The others are at Guildford and Leatherhead, where a number of international businesses have UK subsidiaries, including Cable-Tel, UPS Logistics and toy manufacturer K'nex.

Harbour Forum Business Development Officer Jane

Jackson said: "I am delighted Krystaltech Lynx is basing its UK subsidiary in Fareham, endorsing the Harbour Region as a great place to invest.

"It also highlights the effective partnership between the public sector and commercial agencies in helping businesses to find suitable premises."

The Harbour Economic Development Forum represents the four local authorities of Fareham, Gosport, Havant and Portsmouth.

Its aim is to encourage economic prosperity in the region and its services include PROP South East - a free database of available commercial land and premises as well as business listings plus economic and demographic data.



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**INTERNATIONAL TRADE**

**Abercrombie & Kent Europe Ltd**

The Old Brewery, Priory Lane, Burford, Oxfordshire OX18 4SG  
Employees: 50

Managing Director: Mr D Rogers

Ultimate Parent: Abercrombie & Kent Group Holdings (Luxembourg)

*Abercrombie & Kent Europe Ltd has been trading since 1988 and specialises in providing luxury travel services mainly for American groups and individuals. This is the company's second, successive International Trade Award.*



**Aircom International**

Grosvenor House, 65-71 London Road, Redhill, Surrey RH1 1LQ

Employees: 102

Managing Director: Dr S Mockford

*Established in 1995, Aircom International manufactures and supplies its integrated software solution called ENTERPRISE to network operators and manufacturers operating in the global cellular industry. All customers are provided with a full after sales product support service, supporting installation literature and optional consultancy and training courses to successfully install and operate the software solution accordingly. Aircom International's efforts towards satisfying their customers on a global scale has led to the provision of training courses in a number of languages ranging from French to Chinese. The company targets its product to a worldwide market with an expanding market presence in Europe, Asia, Africa, India and America.*

**Aircontrol Technologies Ltd**

Hawthorne Road, Staines, Middlesex TW18 3AY

Employees: 69

Managing Director: Mr J D Lambert

Ultimate Parent: Airtechnology Group Ltd

*Aircontrol Technologies design and manufacture air condition-*

*ing, equipment cooling and filtration systems for military, naval and aerospace applications, for instance military fighting vehicles and aircraft. Established in 1985, the company is winning an Award for the first time. Over three years, overseas earnings increased by 150 per cent and represented more than half total sales. The company sells in 25 markets, with European countries taking more than 60 per cent and the Indian sub-continent more than 20 per cent.*

**G. Costa & Co Ltd**

Unit 6, Mills Road, Quarry Wood Industrial Estate, Aylesford, Kent ME20 7NA

Employees: 113

Managing Director: Mr T Barlow

Ultimate Parent: G. Costa Holdings Co Ltd

*G Costa, established in 1879, is a specialist manufacturer and distributor. It is winning its first Award. G Costa operates internationally, marketing many world famous food brands including its own Blue Dragon range of pan-oriental products. Sales are achieved across a range of international markets, principally through the EU, but also in East Europe, Africa, South and North America and the Pacific Rim. Exports have more than doubled during the period of the application, when a number of new markets were developed. Scandinavian markets in particular have responded well. An experienced staff that understands local conditions and international requirements implements technical and marketing initiatives.*



**Fibercore Ltd**

Epsilon House, Enterprise Road, Chilworth Research Centre, Southampton SO16 7NS

Employees: 13

Managing Director: Dr C Emslie

Ultimate Parent: Scientific Atlanta Inc (USA)

*Fibercore Limited wins the Award for the first time. The company, established in 1993, manufactures optical fibres for specialised applications in increased-capacity, broadband telecommunications, optical*



**SEEDA pays tribute to firms across the world where recognition is the Queen's Award for International Trade**

**Congratulations to**

*gyroscopes, medicine and fundamental research. Sales have been made to 32 countries, but main markets are USA, Germany, China, Italy and France. Exporting around 90 per cent of turnover, overseas earnings have more than trebled through an impressive marketing strategy, personal contact and the provision of a high level of technical support.*

**Gaffney, Cline & Associates Ltd**

Bentley Hall, Blacknest, Alton, Hampshire GU34 4PU

Employees: 66

Senior Partner: Mr P D Gaffney  
Ultimate Parent: GCA International Ltd

*Gaffney, Cline & Associates has been trading since 1966 and provides technical and managerial advice to the oil and gas industry worldwide. This includes advice on exploration and development, production and operational management. Its export earnings from the major petroleum countries have doubled over the past three years. Looking to the future the partnership is actively involved in new forms of energy supply: coal mine methane and gas to liquids technology. In 1993, it won The Queen's Award for Export Achievement.*

**Eli Lilly & Company Ltd**

Kingsclere Road, Basingstoke, Hampshire RG21 6XA

Employees: 2065

General Manager: Mr D Rice  
Ultimate Parent: Eli Lilly and Company (USA)

*Eli Lilly and Company Limited manufactures a range of human pharmaceuticals (84 per cent of sales) and animal health products. It is winning this Award for the third time, and also won an Innovation Award in 2000. Overseas earnings now*

