

View

SOUTH EAST

OCTOBER 2003

The beautiful south

An insight into the Cowes Waterfront initiative

Inside SEEDA

FROM THE EDITOR

Welcome to the autumn issue of **South East View** - offering news, features and insight into the work of the South East England Development Agency (SEEDA) and its partners across the region.

In this edition we look at some of the major issues facing us such as the challenge of maintaining the quality of our environment while meeting the need for more houses in the South East.

We also take an in-depth look at the current economic situation in Hampshire and the Isle of Wight, and chart SEEDA's progress in delivering programmes that will create new jobs and opportunities for business growth in these areas.

We are delighted to announce a new partnership with world class yachtswoman Ellen MacArthur's sailing team to promote the benefits of our recently launched Cowes Waterfront project.

I hope you enjoy reading South East View. If you would like further information, please contact SEEDA on 01483 484200 or visit www.seeda.co.uk

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Cover picture

Samantha Davies and Nick Moloney of Offshore Challenges set sail on 'Team Cowes' for the start of the Transat Jacques Vabre race at Le Havre in France. 'Team Cowes' is a partnership formed by Cowes Waterfront (SEEDA, Isle of Wight Economic Partnership and Isle of Wight Council) and Ellen MacArthur's sailing team on the Isle of Wight.



Cover picture: courtesy of Rick Tomlinson



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“Judge us on sustainability” says Dunnett

SEEDA will not back any future housing or regeneration schemes in the South East unless they comply with the latest guidelines on social and environmental ‘Best Practice’ in development. “Nothing will get approved, and not a penny will be released unless our new Sustainability Checklist is applied,” pledged SEEDA’s chief executive Anthony Dunnett.

Launching the ‘Sustainability Checklist for Developments in the South East’ to a mixed audience of developers, local authorities and environmental and community organisations, Mr Dunnett said that SEEDA should be judged on its success in balancing economic growth with improving the quality of life for people in the region.

The Checklist has been formulated for SEEDA by sustainability consultants BRE, and is aimed at planners, developers and land owners. It enables the user to identify good practice in development and to consider what positive measures can be adopted to reduce the environmental impact of their scheme and provide tangible benefits for the communities affected.

Provided as a CD-ROM, and supported with a web-based resource, the Checklist takes in issues such as the ‘outward focus’ of a development (its impact on the wider community) land use, urban form and design, transport, energy, buildings, infrastructure, natural resources, ecology, community and business.

At the launch, SEEDA’s commitment to sustainable development was praised by the Environment Agency and the nature conservation charity WWF, as well as developers Countryside Properties and Ashford Borough Council.

Looking at the nationwide implications of the Checklist, the regional director of the Environment Agency, David Jordan said, “SEEDA has grasped what sustainability means more than any other regional development agency



From left to right, Anthony Dunnett, SEEDA chief executive, Susheel Rao, BRE, Terry Mills, SEEDA board member and Martin Bolton, SEEDA sustainability manager

and has put its money where its mouth is. The Sustainability Checklist can be a turning point for the South East and the UK as a whole.”

Speaking for WWF, campaign director Paul King said the Checklist was “of global significance.” With the continued development pressures on the South East, SEEDA had a responsibility to ensure that future building projects in the region were sustainable. Sustainability was an investment in the future, he said, and developers needed to realise that “Just 2% more construction cost can deliver 30% energy savings and a 40% reduction in water usage.”

Sustainability was not just about the environment however and all the speakers at the launch of the Checklist emphasised the social dimension, the need to support local communities and ensure that their needs are met.

The Sustainability Checklist CD-ROM is available from SEEDA’s Economic Inclusion & Sustainability team on 01483 500791. Visit www.sustainability-checklist.co.uk

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Too hot to handle

Most of us are aware of the phenomenon of global warming, but have we considered how climate change could actually affect our daily lives?

The likely impact of climate change on the ecology and economy of the South East of England will come under scrutiny in a wide ranging study that will look at agriculture and forestry, biodiversity, business and economy, emergency planning, health, planning, tourism, utilities and infrastructure.

Results of this extensive study commissioned by SEEDA, should be available in early 2004. They will take into account not only the threats and problems likely to arise from climate change, but also the potential opportunities for businesses in the region.

Programme manager for the South East Climate Change Partnership, Mark Goldthorpe said that few sectors would be unaffected by the phenomenon, and it was vital for the region to plan effectively to minimise the risks from climate change and where possible, capitalise on the advantages.

The study was announced at the Partnership’s recent annual forum where its president BBC journalist John Craven, said, “We need to be able to adapt to the unavoidable consequences of climate change at the same time as we double and redouble our efforts to reduce carbon emissions and minimise changes further down the line. It is a dual challenge and there is a lot at stake. We need to prepare for the future, not just let it happen to us.”

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South East is clear for take off

Delegations from SEEDA and no fewer than 16 South East companies from the aviation and aerospace sector had the chance to meet and talk business with investors and potential trade partners from all over Europe, Asia and North America, at this year’s Paris Air Show. The South East of England stand in the UK Pavilion was busy throughout the show, with visitors from as far afield as India and the US dropping by to find out more about what the South East had to offer.

The South East’s presence at the Paris Air Show was organised by SEEDA, in association with Trade Partners UK and the Farnborough Aerospace Consortium. As well as generating interest among business visitors to the show, the combination of these three organisations proved a draw to the air show media and several articles about doing business in the South East were published as a result. The Rt Hon Adam Ingram MP, Minister of State, Ministry of Defence visited the stand to talk to the industry exhibitors and listen to their views on the future of the aerospace industry.



SEEDA, Trade Partners UK and Farnborough Aerospace Consortium partnered at the Paris Airshow 2003, enabling 16 aerospace companies to exhibit and arrange meetings on the South East England Stand

POLICY

Making waves in Brighton

It is widely recognised that the South East is the 'powerhouse' of the UK economy, and that we have more companies here creating more jobs and more wealth for Britain, than any other region apart from London. But how many of our region's businesses are led by women? If national statistics are any guide, it's fewer than one in ten. And the number of women starting up their own firms is much, much lower. SEEDA is joining forces with regional and national partners on a programme of events and initiatives intended to change this.

Set up with the objective of increasing the number of women entrepreneurs and corporate CEOs, Prowess (Promoting Women's Enterprise Support) is a national trade association representing the interests of organisations that provide women focused business support. SEEDA will be funding a Prowess regional co-ordinator, who will be charged with implementing the Small Business Service's Women's Enterprise Strategic Framework. This important cross governmental framework was launched in May this year, and Prowess was heavily involved in its production.

SEEDA is pleased to be supporting Prowess' first annual international conference, "Women and Enterprise: Making Waves". Taking place in Brighton, November 5-7, the conference will combine powerful keynote speeches with challenging panel discussions, creative, informative workshops and presentations. An open 'call for papers and workshop proposals' has already resulted in a very encouraging response from around the UK.

The main strands of the conference are:

- Business support
- Access to finance
- Welfare benefits
- ICT
- Childcare and childcare businesses

Speakers lined up for this major event include Isabella Moore, president of the British Chambers of Commerce and Debra Veal, solo Atlantic rower, TV presenter and successful businesswoman, who will speak on the theme of 'Making Waves'.

The Prowess programme has a target of doubling the percentage of female owned businesses by 2006. SEEDA is also joining forces with the Institute of Directors South Central and South East regions, to organise a series of evening seminars this autumn entitled 'Advancing the Achievement of Women in Business.' The theme of the seminars is 'The three glass ceilings, and ways to beat them'.