*exceed 70 per cent of total sales. The main market is Europe but significant sales are also made in the USA, Australia, South Africa and Canada. The company was established in 1911.*

**Milton Keynes**

43A Barton Road, Industrial Estate, Milton Keynes MK20 2JL

Employees: 99

Managing Director: Mr J D Fitzgerald  
Ultimate Parent: Milton Keynes

*a producer of machinery and assemblies used in the manufacturing industry. In 1985, it is winning the Queen's Award. Exports have doubled to £2.2m, representing 36 per cent of total sales, a high figure for the manufacturing industry. The success is due to a focus on quality and customer service. The company has achieved QS9000 certification and is a work supplier to the Motors plants and has a reputation to do so.*

**Oceanair Ltd**

119 Third Avenue, Chichester, West Sussex PO20 7LB

Employees: 32

Managing Director: Mr J D Fitzgerald

*Oceanair Marine Ltd was established in 1990, designs and manufactures window awnings, especially for leisure and commercial markets. The company identifies a niche in the window awning market and has established its own manufacturing plant. It now sells in 25 countries, of which USA and Germany are the largest. In the last*

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it has more than doubled its  
 overseas earnings, which repre-  
 sent more than two-thirds of  
 total sales.

#### **Rochford Thompson Equipment**

The Votec Centre, Hambridge  
 Lane, Newbury, Berkshire RG14  
 5TN

Employees: 27  
 Managing Director: Mr C  
 Scorey

Rochford Thompson Equip-  
 ment manufactures passport  
 reading equipment used by air-  
 lines and immigration authori-  
 ties. It has traded since 1991  
 and is winning its first Award.  
 Exports have grown by £4.2m  
 over the period of the applica-  
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 their equipment. It has designed  
 a range of equipment in con-  
 junction with the airlines and  
 won major contracts from the  
 US authorities, which provide  
 the equipment on loan to air-  
 lines. The company's passport  
 readers have been purchased  
 by many of the world's interna-  
 tional airlines and are used in  
 more than 40 countries.

**Shadbolt & Co Solicitors**  
 Chatham Court, Lesbourne  
 Road, Reigate, Surrey RH2 7LD  
 Employees: 83

Senior Partner: Mr R A Shad-  
 bolt  
 Shadbolt & Co, a partnership  
 of solicitors has been trading  
 since 1991. It specialises in com-  
 mercial legal services, particu-  
 larly in the international con-  
 struction and engineering  
 industries and in marine and  
 aviation insurance. Its overseas  
 earnings from markets in  
 Europe, Africa and the Far East

have nearly trebled over the  
 past three years.

#### **Software 2000 Limited**

The Magdalen Centre, Oxford  
 Science Park, Oxford, Oxford-  
 shire OX4 4GA

Employees: 71  
 Financial Director: Mr P A Lis-  
 mer

Software 2000 (SW2000) is the  
 largest independent developer  
 of printer driver technologies in  
 the world. The company licens-  
 es software for the Microsoft  
 Windows and Macintosh operat-  
 ing systems to OEMS such as  
 Canon, Epson, Lexmark, Sam-  
 sung, Sharp and Xerox on a  
 world-wide basis. The compa-  
 ny's advanced technologies  
 enhance print quality and speed  
 and accelerate time-to-market  
 by simplifying printer drive  
 development. SW2000 has  
 offices in USA, Canada, Japan  
 and Oxford, where it has been  
 developing and exporting these  
 products since 1989. This is the  
 company's fourth consecutive  
 Queen's Award. Since last  
 year's Award, its export earn-  
 ings have increased by 47 per  
 cent.



#### **Vicon Motion Systems Ltd**

14 Minns Business Park, West  
 Way, Oxford OX2 0JB

Employees: 32  
 Managing Director: Mr P Med-  
 dings

Ultimate Parent: OMG Plc  
 Vicon Motion Systems Limited  
 started trading in 1984 and  
 wins the Award for the second  
 time; it previously won the  
 Award in 1996 under its then  
 name of Oxford Metrics Ltd.  
 The company manufactures  
 systems that capture human  
 motion for both medical and  
 scientific analysis and for char-  
 acter animation in films and  
 computer games. Its main mar-  
 ket is in the USA where it estab-  
 lished a subsidiary in 1997.  
 Sales have been made into  
 Europe and the Far East; of par-  
 ticular note is the successful  
 penetration of Japan's comput-  
 er games industry. Overseas  
 earnings have increased by  
 over 120 per cent and now  
 account for nearly 90 per cent  
 of the company's turnover.  
 Household name computer

games suppliers such as Sony,  
 Atari and Nintendo are signifi-  
 cant customers.

#### **Wagtech International Ltd**

10 Thatcham House, Turners  
 Drive, Thatcham, Berkshire  
 RG19 4QD

Employees: 10  
 Managing Director: Mr N F  
 Durham

Wagtech International Ltd  
 manufactures and supplies lab-  
 oratory equipment especially  
 for environmental monitoring,  
 testing for water, soils, crops,  
 seeds and pollution, as well as  
 supplying equipment for educa-  
 tion, health and materials test-  
 ing for the construction indus-  
 try. It started trading in 1990  
 and concentrates on selling into  
 developing countries, in particu-  
 lar, to aid agencies. Its main  
 markets are in Africa, notably  
 Ethiopia, Uganda, Ghana, Asia,  
 Far East and South America. Its  
 overseas activities are truly  
 impressive, with more than 50  
 visits overseas made each year,  
 the maintenance of offices in  
 Indonesia and three African  
 markets, regular attendance at  
 overseas exhibitions and semi-  
 nars and support for an exten-  
 sive network of agents. Over-  
 seas earnings have increased by  
 130 per cent and are now  
 worth over £3m per annum.

## **INNOVATION**

#### **Aircom International**

Grosvenor House, 65-71 Lon-  
 don Road, Redhill, Surrey  
 RH11LQ

Employees: 120  
 Managing Director: Dr S Mock-  
 ford

Aircom International gains the  
 Award for its PC-based software  
 toolsuite ENTERPRISE, which  
 has of a number of software  
 modules designed to assist in  
 the complete lifecycle of the  
 design, build and operation of  
 all mobile network operators.  
 These individual software mod-  
 ules can be utilised on an inde-  
 pendent basis or as part of an  
 integrated system, thus allowing  
 users to experience a common  
 environment for all the tools.  
 These extremely powerful appli-  
 cations represent the most  
 advanced suite of engineering  
 and performance systems in the  
 cellular industry. Regular  
 enhancements to the features  
 and functionality of ENTER-

Continued on Page 10 ►

► Continued from Page 9  
*PRISE* have enabled many of the world's major network operators and equipment manufacturers to adopt the toolsuite.

**BBC Research & Development**

Kingswood Warren, Tadworth, Surrey KT20 6NP  
 Employees: 182  
 Head of Research & Development: Dr P Bury  
 Ultimate Parent: British Broadcasting Corporation  
*BBC R&D and LSI Logic (Europe) Ltd* receive a joint Award for the design of a demodulator chip which represents a key component in digital terrestrial television receivers, such as are found in set top boxes. The development of the chip was made possible by the combination of BBC R&D's expertise in the reception and demodulation of digital terrestrial TV signals and LSI Logic's capability in the design and production of integrated circuits.



**EME Ltd**

60 Gladstone Place, Brighton, East Sussex BN2 3QD  
 Employees: 57  
 Managing Director: Mr S J Foster  
*EME (Electro Medical Equipment)* gains the Award for the development and continuing improvement of a non-invasive device to support the breathing of premature babies as young as 22 weeks gestation age equivalent. The device consists of a mask which supplies a mixture of oxygen and air in a controlled manner that enables the baby to breathe without having to perform the extra work imposed by conventional, invasive systems, which involve the use of a tube inserted in the infant's airway.

**Fish Guidance Systems Ltd**

Fawley, Hampshire SO45 1TW  
 Employees: 9  
 Director: Dr J Nedwell  
 Power stations draw large quantities of water from rivers and estuaries for cooling or to drive turbines. *Fish Guidance Systems* has taken advantage of the sensitive hearing of fish to develop acoustic systems which prevent fish from being sucked into power station inlets, with consequent damage to themselves and the operation of the plant. The products concerned are the Sound Projector Array, which is used to drive fish away from an inlet and the BioAcoustic Fish Fence, which guides them into fish passes.

**Hanovia Ltd**

145 Farnham Road, Slough, Berkshire SL1 4XB  
 Employees: 55  
 Managing Director: Mr J C McClean  
 Ultimate Parent: Halma Plc  
*Hanovia Ltd* has developed a range of ultra-violet lamps suited to the extreme purification of water used in the production of semiconductor wafers. The light source is based on synthetic quartz with dopants and electrodes developed experimentally to produce a large output at the high frequencies needed to cause the carbon to carbon bonds in the water impurities to rupture, leading to their decomposition. The lamp uses less energy than conventional units and has a longer working life.

**Innovision Research & Technology**

Ash Court, 23 Rose Street, Wokingham, Berkshire RG40 1XS  
 Employees: 31  
 Managing Director: Mr M Borrett  
*Innovision Research and Technology plc* has developed a revolutionary, low-cost patented radio frequency tag (RF tag), which can contain data, digital

speech and software. The low-cost and tiny physical size enables it to be embedded in a variety of products, giving built-in intelligence. It comprises of an electronic chip and an antenna requiring no battery, deriving its power from radio energy received from an external 'reader'. The highly innovative design makes it one of the world's smallest RF tag chips and, through volume production economies of scale, one of the lowest cost systems to date. Launched in the toy industry, implanted within the highly successful Star Wars Action Figure toys enabling them to speak for the first time, the technology is now being licensed and applied across a variety of markets and industries.

**LSI Logic (Europe) Ltd**

Greenwood House, London Road, Bracknell, Berkshire RG12 2UB  
 Employees: 123  
 Vice President European Sales: Mr C Marks  
 Ultimate Parent: LSI Logic Corporation (USA)  
*LSI Logic (Europe) Ltd* and BBC R&D receive a joint Award for the design of a demodulator chip which represents a key component in digital terrestrial television receivers, such as are found in set top boxes. The development of the chip was made possible by the combination of BBC R&D's expertise in the reception and demodulation of digital terrestrial TV signals and LSI Logic's capability in the design and production of integrated circuits.