These are:

- The personal glass ceiling - the one that holds you back as an individual.
- The corporate advancement glass ceiling - the one that says, really it is easier for men to make headway than women as employees.
- The female led organisation's glass ceiling that can make it more difficult for a woman-owned organisation to expand than for the equivalent male led organisation.

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Erika Watson from Prowess

“ The Prowess programme has a target of doubling the percentage of female-owned businesses by 2006.”



CORRECTION

In correction of our last issue, Chris Dunkley has been seconded from Cranfield University to become the director of the Milton Keynes Enterprise Hub. Chris was previously the director of the Central Innovation Network, a networking organisation for innovative companies at the centre of the Oxford to Cambridge Arc.

BUSINESS

Eastern promise



Delegation from the Mitsui Group of Japan, Toshiba, Toray Industries and Ishikawajima-Harima during their visit to Oxford

Increasing trade, investment and technology transfer between the South East of England and the Asia Pacific region continues to have a high priority at SEEDA. Two recent events illustrate how this is happening.

A major conference in Reading addressed the need for closer links between the electronics industry in our region and that of Japan, China, Korea and Taiwan. Backed by SEEDA and Trade Partners UK, the Asia Pacific Electronic Business Association (APEBA) conference brought together representatives of South East England-based electronics companies with potential partners from Asian countries.

Soon afterwards, SEEDA organised a visit to Oxford by a delegation from the Mitsui Group of Japan, including senior managers from Toshiba, Toray Industries and Ishikawajima-Harima. The Japanese

delegates were interested in nanotechnology, and wanted to identify European centres of leading edge nanotechnology research. As well as touring the University of Oxford and the Begbroke Science Park, where they were able to see Oxford's world class facilities for materials research, they also met with the directors of two of the University's successful spinout companies, Oxonica and Oxford Biosensors.

"Companies like Mitsui are seeking to take advantage of the UK's leading edge capabilities in research, design and development," explained SEEDA's head of international business, Neil Impiazzi. "This is an increasing trend that we are seeing from Japan, and our universities, companies and research organisations are well placed to take advantage of these opportunities."

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“ Companies like Mitsui are seeking to take advantage of the UK's leading edge capabilities in research, design and development. ”

Crawley

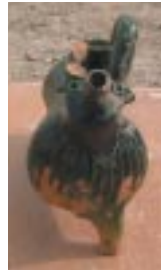
Construction of the newest Enterprise Hub at Crawley in West Sussex is nearing completion. This purpose built, 30,000 sq ft complex split into 80 business units of varying sizes, will open next year, offering flexible workspace and incubation facilities for a variety of dynamic young businesses. Sussex Enterprise, which manages the Hub project with SEEDA, is hoping to attract entrepreneurs from the Crawley, Horsham, East Grinstead and Burgess Hill areas of Sussex, as well as neighbouring Reigate in Surrey.

As with the other Hubs in SEEDA's region wide network, the focus at Crawley will be on networking, mentoring, R&D support (in this case, through the University of Sussex) and Broadband access. The Crawley Hub will specialise in high-tech, high growth industry sectors such as advanced engineering, electronics, pharmaceuticals, medical equipment and healthcare. Newly appointed Hub director Teri Carnegie will be the on-site adviser to the Hub tenants, offering guidance on everything from start up and early stage finance to marketing and long-term business planning. She previously worked for Scottish Enterprise in a similar role and has extensive experience of helping new firms get up and running.

www.sussexenterprise.co.uk
Teri Carnegie 0845 036 6000



John Peel, Crawley hub champion and SEEDA board member at the 'topping out ceremony' at the Enterprise Hub in Crawley



DIG UNEARTHS AMAZING FIND

The recently completed archaeological investigation at SEEDA's Ropetackle site in Shoreham-by-Sea, East Sussex has resulted in the discovery of a number of artefacts, and most notably an aquamanile thought to date from the 13th Century. The presence of the aquamanile, an ornate water jug, shows that the site was being used for domestic purposes. The object, in the shape of a ram and made of Scarborough ware pottery with a green glaze, was found in one of the pits on site. A horn and one leg were missing, but the leg was later found a further metre down the same pit. Unfortunately the team was not able to recover the missing horn but the artefact is still remarkably intact. Additional finds include around 14,500 potsherds dating from the Romano-British period through to the 19th Century, numerous fishbones and seeds. The dig was carried out by a team from Archaeology South East.

DEVELOPMENT AND INFRASTRUCTURE

Design Champions



The launch of the first ever UK Design Champions Club took place this summer in Reading, with over 80 representatives attending from local authorities and agencies such as the Royal Town Planning Institution (RTPI), English Heritage, the Royal Institute of British Architects (RIBA) and the Regional Design Panel.

Initiated by SEEDA and supported by the South East England Regional Assembly, the Design Champions Club was formed in response to a call by the Government, through the Commission for Architecture and the Built Environment (CABE) to appoint a design champion in all local authorities and Regional Development Agencies (RDA) throughout the country.

The task of design champions, at councillor and officer level, will be to raise and maintain a high profile for quality design in the built environment within their organisations and localities and ensure the inclusion of quality design considerations within relevant strategy, policy and development documents.

SEEDA chief executive Anthony Dunnett said, "We need to see a step change in the skills of professionals but also of councillors and the community, with a new way of thinking and valuing design. The Design Champions Club will provide a critical mass for networking and starting the process."

Participants in the event took part in a workshop where a 'live' case study helped

them explore the breadth of the design agenda and what it means for their organisations. The project involving a school expansion in the East End of London, contained complex issues that could apply anywhere in the South East region.

Feedback from the case study suggests that:

- Design does not just happen, it is the result of conscious decision and action taken by a range of participants
- The exercise highlighted the sheer complexity of the issue and the range of people that need to be involved in the process
- There is a need for clarity on who the client is and the importance of the client brief
- It is important to draw on expertise and support at the earliest opportunity
- A project can take a number of years to implement but it is important that design champions follow the process through and keep the process alive

SEEDA will work closely with The South East England Regional Assembly to support the Club but it is envisaged that the champions will develop and host their own events and activities as the Club becomes established.

Members identified priorities for future meetings as:

- Strengthening links with champions in other sectors such as health, further and higher education and social housing
- The best way of raising awareness of good practice internally and the support required in doing this
- Dealing with the training of professional staff in authorities, as well as offering specific training to members
- Arranging visits to other areas to view architectural styles

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“ The Design Champions Club will provide a critical mass for networking and starting the process.”

Shearway



Shearway Business Park

Located on a prime site at Junction 13 of the M20 just outside Folkestone, Shearway Business Park is a key development being brought forward by SEEDA which will provide services and commercial opportunities for the local communities of Folkestone and nearby towns.

Fitness club operator Bannatyne Fitness is the latest business to buy a plot at Shearway Business Park. The company has taken on a 1.5-acre plot where it plans to construct a new health and fitness club. Bannatyne opened its first club in 1997 in Stockton and now has 30 clubs open or under development around the UK, serving a membership of 55,000. The club planned at Shearway Business Park will be the third to open in Kent and takes Bannatyne a step closer to its target of 40 UK clubs next year.

The proposed design is for a two storey 19,000 sq ft fitness centre with an adjoining 120 space car park. The club is expected to create 35 new full-time jobs in the area and will cater for a potential membership of 3,000.

Duncan Bannatyne, chairman of Bannatyne Fitness, explained, "Shearway Business Park is the latest excellent location we have discovered that will benefit from a Bannatyne Health Club. We have seen massive growth in the past few years as more and more people are seeing the healthy benefits that health club membership can offer. I am looking forward to the opening of this new club as it will further enhance the quality of health and fitness facilities available in the Folkestone area."