**Magiglo Ltd**

Lysander Close, Broadstairs, Kent CT10 2YJ  
 Employees: 53  
 Chairman: Mr C J Le Baigue  
*Magiglo Ltd* gains the Award for the develop-

ment and continuous improvement in the design of domestic gas fires, which give the appearance of a solid fuel fire. Through a concerted programme of in-house research and development, the company has achieved significant improvements in the visual effect, ease of installation and use, safety and energy efficiency of these products.

**Pfizer Ltd**

Ramsgate Road, Sandwich, Kent CT13 9NJ  
 Employees: 4577  
 Senior Vice President PGRD & Director Sandwich Laboratories: Dr D P Doogan  
 Ultimate Parent: Pfizer Inc (USA)  
*Pfizer Limited* gains the Award for the discovery and development of sildenafil (Viagra); the first licensed oral treatment for erectile dysfunction. The compound is a novel, potent and selective phosphodiesterase 5 (PDE) inhibitor and sildenafil (Viagra) has been shown to provide benefit in more than 70 per cent of individuals suffering from erectile dysfunction. The research programme that led to the discovery of the drug also involved the development of new technologies and the development of the International Index of Erectile Function.

**Urbis Lighting Ltd**

Telford Road, Houndmills, Basingstoke, Hampshire RG21 6YW  
 Employees: 206  
 Product Development Manager: Mr J Gibb  
 Ultimate Parent: Schröder Group G.I.E. (Belgium)  
*Urbis* has developed a novel system for sealing the protector bowl to the reflector of streetlights. This prevents the ingress of water or dirt. The Seal-safe system provides a near perfect seal which does not deteriorate over time and which vents excess air pressure caused by heat from the light source. Excellent sealing

avoids the reduction of light output that normally occurs during service. This enables designers to specify fewer lighting poles saving materials, energy and maintenance costs.



**VG Systems Ltd**

Unit 6, The Birches Industrial Estate, Imberhorne Lane, East Grinstead, West Sussex RH19 1XZ  
Employees: 81  
Managing Director: Dr D Williams

Ultimate Parent: Thermo Electron Corp (USA)

VG Systems Ltd gains the Award for the development of the V100 molecular beam epitaxy (MBE) system. MBE is a sophisticated method of evaporation in which the controlled deposition of compound semiconductors, such as gallium arsenide, occurs under ultra-high vacuum conditions. The V100 MBE system permits the simultaneous processing of five crystal wafers, improving the productivity of a hitherto slow production process. The system has been developed continually since launch and is capable of running fully automatically.

**Vicon Motion Systems Ltd**

14 Minns Business Park, West Way, Oxford OX2 0JB

Employees: 30  
Managing Director: Mr P Meddings

Ultimate Parent: OMG Plc

The Award recognises the development of a system that enables the subtlety of motion of actors to be captured and applied to computer generated characters created for use in films, games, broadcasts and web casts. Developed by the company for use in the quantitative gait analysis of children before surgery or

therapy for cerebral palsy, the system had to undergo major enhancements for use in the entertainment industry. It has been used in the making of several high profile films including *Enemy at the Gates*, *Titanic* and *Gladiator*; pop videos and games by Sony, Atari, Virgin Interactive and Nintendo. Much of the new technology is also being successfully applied in the clinical environment, greatly improving the specificity of measurement and introducing novel ways of data presentation.

**SUSTAINABLE DEVELOPMENT**

**B&Q plc**

1 Hampshire Corporate Park, Chandlers Ford, Eastleigh, Hampshire SO53 3YX

Employees: 25,000  
Chief Executive: Mr W J Whiting

Ultimate Parent: Kingfisher Plc

B&Q plc gains the Award for its 10-year environmental programme including the QUEST (Quality, Ethics, SafeTy) process, which was initiated in 1995. Via its programme, B&Q has realised a significant improvement in the environmental and social impacts of both its operations and its products. By addressing both the environmental and social facets of sustainable development across the range of its activities, B&Q has established itself as a leader amongst the UK retail sector.

**Southampton Geothermal Heating Company Ltd**

Garrett House, Manor Royal, Crawley, West Sussex RH10 2PY

Employees: 10  
Chief Executive: Mr S Woodward

Ultimate Parent: Idex SA. (France)

Southampton Geothermal Heating Company

(SGHC) gains the Award for the development and expansion of a heating and chilling (air conditioning) network for Southampton city using geothermal energy and combined heat and power (CHP). Using geothermal and CHP sources, the company supplies energy to 20 major consumers (including retailers and the Holyrood housing development) in the city centre (40,000 MWh of heat/yr, 22,000 MWh of electricity and 10,000 MWh of chilled water). This results in reductions in emissions of carbon dioxide (a major greenhouse gas) of approximately 10,000 tonnes compared to providing the same service via conventional means. The reduction in the consumption of energy derived from conventional fossil fuels also results in reduced emissions of other air pollutants such as nitrogen oxides and sulphur dioxide.

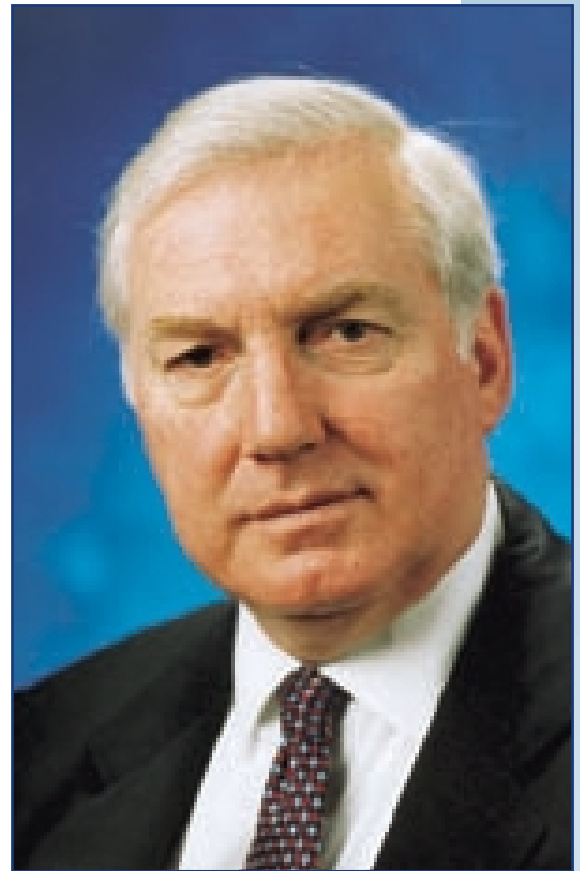


**Woking Borough Council - Energy Services**

Civic Offices, Gloucester Square, Woking, Surrey GU21 1YL

Employees: 2  
Energy Services Manager: Mr A Jones MBE

Woking Borough Council Energy Services gains the Award for the development of Sustainable Local Community Energy Systems. The Council developed and implemented a



Richard Shadbolt, founder and senior partner of Queen's Award winning commercial law firm, Shadbolt & Co, which overseas earnings from markets in Europe, Africa and the Far East have nearly trebled over the past three years

local community energy system that supplies customers on private wire combined heat and power (CHP) networks. Commercialisation of the initiative led to the incorporation of a public/private joint venture, Thameswey Energy Limited, which is the first Energy and Environmental Services Company in the UK to bring the 'energy services' concept to local communities. The energy services concept is not the provision of gas and electricity, but the services that energy provides, eg heating, cooling, lighting and power. Thameswey Energy's approach to energy services is to use the customer's existing energy costs to calculate and provide them with a 'green' energy services proposal in place of their 'brown' energy supplies.



**Contact:**  
XXXXXXX  
XXXXXXX, SEEDA Guildford,  
01483 xxxxxxx



# SEEDA funding innovative projects across the South East

Businesses and learning providers from the South East proposing innovative workplace projects that meet the priority skill needs of the region are the winners of funding from the SEEDA Fund for Learning & Skills 2001-2002, worth around £4m.

SEEDA's Director of Learning & Skills, John Parsonage, said, "SEEDA aims to improve the economic base of the South East region by making a difference to learning and skills in the world of work, creating better businesses.

"We wanted projects offering new approaches to learning in the workplace and ones which have the potential to be rolled out across the region thereby making a significant contribution to skills shortages in the South East."

Altogether, 21 bids were accepted, including 11 projects that addressed adult literacy and numeracy needs.

Four key priorities were highlighted by SEEDA to bidders this year. These focused on:

- **Application of new technology and the provision of high level IT technical skills;**

- **Developing managerial and entrepreneurial skills;**
- **Addressing skills needs in leisure and tourism;**
- **Adult basic skills needs in the workplace.**

The bids listed below have been successful in securing SEEDA funding. The final figures are not available yet as some contracts are still being negotiated.



**Contact: Barbara Bicknell,  
SEEDA Guildford, 01483 484252**

## ADULT BASIC SKILLS IN THE WORKPLACE PROJECTS

Project Title	Lead Partner
Berkshire Basics for Business	Reading College and School of Arts and Design
Oxfordshire Workplace Basic Skills	Oxfordshire County Council
IT Break into Health	Kent Adult Education
An In-Company Strategy for Workforce Basic Skills in Basingstoke	Basingstoke College of Technology
Surrey Shortcuts to Skills	NESCOT
Social Partnership and Basic Skills at Work	Southern and Eastern Region TUC
Improving Young People's Basic Skills through the prospect of a job	The Prince's Trust
Better Skills, Better Community	Community Solutions
Engineering Networks with Basic Skills	Eastleigh Action for Skills and Learning
Foyers & Employers: Realising Potential in Young People	The Foyer Federation
South East Workplace Basic Skills Forum	Workplace Basic Skills Network