SEEDA's projects director, Stephen Sadler, added, "We are delighted that Bannatyne Fitness has decided to locate its newest health club at Shearway Business Park and provide some excellent facilities for the residents in and around Folkestone. The location of the Business Park and its ease of access to the M20 and other transport links makes it ideal for companies such as Bannatyne Fitness, as well as those wishing to take advantage of the proximity of rail links with the continent."

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New kids on the block

In its first few months of operations, SEEDA's Economic Inclusion and Sustainability (EIS) Division has been extremely active both in terms of defining and driving forward its agenda and recruiting people to take responsibility for key areas.

In addition to the rural sector activity and the launch of the Sustainability Checklist for Developments in the South East, the EIS team has had a very busy programme of conferences and meetings over the summer covering a broad range of topics.

SEEDA and the Environment Agency co-hosted the second annual Water Resources Forum at the Civic Centre, Guildford. The event is significant as it brings together a broad spectrum of people involved in the water industry to discuss current and future water management and supply issues affecting the region. The 2003 Forum was attended by 130 people, an increase of 40 over last year's event. Delegates had a variety of backgrounds, including organisations involved in planning and policy making, academia, water companies, environmental bodies and developers.

Keynote presentations by the Environment Agency, SEEDA and the South East England Regional Assembly were accompanied by presentations from the Royal Society for the Protection of Birds, Southern Water, Royal Holloway Institute for Environmental Research, the Regional Flood Defences Committee, Hillread Homes and the Department for the Environment, Food and Rural Affairs.

Of vital importance to this year's event was the discussion of how the water industry could plan for the increase in demand which will be generated by the ODFM's recent announcement of an additional 200,000 homes in the South East. A full report of the discussions at this year's Forum is in preparation, and the Forum itself is now focusing on pushing forward the activities discussed at the two events held so far.

On the following day in Slough, SEEDA director of economic inclusion and sustainability, Charlotte Dixon, was one of the keynote speakers at the Social Enterprise Conference. The conference was targeted at encouraging the creation of social enterprises in the South East of which there are already more than 1,000 in the region. The aim is for these 'not for profit' organisations to grasp the variety of opportunities open to them for long term income generation.

Other presentations on the day were delivered by Rob Woolley, director of Regional Action and Involvement South East (RAISE) and Nick Wilkie of the National Council for Voluntary Organisations, who covered respectively the Government agenda for social enterprises and a range of income generation ideas. One of the highlights of the day was the morning long seminar and workshop run by Jerr Boschee, founder of the Institute for Social Entrepreneurs. Mr Boschee, a US citizen who has advised 'not for profit' companies all over the world, said that Britain had been 'a late starter' in social enterprise but that "The genie is out of the bottle now" and the UK may soon overtake the US in this growing but vital sector.

The conference was co-sponsored by RAISE, SEEDA, the DTI, European Social Fund, Government Office for the South East (GOSE), Small Business Service and South East Social Enterprise Partnership. Some 200 people attended the event.



Talking about diversity



Embrace Diversity is an innovative series of theatre-based training events, devised by The Garnett Foundation and backed by SEEDA, which aims to stimulate discussion about cultural diversity in the South East.

Involving a range of public, private and voluntary sector organisations across the region, the first series of events took the form of a play, 'The Challenge' by Lisa Evans, performed live by a company of professional actors. In total 19 Embrace Diversity performances were arranged in Hampshire and West Sussex during the summer. The next stage is to roll out the concept throughout the South East.

The play explores issues such as racial prejudice, disability, bullying and sexual orientation. As it was performed in front of the audience, the action of the drama was stopped at points of conflict. The audience in small groups, could then take a character, discuss that person's situation, and direct the continuing action of the scene, trying to resolve the issue using their own experience and perspective. The medium of forum theatre was chosen because it is live, immediate and interactive, allowing people to look at difficult issues in a safe, non-threatening environment.

"The issue of diversity, and its acceptance and appreciation, affects

every person and organisation in the UK," says, Charlotte Dixon, SEEDA director of economic inclusion and sustainability. "I am very pleased that SEEDA has been able to support this valuable series of events. It is an ideal way to bring together the public, private, voluntary and community sectors to explore diversity in a highly memorable way."

Following this pilot, later in 2003, three strategic events, also supported by SEEDA, are planned for the Isle of Wight, Thames Valley and Kent. These events are targeted at key policy and decision makers from a variety of organisations and will hopefully stimulate interest in a further series of training days.

In addition to the Garnett Foundation and SEEDA, a number of organisations were involved in the development of the scheme including Southampton Centre for Independent Living, Diversity Works Partnership, Ford, Hampshire Community Partnership, Hampshire and IoW Learning and Skills Council, Meridian Broadcasting, NCVO, Portsmouth Hospitals NHS Trust, the Royal Air Force, Winchester and Eastleigh NHS Trust, the Royal Navy, Southampton University Hospitals NHS Trust and the University of Southampton.

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Area Focus Hampshire

FEATURE

The Beautiful South

Hampshire is one of the most powerful sub-regional economies within the South East. Over the next four pages you'll see that this diverse area is home to important growth sectors, such as manufacturing, marine and defence and the telecomms, ICT and creative industries. Our coastal areas offer the potential for further land reclamation for housing and employment, and there are currently significant regeneration programmes under way in the cities of Southampton and Portsmouth. This vital work will enable the area's people and businesses to play an active part in creating their future prosperity.

Manufacturing is strong in Hampshire and on the whole the area enjoys an economic activity rate well above the UK average. The concentration of businesses is among the highest in the South East, according to the latest Small Business Service survey (approximately 400 businesses per 10,000 adult population) and business start-ups and VAT registrations stand at 37.6 to 46.7 per 10,000. Survival rates for businesses are also among the highest in the UK. The Enterprise Hub network (there are two Hubs in Hampshire so far) is helping to promote this business growth, especially among high-tech businesses.

Hampshire's quality of life is high, and most of the county enjoys a low crime rate. But don't believe that this is Utopia-on-Sea dotted among the success stories are pockets of deprivation which in some cases, are extreme. Urgent action is required if we are to maximise the potential of the area's people, business and land.