## APPLICATION OF NEW TECHNOLOGY PROJECTS

Project Title	Lead Partner
South East Composites Manufacturing Skills Development	Oxford Innovation
Up-skilling the Workforce via ICT	Hastings College of Art and Technology
e-business, e-xplained e-asily	e-skills NTO
New Skills Development for the Digital Interactive Sector	University of Brighton

## DEVELOPING MANAGERIAL AND ENTREPRENEURIAL SKILLS PROJECTS

Project Title	Lead Partner
All Ways Learning	Southern Arts
SME Sustainability Support (S <sup>3</sup> project)	Business Boffins Ltd
Management and IT Skills in Film Production Accounting	Production Guild of Great Britain
Entrepreneurial Skills in the South East	Business Link Hampshire
Creativity in Management	Arts and Business South East

## ADDRESSING SKILL NEEDS IN LEISURE AND TOURISM PROJECTS

Project Title	Lead Partner
Wired Hosts	Kent County Council
<p>■ Some of the projects under other headings are particularly addressing leisure and tourism skill needs</p>	

Speakers at the 'South East Action for Skills' conference.

From left: Lynne Tomkins, Operations Department Manager, EMTA; Adrian Anderson, Policy Director & Judith Meyrick, Modern Apprenticeships Manager at the NTO National Council; Rob Douglas, Chair, Surrey Learning and Skills Council; Kathy Slack, Head of Learning and Skills, SEEDA; Nick Wilson, Executive Director, Surrey Learning and Skills Council; Karen Price, Chief Executive, e-skills NTO



# Coming together to tackle region's skills shortages

Stakeholders from the fields of education, business support and government must work together with employers from key sectors to tackle the problems of skills shortages across the South East.

This was the message from the South East Action For Skills conference, held at the HG Wells Centre in Woking, that brought together some 100 representatives from these groups for the first time.

The conference, arranged jointly by SEEDA, the National Council of the National Training Organisations (NTOs) and the Learning and Skills Council (LSC) was aimed at senior managers from these organisations working in different sectors of employment across the SE.

Delegates were welcomed by the Chair of Surrey Learning & Skills Council Rob Douglas, who stressed the need to work together in partnership.

Currently the South East is facing skill shortages across a number of sectors. In the Information Technology (IT) industry, 18 per cent of employers in the region have problems recruiting staff for IT positions and over a third say their workforce are not fully proficient. There are also particular problems in sectors such as construction, transport, media and tourism.

SEEDA's Head of Learning & Skills, Kathy Slack, gave SEEDA's vision for the region, which aims for the South East to compete globally by achiev-

ing world class skills.

She said: "We need to join forces with our partners to tackle the problem of skills shortages. By working together we can change people's attitudes towards training and encourage those people to study who haven't tackled learning for some time. We must particularly impress on small and medium sized enterprises (SMEs) about the increasing profitability that staff training can bring to their companies."

According to the South East Competitiveness Survey (July 2000), 21 per cent of surveyed organisations claim that a shortage of suitable people to fill vacancies was a major concern to them and 39 per cent say that their organisations have been affected by a shortage of suitable people to fill vacancies. Managers also need to consider training. The South East Skills Audit 2000 found that 23 per cent of managers have not received training in the last 10 years.

Karen Price, Chief Executive of e-skills NTO, representing employers of more than one million IT professionals in the UK and other users of IT, spoke of the imaginative scheme the e-skills NTO had spearheaded whereby top-class IT companies helped to introduce state of the art training into colleges.

The scheme - Fixing the Future - is running in eight colleges in the South East and is now being replicated in other regions.

Lynne Tomkins, Operations

Department Manager for the NTO for Engineering Manufacture (EMTA), examined the South East profile of 15,000 companies, the majority of them SMEs, involved in engineering manufacture. She referred to the South East Project which offers tailored training for SMEs using a European Social Fund Grant, allowing 900 employees to achieve a recognised qualification and contribute to improving competitiveness.

Adrian Anderson and Judith Meyrick both from the NTO National Council, discussed how Learning and Skills Councils, National Training Organisations and Business Links could work together on promoting Modern Apprenticeships, providing young people with training linked to the world of work.

Nick Wilson, Executive Director, Surrey Learning & Skills Council raised issues about the kind of support Local Learning and Skills Councils can provide employers. Helping businesses address their skill needs is a key priority for these new organisations that have taken over the role of the Training & Enterprise Councils.

Delegates had the opportunity to visit National Training Organisation stalls to find out more about the work of 14 of the 73 NTOs that cover sectors ranging from Sports and Recreation to e-skills and from Financial Services to Construction.



**Contact: Jacqui Spiers,  
SEEDA Guildford,  
01483 500769**

# South East Trading Standards Agency and SEEDA working together to support business

SEEDA and the South East Trading Standards Agency (SETSA) are exploring opportunities of working together on shared agendas.

SETSA is a partnership of 10 trading standards authorities at the heart of the region's business regulation - from food safety to animal welfare, product safety to consumer fraud, weights and measures to fair trading and consumer credit. It is responsible for the administration of some 80 Acts of Parliament and 800 sets of regulations.

SETSA is working to ensure fair and safe trading throughout the South East by influencing key decisions and national agenda issues, optimising the use of resources across the region and contributing to national consistency and best practice. SETSA will be working with SEEDA through its network of business contacts to reach all the South East's businesses.

Trading Standards Officers ensure compliance through inspection of premises, sampling and testing of products and investigating concerns raised by both the public and local businesses. Enforcement may lead to the prosecution of

offenders though decisions are always taken within the framework of the Government's Enforcement Concordat and the targets of enforcement action are generally the 'rogues and cowboys' rather than legitimate business.

All SETSA authorities offer consumer and business advice services to resolve disputes without recourse to law and to ensure that businesses have the information that they need to trade safely, ethically and legally.

Trading Standards Officers are qualified not only in relation to the law and product technology, but also in the principles of quality assurance. They are well positioned to give expert advice on the legality of products and services and to assist business in 'getting it right first time'. Problems or queries relating to goods and services can be referred to a local officer who knows the history of the business involved and is best placed to give on the spot advice.

In an effort to separate the genuine business from 'the cowboys' many authorities have been involved in the setting up of Fair Trader

schemes, based on local codes of practice and allowing members to 'badge' themselves as the place to go for a fair deal.

In many cases which are referred to Trading Standards, it is local businesses themselves that are the victims of rogue trading, fax and directory scams, counterfeit products and business rate scams.

Trading Standards has a significant role to play in supporting business sustainability locally and regionally through the maintenance of a level playing field. Working together with business it can ensure high standards. The focus of enforcement is the rogue element that distorts the market and undermines the relationship between trader and consumer - so vital to the survival of many small businesses.

For further information, contact your Local Trading Standards Service.



**Contact:**

**Gaynor Johnson,**  
SETSA Policy & Coordinating Officer,  
01372-371736 or  
gaynor.johnson@surreycc.gov.uk or  
Martin Carruthers,  
SEEDA Guildford,  
01483 500721

## Supporting cross-regional celebration of innovation

Three Regional Development Agencies (RDAs) are coming together to supporting 'a summer of innovation' with of a Celebration of Innovation Motorsport event designed to coincide with the British Grand Prix.

The RDA grouping, involving East Midlands Development Agency (EMDA), Advantage West Midlands (AWM) and SEEDA, come together for the event on July 13 near Silverstone to stimulate and promote the concepts of innovation to the regions small and medium sized enterprises (SMEs).

The RDAs, in association with the DTI Innovation Unit, have proposed that the momentum of the programme be increased and broadened and have proposed this national event be held parallel to the pinnacle showcase of UK motorsport achievement - the British Grand Prix.

The event is targeted at the UK's engineering and manufacturing SME's and will showcase a series of

case studies that illustrate how competitive advantage has been achieved by engineering and manufacturing companies through the living innovation process.

There will be workshops relating to the three core themes of the DTI's 'Living Innovation' model: Create, Inspire and Connect.

These three areas of activity have to be present for an organisation to be truly innovative. Only if they have the ability to inspire their people, create innovative products and connect with their markets can companies enjoy the benefits of living with innovation.

The workshops will highlight medium sized companies in the motorsport and automotive supply chains that have embraced and exploited the Living Innovation concept.



**Contact:** Steve Shorthouse, Midlands Innovation Relay Centre, 024 7623 6236

SEEDA has again attended Venturefest, this time supporting the International Fair for Entrepreneurs as Gold Sponsors.

In only two years, Venturefest has established itself as a globally influential forum for the advancement of high tech and knowledge-based enterprise with entrepreneurs, scientists, researchers, inventors, financiers and business angels attending from all over the world.

# Venturefest 2001

SEEDA sent a delegation to this two-day conference including Marianne Neville-Rolfe, Director of Business & International Division, Jim Hedges, Head of Enterprise Funding, Greg Ward, Project Manager Enterprise Hubs, and several of the Enterprise Hub Directors.

The SEEDA stand provided a focal point for networking and meeting the many delegates keen to support business growth across the region.

SEEDA was able to use the ideal forum at Venturefest 2001 to announce its new initiative on business angels - see story below.

## Business Angel Network gives business chance to fulfil true potential

Improving the prospects for new business start-ups in the South East and reducing the barriers to business growth are SEEDA's aims for a new finance initiative announced at Venturefest 2001.

SEEDA is aiming for a region-wide network of Business Angels to offer advice and financing for small and medium-sized enterprises with high growth potential.

The initiative will link to the Enterprise Hubs, SEEDA's unique concept for providing focal points for innovation and entrepreneurial activity across the South East.

Building on the experience of existing local networks, SEEDA expects a regional network to generate 350 investments within the first five years of operations and enable £17.5m of new Business Angel investment per year.

Announcing details of the plans, SEEDA's Director of Business & International Division Marianne Neville-Rolfe said: "The purpose of the Enterprise Hub Business Angel Network will be to increase availability and access to early stage finance by bringing

investors and new companies together.

"We want to work with existing local networks of Business Angels and encourage the Enterprise Hub Directors to be actively involved in promoting contacts between the Business Angels and young enterprises."