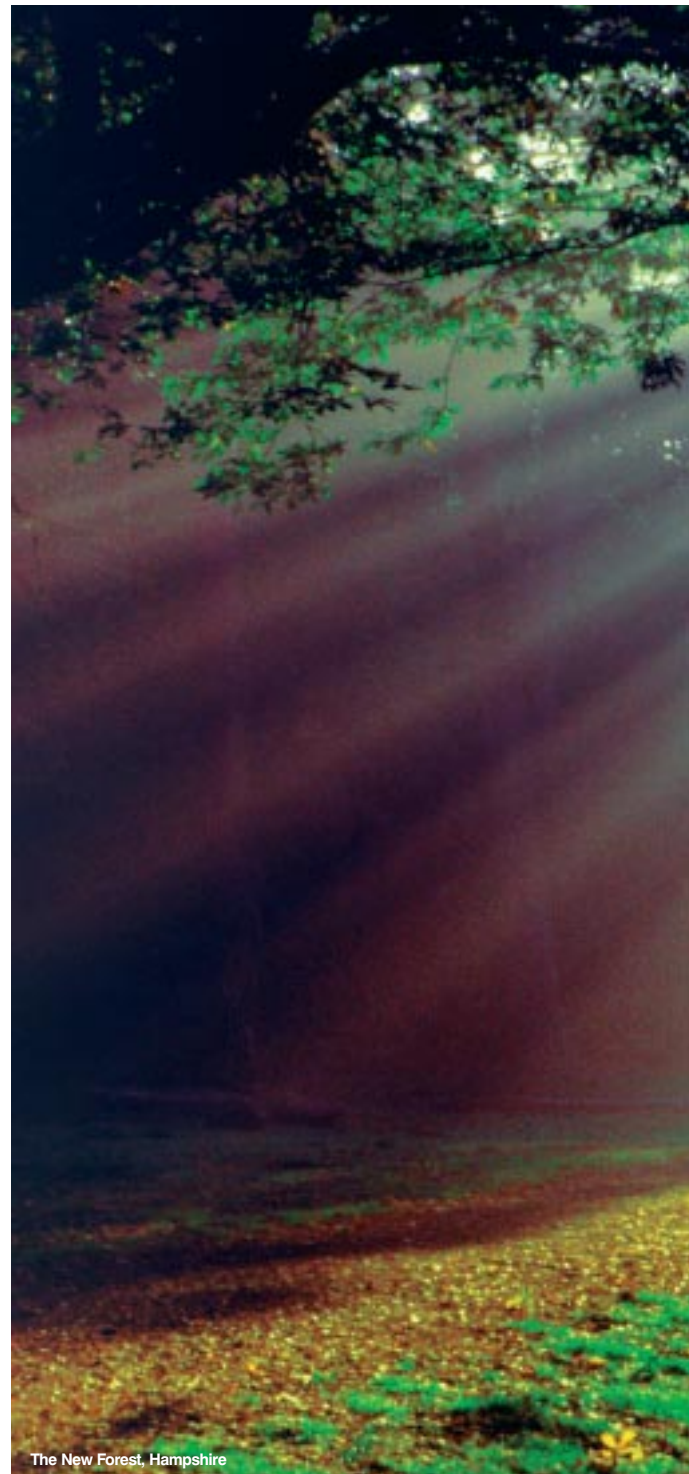
High-tech industry clusters

Clusters of advancing engineering, aerospace, composites and materials and marine technologies businesses are already well established here. The Solent provides an obvious choice for those involved in marine industries. It is a priority for us to accelerate such start-ups and further improve the survival rates of these young companies. We want to help existing businesses adapt, prosper and grow through innovation. Working with partners including Wessex Business Link, the Hampshire and Isle of Wight Learning & Skills Council, and the various local authorities and economic partnerships, we have identified the Coastal Strip Southampton, Gosport, Fareham, Havant and Portsmouth as Hampshire's priority areas for economic regeneration.

Over 80 per cent of the land area of Hampshire is rural, a key asset both as beautiful countryside and as a valuable business base for environmental technologies. Tourism plays a vital role here and provides a significant number of jobs, and we are working on a series of initiatives to improve it. Also key to the development of the area is the provision of funding from the SEEDA Fund for Regeneration formally known as the Single Regeneration Budget (SRB) to reinvigorate Hampshire's pockets of deprivation. Some £15 million (from the 2003-2004 budget) is currently allocated to schemes as diverse as environmental improvements on the Western Shoreline at Southampton, and the expansion of nursery facilities in Portsmouth (See also our article on Southampton SRB).

Hampshire is an incredibly diverse county, and an exciting area in which to be working. After reading this area focus, I hope you'll think so too.

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The New Forest, Hampshire

FIRMS TURN TO LYNNE

Businesses need support to grow and prosper. Here in Hampshire, firms can turn to Lynne Halliday for the help they need. Lynne is the investor development manager for the whole of the Hampshire and Isle of Wight area. Her brief is to work with partner organisations to deliver a programme of further investment and aftercare to support business growth. She liaises closely with companies throughout the area to establish their needs and then involves SEEDA and its partner organisations 'on the ground' in helping to meet those needs as far as possible. A marketing specialist, Lynne joined SEEDA in April last year and became investor development manager when Hampshire Economic Partnership opened its new office this July. Before joining SEEDA, she was previously a director of the South Coast Marketing Company.

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FARMS BEEF UP BUSINESS

Farmers in Hampshire as elsewhere in the South East, have been looking at opportunities to diversify their business. The re-use of redundant buildings has been one means of generating additional resources. Hucklesbrook Farm at South Gorley in the New Forest, has converted a redundant cowshed into three self-catering holiday lets. The site is within the boundaries of the proposed National Park for the New Forest, making it a prime tourist spot. The building is listed and forms part of the cartilage of the listed farmhouse. SEEDA supported this conversion with a small grant of £15,000 under the Farm Diversification Grants scheme. Not only does this funding help maintain a sustainable income for a beef farmer but it also meets SEEDA's objective to support the livestock industry.

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Making a difference to people's lives

SEEDA funding of the SRB 2 Scheme in West Itchen, Southampton has transformed an area that had significant problems, physical decay, unemployment, low skills and lack of social cohesion. Southampton Regeneration Partnership was set up to build a strong partnership between agencies and the local community, and thereby steer funding to those areas most in need.

Many projects that SEEDA has supported through the scheme have been sustained beyond the funding lifetime. They have generated far reaching improvements to the area including:

- 850 new jobs
- 1,000 residents accessed work as a result of the SEEDA Fund for Regeneration (formerly the Single Regeneration Budget)
- 130 business start-ups
- 260 new homes built with a further 180 under contract
- Increased satisfaction levels within the community in the area

These are not just statistics, SEEDA's Fund for Regeneration has made a real difference to people's lives. The funded Employment Access Centre, run by the Wheatshaf Trust, is a case in point. One person who has benefited from the Centre is Tracy. "I was very depressed," she told South East View. "I hadn't done any work since leaving college 20 years ago, apart from voluntary and some care work." The Employment Access Centre gave Tracy intensive support in looking for work and applying for jobs. A year after walking into the Employment Access Centre she has a fulfilling job as branch secretary for an estate agent. Not only that, but Tracy now volunteers one day a week in the Centre supporting other people in accessing employment.

The regeneration programme received funding of £26 million, with a further £57 million being attracted as match funding. This however, represents only that funding which was levered into SEEDA regeneration funded projects. It does not include the significant additional amounts invested by the private sector as confidence in the area has been boosted, with businesses increasingly willing to locate or expand in West Itchen.

The regeneration does not stop here. A key element of the programme has been to establish the West Itchen Community Trust, with a safe revenue stream that can build on the momentum created and continue developing activities in the area. In addition, the St Mary's Framework provides development opportunities in the area to further contribute to its renewal.

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FEATURE

Image: www.hampshirecam.co.uk



Take your partners

Working with partners who understand their local community is always important to SEEDA, and nowhere is this better demonstrated than in the work carried out by the Hampshire Economic Partnership (HEP).

The Partnership works through 13 business sector task groups, which were established to reflect the needs of business within the area, as well as the strategic priorities for Hampshire as identified by SEEDA in its Regional Economic Strategy (RES). Because all activities are driven by a board of directors made up of senior managers from the partnership's broad range of stakeholders, the task groups have links to the realities of the local economy which is second to none. The HEP provides a communication mechanism capable of influencing the policy and decision making of regional and local government.

Based at the Chilworth Science Park, home to the Southampton Enterprise Hub, HEP's main role is one of co-ordination and facilitation hence the critical importance of the link between the board and key stakeholder groups.

Of course, keeping both the task groups and the stakeholders well informed is critical. Two examples of the excellent publications produced by the groups are 'Informing our Future' and the transport report. 'Informing our Future' is prepared by the research and intelligence task group in close collaboration with the Learning and Skills Council and Portsmouth University. This annual document has become a much valued independent analysis of the key factors and trends affecting the economic performance of the county. It is now established as a primary source relating to the key economic drivers of the local economy.

The transport task group produced its transport report, supporting the future of Hampshire's Economy in 2002, presenting a business perspective of the transport priorities for Hampshire. A questionnaire designed to inform the strategy and to ensure the relevance of the work was completed by 730 companies a textbook demonstration of working together.

Jennifer Miller who chairs the Partnership, believes that the relationship with SEEDA is valuable to Hampshire. "One of our success stories in the past 12 months has been the way in which the Hampshire Economic Partnership has built strongly on its positive relationship with SEEDA by playing a lead role in establishing and agreeing the top strategic economic priorities for Hampshire for inclusion in the regional economic strategy for the South East. We then developed the outline implementation plan which, having gone through an extensive consultation process with its broad stakeholder group, will now serve to provide SEEDA and local partnerships with the investment framework necessary to help structure and target detailed implementation plans for economic development at local level. HEP now looks forward to contributing positively towards the emerging Area Investment Frameworks (AIFs) working to ensure effective delivery of the strategic priorities throughout Hampshire and continuing to build on our strong relationship with SEEDA."



Barbara Thompson, Portsmouth City Council and SEEDA chairman Jim Brathwaite CBE

Up close & personnel

SEEDA chairman Jim Brathwaite CBE came face to face with key issues affecting those who live and work in South Hampshire when he made a whistle stop fact finding tour of the area.

At a breakfast meeting at Intech in Winchester, the chairman met representatives of leading manufacturing businesses such as Xyratex (specialists in data storage solutions) International Cooling (transport marine and agricultural cooling equipment) Raymarine (manufacturer of recreational marine products) and cosmetics giant Estée Lauder.

A visit to Southampton Airport gave Mr Brathwaite the chance to learn more about the Solent Transport Initiative and development plans for the airport. Here he talked to members of the Hampshire Economic Partnership's Transport Task Group about proposed solutions to problems such as peak period traffic congestion and the capacity imbalance on local rail services. David Cumming managing director of Southampton Airport, explained the airport's development plans and the scheme for a relief road around the airport.

Then it was on to Portsdown Hill, for the first part of the Portsmouth and Gosport phase of the trip. The SEEDA chairman was given an overview of the city and its transport corridors, brownfield sites and density of housing. This element of the itinerary focused

on the ways in which the city is linking economic development and community regeneration/renewal and the difficulties experienced in progressing the two agendas.

Accompanied by Phil Shaddock, leader of Portsmouth City Council, and Barbara Thompson, director of economic and regeneration, Mr Brathwaite visited sites across the city including the Southampton Road redevelopment, Mile End Road and the Tricorn redevelopment. The visit culminated at the Hard to view the Tower and Portsmouth Harbour development. Mr Brathwaite was then met by Shaun Cully, leader of Gosport Borough Council and Malcolm Crocker, chief executive, who accompanied him across to Gosport for a meeting with a wide range of business and community representatives at Priddy's Hard to discuss the economic and key regeneration issues facing the area.

Alan Stevens, executive manager of Hampshire Economic Partnership, said, "The Partnership was delighted to act as Jim Brathwaite's host for the day and show him the issues facing the region, as well as some of the positive work being undertaken. Throughout the day Jim was keen to speak with the people who really understand the problems and challenges that are part of everyday life for people working in these industry sectors."



The New Forest, Hampshire

Fruits of the forest

In the middle of summer, in a marquee situated in a patch of perfect woodland, the New Forest Committee gathered to announce its Strategy for the New Forest one of England's best loved beauty spots.

This conservation plan has three aims, to enhance the unique environment of the forest, to support the social and economic well being of local communities and to encourage people to visit the forest. The new strategy has been developed from the previous, seven year-old plan, and allows the opportunity for a wider range of people to become involved. All the work will be carried out in partnership with local organisations and other interested groups.

United woodland

Under a unifying vision for the New Forest, the main sections of the strategy cover Working Together, Conserving the Forest, Enjoying the Forest and Living and Working in the Forest. SEEDA's particular contribution was to the last section, which includes plans for forestry and woodland management, village and town centres, tourism and sustainable development.

SEEDA's rural sector director, Valerie Carter, who delivered a presentation at the launch, commented, "The Strategy for the New Forest is critical for the future of this well-known area of UK woodland. We all owe a great deal of praise to the New Forest Committee and its Chairman, Ted Johnson, for pioneering this document and bringing so many influential groups together during its creation."

Money to implement the actions proposed in the Strategy for the New Forest will come partly from the European Leader+ programme; SEEDA itself is contributing £500,000.

Copies of the Strategy are available from the New Forest Committee's website at <http://www.newforestcommittee.org.uk/strategy.html>

FEATURE

Tipped for the top

Portsmouth Harbour needs to find a 'tipping point' something that turns it into a seriously fashionable destination.

That is according to Sue Warren from Locum Destination Consulting, the UK's leading destination specialists. Significant investment and development over the past few years has had a tremendously positive impact on the quality of life for local people in the wider Portsmouth Harbour area. Already, many jobs have been created and the Harbour is a great recreational resource. However, the area is still not commanding the presence in the economy that it should.

Supporting prosperity and growth, and defining how a strong, united destination identity can deliver tangible results for the local community, businesses and visitors alike. These are some of the questions Locum is addressing in a report for SEEDA, being undertaken with the funding and commitment of local stakeholders.

The area under study could be defined as those places belonging to Portsmouth Harbour in a physical ownership sense, or extended to the economic commuter belt which serves Portsmouth and is probably the geographical compass of the Portsmouth and South East Hampshire Partnership and the Harbour Economic Development Forum. For SEEDA such a study could hold lessons for other areas in its territory.

How is success defined? According to Sue Warren, there are four key areas that demand focus and action if social and economic potential is to be accelerated and fulfilled in Portsmouth Harbour. From a tourism perspective, focusing on these same four areas will deliver an increase in visitors, tourism income and investment, with an ever improving leisure offer.

She says, "It is important first to identify and then invest in key business growth platforms, such as tourism. Secondly, the image of the area needs re-focusing to make it more contemporary and meaningful to the different markets. Then there needs to be a rapid

implementation of selected transport projects to support business, inward investment and the visitor economy. Finally the area needs to organise for success, where a structure and dedicated funding can integrate the various initiatives that together will create the desired step change."

Business guru Malcolm Gladwell, who wrote "The Tipping Point", argues that massive changes in behaviour are possible and can be brought about not by the usual tools of advertising, sponsorship and marketing campaigns, but by addressing three rules: relying on word of mouth and the power of a few people to exert influence, the power of context to 'inflame' a situation, and 'stickiness' the power of a behaviour or a product to become contagious!

This is good news for Portsmouth Harbour, says Sue Warren, as it would be hard for Portsmouth Harbour to make a difference in a big, noisy world with tiny budgets. "There can be other ways to change perceptions, attract more visitors, and more investment," she contends. "Identifying who are the champions of change with regard to place marketing, what is sticky about the destination, and what the context is for marketing, provides new ideas for marshalling resources and spending them more effectively."

The Spinnaker Tower, scheduled to open to the public in 2004, will provide a striking new icon on the Harbour's edge, in the heart of retail and leisure complex Gunwharf Quays, offering both spectacular views of the surrounding area and a magnificent orientation point for visitors planning their onward visit.