Marianne Neville-Rolfe said: "We have seen two major trends in recent Business

Angel activity that can be harnessed in the South East. Many Business Angels run small and medium sized enterprises themselves and, increasingly, they are making investments in their own sectors. A regional network will offer Business Angel investors access to a larger pool of growing businesses in the sectors that interest them."

"This should attract the necessary numbers of investors to meet the need for early stage investment in the region's fast growing high-tech sectors of biotechnology, advanced engineering, composites, marine, new media and telecommunications."

Ms Neville-Rolfe added that the programme would be independently managed. As well as providing access to finance for SMEs, the Network will promote business to business mentoring and links with universities, and provide training for entrepreneurs in presenting their ideas.



Contact: Greg Ward,  
SEEDA Guildford,  
01483 500746



*SEEDA Director Marianne Neville-Rolfe announcing details of the Enterprise Hub Business Angel Network. The plans will increase availability and access to early stage finance by bringing investors and new companies together she said*

*SEEDA expects a regional network to generate 350 investments within the first five years of operations and enable £17.5m of new Business Angel investment per year*

# Epic film industry funding announced

The Production Guild of Great Britain has announced that it has been awarded £340,000 to launch the first ever, integrated industry programme of continuing professional development for freelance film Production Accountants and Assistant Accountants.

Funded by SEEDA's Skills Development Fund and the industry's Skills Investment Fund (SIF), the programme will provide access for the 265 freelance accountants and assistants, based in the South East of England, to 33 short courses over the next year. The funding will also launch a unique entrant scheme for young people from the South East of England to train to become freelance production accountant assistants.

David Martin, Chief Executive of The Production Guild, said: "We are extremely pleased to have secured this funding. It will allow us to run a world-class programme of training and development that will support and sustain the United Kingdom's position as one of the world centres of features production.

"The Guild represents more than 85 per cent of the leading freelance Production Accountants and Assistants in the UK features and television drama industry. This unique initiative will allow freelance members and non-members of the Guild to update and upgrade their skills and knowledge in areas as diverse as cost reporting, payroll, compliance, film finance and project and business management.

"Whilst this initiative is necessarily focussed on the South East, we will be seeking in coming months to secure additional funding to roll out this initiative to encompass the needs of accounting freelancers in other English Regions.

"The initiative will go some way to redress the current skills gaps in production accounting. Our overall aim is to develop the skills of Accountants and Assistants in features and drama and, at the same time, establish a structured entry route for new talent, so as to achieve a step lift in the overall availability of skilled and experienced accounting personnel in the industry."

SEEDA Board Member Mary McAnally said: "SEEDA recognises the importance of the creative industries to the economy of the South East. The region is the most important centre of English Language film production, after Los Angeles and New York, in the world. This project is directed at meeting specific skill shortages that will enable this industry to become more competitive."

Skillset Chief Executive Dinah Caine said, "The role of Production Accountants is critical to the growth and strength of the British film industry. Contributions from productions for theatrical release to the Skills Investment Fund means Skillset will be able to work closely with the Production Guild to support training for those already in the sector and to introduce new talent to these important roles."

The Production Guild will formally launch the initiative this month and further details and application forms will be made available through its website - [www.productionguild.com](http://www.productionguild.com).



Contact: Gilly Bartrip, SEEDA Guildford, 01483 484251

# Southampton business champion appointed to lead Enterprise Hub

Chilworth Science Park Ltd has appointed Tony Davies OBE to the role of Business Champion for the Southampton Innovation Hub. The Hub is part of a region wide network of business clusters launched late last year.

SEEDA Chairman and Chief Executive Officer of Southampton-based Bowman Power Systems Ltd and non-Executive Chairman of TTP Capital Partners Ltd, a Cambridge-based high tech venture capital fund, Mr Davies is one of the UK's leading experts in the creation and leadership of technology-based businesses.

He has extensive experience in start-up companies and has successfully piloted a number of new enterprises through the early development stages. His start up and company development skills are well proven with the sale of his first company in 1977 and the flotation of his second business in 1987. Mr Davies has also lectured at Insead Business School and, for six years, was advisor to the then Prime Minister Margaret Thatcher on Information Technology.

The role of Business Champion is at the very heart of SEEDA's Enterprise Hub concept. As a high profile, locally-based entrepreneur, Mr Davies is seen to be ideally suited to act as the rallying point for other hi-tech businesses in the Southampton area,

providing the energy and drive, which will foster dynamism within the Enterprise Hub. As Business Champion, he will exert considerable influence on Southampton's innovation strategy, both directly and via a steering group that he will chair.

The group will be made up of representatives from the local Business Link, the Learning and Skills Council, the affiliated Southampton University, recently appointed Hub Director Steve Davis, the Chilworth Science Park Chief Executive, Don Fox, together with a number of private businesses. Together the group will ensure that the Southampton Hub continues to be business led in its approach to stimulating and nurturing 'knowledge-based' business start ups and development in the area.

Mr Davies said: "The concept of SEEDA's Enterprise Hub Network has been of great interest to me and I am glad to be given this opportunity to lead Southampton's own Hub.

"I look forward to bringing my experience to bear through working with other local participants to make the Southampton area a fully recognised hot-bed of successful start-up hi-tech business activity."



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