"What better time to launch a new vision and strategy for the area than the opening of the Spinnaker Tower. Positive leadership and joined up thinking, the belief and pride of local residents, and imaginative and impactful marketing can make all the difference. Portsmouth Harbour could tap into a 'tipping point' and take the destination to a place where the sky's the limit!"

1000 new jobs

The news that Hampshire shipbuilder Vosper Thornycroft (VT) is in line for a major project from the Ministry of Defence creating over 1,000 new jobs has acted as the catalyst for VT to introduce Skills for Life, a scheme that enables employees to gain new skills and national qualifications beyond the basic requirements of their job.

The MOD's Future Carrier Programme will see the construction of two new aircraft carriers for the Royal Navy. These will be the largest vessels constructed in the UK for over 50 years. Construction will begin in 2007. The design, development and assembly of the two carriers will require more skilled craftsmen and women than currently exist within the UK shipbuilding industry.

VT is looking to carry out around 20 per cent of the work at its new state-of-the-art shipbuilding facility at Portsmouth. In order to do this, the company has embarked on a major workforce development programme to ensure that its staff have the necessary skills to complete the work.

Skills for Life is a lifelong learning programme that will ensure that all employees, current and future, have transferable skills and qualifications. This is an ambitious programme which will begin with a comprehensive recruitment programme to find the right people to complement the existing workforce.

- Between 2003-2006 the company plans to recruit around 1,000 new trainees, a mix of school and college leavers and adult trainees. On completion of this phase, VP has estimated it will continue to recruit around 100 additional people each year to address attrition
- The initial phase will include 200 new modern apprenticeships per year for the four-year period
- Recruitment will be at all levels. This will include existing shipbuilding crafts as well as trainees, graduates and experienced staff

The programme will build on current opportunities for employees to train in areas such as IT, finance, administration and business skills, at levels from NVQ to second degree status. Those opportunities will be used to enhance the career opportunities of all employees elsewhere in the VT Group and should they choose to leave VT in the regional or national labour market.

Developments

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Andover Business and Innovation Centre

What? 66 business units designed to help start-up, growing and technology businesses thrive. All units feature high technical specifications, including Broadband facilities. Occupiers can rent on two weekly, all-inclusive licence agreements and will benefit from business support from the Chilworth based Enterprise Hub.

Where? East Portway Industrial Estate in the Test Valley.
How? The product of a public and private sector partnership between Test Valley Borough Council, Basepoint and SEEDA.
Opening? Autumn 2003.



Southmoor Business Park

What? An 81,000 sq ft (7,500 sq m), £6 million factory and business units. The purpose built units will range in size from 1,500 sq ft (139 sq m) to 22,000 sq ft (2,044 sq m) and will be available for sale or to let. The development is designed to protect local business growth, with successful enterprises able to expand within the park,

rather than seeking new premises, and is expected to create over 200 jobs in Havant.
Where? Havant.
How? SEEDA partner Priority Sites began construction work on the site in June 2003. Work begins on phases two and three later in the year.
Opening? February 2004.



Woolston Shipyard

What? A 12.5 hectare, former shipyard site which will be regenerated as a mixed-use development, comprising residential, retail/leisure, marine related industry and possibly a marina.
Where? Woolston, Southampton.

Next steps? SEEDA is recruiting an architect to help interim planning guidance and develop a set of proposals for the submission of an outline planning application for the site in the summer of 2004.



Harbourgate Business Park

What? The former Johnson & Johnson site in Cosham, part of which has recently been sold by SEEDA and Portsmouth City Council to Asda Properties. Construction has now started on a 12,056 sq m (129,768 sq ft) industrial/warehouse scheme.
Where? Cosham, Portsmouth.
Who's in? Highbury College for Further

Education has already signed up to pre-let a unit of 5,049 sq m (54,831 sq ft).
Next steps? Phase two will comprise approximately 5.5 acres, being brought into the market by SEEDA for use as a high quality office and mixed-use scheme, following commencement of the comprehensive road redevelopment.



Cowes Waterfront

SEEDA SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY
Partners for England's World Class Region

skandia : set sail

Cowes Waterfront

Area Focus Isle of Wight

COWES WATERFRONT

On the waterfront



Say Cowes and you instantly think boats. The very name of this town has become synonymous with yacht racing. Hardly surprising when the regatta has become one of the highlights of the sporting calendar and the place is a magnet for the world's leading sailing teams and plays host to tens of thousands of visitors every year during Skandia Cowes Week.

Exploiting this worldwide reputation is the goal of a major SEEDA backed project. Inspired by a vision to make the Solent the global centre for yacht racing technology, Cowes Waterfront is more than just a regeneration scheme. This £10 million project aims to make the whole Medina Valley area of Cowes, East Cowes and Newport Harbour into a dynamic economy in its own right and will help drive the future economic growth of communities on both sides of the Solent, making the area the home of world yachting.

In a nutshell, the project has four main elements:

- Providing resources and infrastructure for businesses to grow and expand
- Creating job opportunities and enhancing community living with improved amenities
- Maintaining and enhancing the unique environmental resources of the Medina Valley
- Bringing under used and derelict sites and premises back into productive use.

According to Danny Fisher, chairman of the Isle of Wight Economic Partnership, the project will build on the wealth of technical expertise and skills that the area already has and will focus on maximising the Medina Valley's proven strengths. "Marine related industries such as composites, R&D and manufacturing are already well established in the Solent area. Now, through the Cowes Waterfront project, and with the backing of SEEDA and a wide range of public and private sector organisations, we will provide the resources and infrastructure that businesses need. We will create new jobs and secure existing ones, and attract a flow of much needed new investment to the Island."

As well as supporting the Island's manufacturing and marine technology industries, Cowes Waterfront seeks to attract modern leisure and recreational facilities to the area, including new hotels, restaurants and cafés, to make Cowes the place to be. "Bringing new life and new visitors to towns such as Cowes, East Cowes and Newport will help to support existing businesses and



retailers, and secure better and sustainable facilities for local communities in the area," Mike Fisher, chief executive officer at the Isle of Wight Council explains, "Cowes Waterfront really is an excellent opportunity, not just for business but for the whole community."

Development sites along the Medina Valley are currently being identified and acquired by SEEDA and the whole process is moving forward rapidly. The plan is to launch the project next spring at MIPIM, the annual international property exhibition, when the benefits of Cowes Waterfront will be showcased to European and international developers, investors and the wider business community. "The project is gaining momentum all the time," adds Mike Fisher. And it is winning top level endorsements and active participation from leading businesses. The managing director of Red Funnel Ferries, Alistair Whyte, describes the project as "An important springboard for future redevelopment on the Isle of Wight, which will help to reinforce the Island's reputation as a premier short break and day trip destination." Finally, Peter Cusdin, SEEDA development projects director said, "SEEDA is committed to providing substantial capital investment and resources to enable the Cowes Waterfront initiative to happen. This exciting project is integral to the plan to raise the profile of the Island as an excellent business location. The Medina Valley has great potential for business - offering a range of waterfront sites and a skilled workforce."

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SKANDIA COWES WEEK LAUNCH

The Cowes Waterfront name and identity was launched during Skandia Cowes Week (2 – 9 August 2003). SEEDA, on behalf of the partners (Isle of Wight Council and Isle of Wight Economic Partnership) sponsored an exhibition on The Parade promoting the Cowes Waterfront initiative, SEEDA, and also the history of international sailing and Cowes Week. It attracted many visitors and helped raise the profile of the Agency and its activities.

During the week, SEEDA hosted events with key local stakeholders and partners, together with a number of prospective developers and their professional advisers to raise awareness of the opportunities. This is the first time SEEDA has had a high profile role during Cowes Week and our judgement is that it was a great success, aided by some of the best weather of the summer.

A copy of the new Cowes Waterfront brochure is available at www.coweswaterfront.co.uk



Area Focus Isle of Wight

LAUNCH OF COWES WATERFRONT



Cowes river



Cowes old streets



NEC Micon



Medina Valley

COWES WATERFRONT ANNOUNCES ACQUISITION

SEEDA announced its acquisition of an eight acre site at Three Gates Road, Cowes. The site will see the development of a new business park as part of the Cowes Waterfront initiative. Development proposals will be announced later in the autumn. Serviced sites will be available for owner - occupiers and developers seeking to be part of the initiative.

Ellen signs with Cowes Waterfront



Cowes Waterfront, the regeneration partnership between SEEDA, the Isle of Wight Economic Partnership and the Isle of Wight Council, has become a Global Partner with Ellen MacArthur's Offshore Challenges Sailing Team. The aim is to work together to promote the Isle of Wight and reinforce the international reputation of Cowes and the Medina Valley as a location for business, leisure and life.

In the words of world class yachtswoman Ellen MacArthur, "This project is a team effort bringing together the private and public sectors to improve the whole of the Medina Valley, to bring lasting benefits for businesses, for infrastructure, for people and for the environment. That is why I am supporting the Cowes Waterfront project, to help put something back into the Island that has become such a vital part of my team. As a resident of the Island, I am very excited about the future and the opportunities that Cowes Waterfront will bring to the Isle of Wight."

The partnership will see the branding of Cowes Waterfront and SEEDA on all Offshore Challenges' boats. The three sailors (Ellen MacArthur, Nick Moloney and Sam Davies) will all become ambassadors for the initiative.

Managing director for Offshore Challenges, Mark Turner, added, "The partnership between Cowes Waterfront and Offshore Challenges will, I believe, help the transformation we all hope we can achieve for Cowes over the coming years. The long-term vision of the Cowes Waterfront project is vital for the growth and prosperity of the area and we are delighted to be backing the initiative."

"Offshore Challenges has been based in Cowes for five years and employs nearly 20 Island residents. We look forward to further growth and to working with the Cowes Waterfront partners to actively promote the regeneration of this area. It has enormous untapped potential."

“ This project is a team effort bringing together the private and public sectors to improve the whole of the Medina Valley, to bring lasting benefits for businesses, for infrastructure, for people and for the environment. That is why I am supporting the Cowes Waterfront project, to help put something back into the Island that has become such a vital part of my team. As a resident of the Island, I am very excited about the future and the opportunities that Cowes Waterfront will bring to the Isle of Wight. ”



Ellen MacArthur

TRANSAT JACQUES VABRE FLAGSHIP PROJECT

In addition, a flagship partnership project has been agreed with Offshore Challenges and Skandia (The sponsors of Skandia Cowes Week) that will see Sam Davies and Nick Moloney compete as 'Team Cowes' in the Transat Jacques Vabre – the biggest offshore race in Europe this year. Sailing from Le Havre to Salvador (Brazil) in the famous-renamed Kingfisher boat, the race begins on 1st November and will attract more than 4,000 journalists. The event will provide an excellent opportunity to showcase Cowes Waterfront. Fellow team member, Ellen MacArthur, christened the Team Cowes boat and announced the partnership on the opening day of the Southampton Boat Show on 12th September. To follow the team's progress log on to www.teamcowes.com



Left to right back row: Mike Fisher, Isle of Wight Council, Danny Fisher, Isle of Wight Economic Partnership, Anthony Dunnett, SEEDA chief executive. Front row: Samantha Davies, Ellen MacArthur and Nick Moloney

Area Focus Isle of Wight

FEATURE



NEG Micon Rotors, a composite manufacturer on the Isle of Wight

On the road to everywhere

The Island is home to one of the first Enterprise Hubs at Newport and a thriving marine industries cluster.

The Island is already the lynchpin of a fast growing Europe wide composites cluster, with many of the leading composites manufacturers based in and around Newport. A 'virtual' Composites Institute has been established, enabling firms on the Isle of Wight to network and collaborate with other composites companies throughout the UK and Continental Europe.

Marc Phillips Sales Solutions is a very special kind of marketing consultancy. Marc works from within the offices of his media and new media related clients to deliver his own brand of sales and marketing service. He spends much of his time 'out of the office and on the road'. What better office solution for someone who doesn't need a real one, than a virtual office?

Marc has become the first inhabitant of the Isle of Wight Innovation Centre's Virtual Office. "I don't need a full-time, permanent office," he says. "I need a facility to maintain the very high standards of customer care I require, to handle calls speedily and professionally and a place where I can meet potential clients." This is precisely what the Virtual Office provides.

The concept is aimed at young businesses, perhaps taking the first steps away from a home office, or those, like Marc, who may not need a full-time office but which do need to present an established professional image without the cost and risk of leasing office space.

Welcome Aboard

Carlene Williams has joined the Isle of Wight Enterprise Hub as hub manager. Carlene has worked for a number of international entrepreneurs and has been involved in several high profile projects, ranging from \$6 million (£3.69 million) property development through to \$60 million (£36.97 million) super yacht builds and refits. She will continue to develop the composites cluster on the Island, encouraging joint working, technology transfer and interaction with similar companies.

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FAST RYDE

Up to 60 jobs could be created or safeguarded by the development of the £2 million Ryde Business Park – one of SEEDA's many regeneration projects across the Isle of Wight. Developed to address the lack of suitable business sites and premises on the Island, the 28,000 sq ft (2,600 sq m) business park has been hailed a success by commercial developers Priority Sites, after all four of its factory units were leased just 15 weeks after completion. Paul Barber, chief executive of Priority Sites, says, "This project is our first development on the Isle of Wight. We experienced interest in the units well before completion and the fact that they sold so quickly demonstrates the demand for industrial property of this type in the area."



DON'T BE SCARED

There are some people who just don't want to undertake any form of training whether they are frightened, apathetic or just uncertain how to go about it. The Learning for All project, based at Totland Bay, helps and encourages community members from West Wight take advantage of training, particularly those who would otherwise not entertain learning. The project teaches life skills, first aid, health and safety and parenting skills and learners undertake work assignments in nurseries, shops and local schools as part of the package. Employment opportunities are sought for those learners who have not previously worked, concentrating on finding work in areas where there is a shortage of skills, such as nursery and teaching assistants and shop worker. The project offers free use of a crèche and nursery facilities for learners and also provides transport/travel costs for those who take up a job after training.

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Cowes Learning Centre



Busy bunnies

The past 12 months have been busy and productive ones for Newport-based Community Solutions, the training arm of Island Volunteers.

During this time, the not-for-profit volunteer/community business has delivered 700 basic skills learning opportunities in the workplace, a basic skill network of all provider organisations and key stakeholders and an Island-wide marketing campaign which encouraged the take-up of basic skills. Added to this, three Learning Centres were opened delivering basic skills provision to Cowes, Ventnor and Ryde. 300 volunteers enrolled for training to become basic skills mentors/coaches to NVQ Level 2.

But why the effort in providing basic skills training? It's a little known fact that in the UK, six per cent of the adult population has low literacy skills (and is actually classed as functionally illiterate). A further 20-25 per cent of adults have low reading and numeracy skills. Although the figures for the South East are slightly better than those elsewhere in the country, the lack of

basic literacy and numeracy skills still has a strong effect on individuals, families and the local economy. People with poor basic skills are likely to be low paid and, if they are parents, their children are likely to suffer the same disadvantages.

The coming year looks equally busy. Community Solutions is working to build capacity and deliver even more to meet what it calls the 'substantial basic skills needs of the Island'. It is targeting business participation through a substantial marketing campaign, using a range of multi-media, events and roadshows, and setting up an Island telephone helpline giving employers instant access to advice and guidance. The organisation aims to deliver 1,200 workplace and 1,000 resource centre learning opportunities and to provide a follow-up service to employers, involving IAG, business links, UFI, Learndirect and Connexions. Particular attention is being paid to addressing the needs of outlying areas and deprived communities.

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Cycleway

A derelict stretch of railway line between Newport and Sandown on the Isle of Wight is the site of a new cycleway linking the two towns on the Island. SEEDA provided funding of £187,000 to the Isle of Wight Council, who submitted an application to reclaim the land and convert the former railway track to an all-weather cycleway, which was opened in June.

The cycleway is linked to other cycle routes on the Island as part of Regional Route 23 of the National Cycle Network, a countrywide scheme which aims to see 10,000 miles of dedicated cycleways across the UK by 2005.

Tourism is one of the key sources of revenue for the Isle of Wight, with 20 per cent of GDP and 25 per cent of employment derived from this sector. The Island is also of a size that makes cycling a viable and fun way to travel between its various attractions. As a form of 'green tourism' as well, cycling is particularly important on the Island as it has minimal impact on the countryside, much of which is classified as an Area of Outstanding Natural Beauty (AONB).

The project involved site clearance, cut and fill, fencing and creation of crossing points for the cycleway which is 6.5km (four miles) in length. Part of the land between the two towns has been donated by the Environment Agency with usage of other land negotiated with private landowners. The Isle of Wight Council had identified an established demand for this cycleway, as the various transport links between Newport and Sandown are already heavily used by both tourists and residents. The addition of the new cycleway will provide an alternative method of transport and help to support green tourism further.

Hampshire Enterprise Hubs

Isle of Wight Enterprise Hub

BUSINESS

Flying start



Sandown Bay, Isle of Wight

Tourism South East (TSE), the new Regional Tourist Board for the SEEDA region, created from the amalgamation of the Southern and South East England Tourist Boards, has set out an ambitious programme to improve support for the tourism industry.

A key element is the creation of sub-regional arrangements with local authority and commercial sector partners to ensure the fullest possible engagement with tourism businesses and initiatives which are relevant to local needs. Separate sub-regional arrangements for Hampshire and the Isle of Wight are being progressed with local stakeholders.

Meanwhile, as part of its business plan for 2003-2004 the new Board is leading a number of programmes which are focused in Hampshire and the Isle of Wight. These include a new strategy for addressing skills and labour shortages in the tourism industry and a regeneration strategy for Sandown Bay.

'Building a Better Future' a strategy for skills and workforce development in tourism, leisure and hospitality in Hampshire and the Isle of Wight has been produced by TSE on behalf of the Hampshire and Isle of Wight Tourism Skills Partnership. The strategy was prepared to provide a single framework for skills and workforce development for the tourism industry. It provides a sub-regional focus to the South East England Development Agency (SEEDA) sponsored Skills Development Strategy for the Tourism and Cultural Industries in the South East, as well as a sectoral dimension to the Learning and Skills Council for Hampshire and the Isle of Wight Workforce Development Strategy.

TSE is also helping to fund a major investigation into the tourism potential of Sandown Bay (Shanklin, Sandown and Lake) on the Isle of Wight. Ove Arup has been commissioned to deliver the brief which will involve, through a process of consultation, a strategy for the seafront and adjacent retail areas. The partnership behind the initiative is led by Isle of Wight Council, but also has strong industry involvement.

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SOUTHAMPTON

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Hub Champion: Tony Davies, chairman and CEO of Bowman Power Systems

Hub Director: Stephen Davis

Managing organisation: Chilworth Science Park (owned by Southampton University)

Region served: Southampton City, Test Valley, New Forest, Winchester, Eastleigh

Clusters: Photonics, electronics, telecommunications, computing, media and creative industries, marine technologies

Location/s: Chilworth Science Park near Southampton

Value-added services: University and network brokers support the hub, with a team of experts to advise small businesses on innovation, product design, business finance, IT & e-commerce. The Chilworth Business Club – interesting seminars and a successful networking event, held monthly. Web based tax and accounts advice. Business mentoring

Academic links: Southampton University, Portsmouth University and Southampton Institute, New College, Southampton, King Alfred's College, Winchester

Local partnerships: Southwest Hampshire Enterprise Agency, Business Link, Learning & Skills Council, Southampton City Council, New Forest District Council, Test Valley Borough Council, Winchester City Council, Andover Borough Council, Eastleigh Borough Council, Fareham Borough Council, Wined Wessex, Chambers of Commerce

Special features: The Chilworth Science Park is home to some of Southampton University's own research facilities. Retention of companies as they develop through provision for incubation, move-on and own building accommodation. Incubator space (existing): Chilworth Business Incubator - 9,000sq ft

Incubator space (planned): Drivers Wharf and at the Marine Science Park in Southampton. A facility in Andover and a second incubator of some 9,000sq ft at Chilworth

SOLENT

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Hub Champion: Simon Tarrant, managing director, Vosper Thornycroft Civil Support Services

Hub Director: Arthur Monks

Managing organisation: Oxford Innovation

Region served: South East Hampshire

Clusters: ICT, marine, defence

Location/s: Portsmouth, Havant, Gosport & Fareham

Value-added services: Patents surgery, legal surgery, business angel network, venture capital network, video conferencing suite, conference and seminar venues

Academic links: University of Portsmouth

Local partnerships: Portsmouth Technopole, Portsmouth City Council, Fareham Borough Council, Havant Borough Council, Gosport Borough Council, Harbour Economic Development Forum, South East Hampshire Enterprise Agencies, Business Link Wessex, Basepoint, Qinetiq, Hampshire and Isle of Wight Local Learning & Skills Council, Portsmouth & South East Hampshire Chamber of Commerce and Industry, Vosper Thornycroft, Raymarine

Special features: All sites have high bandwidth connections to the Internet

Incubator space: Portsmouth Technopole 3,200 sq m; Broadmarsh Business & Innovation Centre, Havant 820 sq m; Qinetiq Science Park - Marine Technology centre Haslar, Gosport 500 sq m

ISLE OF WIGHT ENTERPRISE HUB

The Innovation Centre
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Monks Brook
Newport

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Email: shirley.hilton@iwpartnership.com
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Hub Champion: Paul Rudling, chairman and CEO, SP Systems

Hub Director: Mike King

Managing organisation: Isle of Wight Economic Partnership

Region served: Isle of Wight

Clusters: Composites (large structures), electronics.

Location/s: St Cross, Newport

Value-added services: Development of supply chain networks and the networking of cluster companies on and off the Isle of Wight. Seminars and workshops to encourage technology transfer and promote best practice. Inward investment and aftercare support. Assistance with business services and access to seed funding and marketing support. Incubation of early stage companies

Academic links: University of Portsmouth, Southampton University, Cambridge University. Developing university links throughout Europe

Local partnerships: Business Link Wessex, Local Learning & Skills Council, IoW Ambassador Scheme (business development)

Special features: Assistance with recruitment of key staff. Assistance with site development and the design and build of bespoke company premises

Incubator space (existing): St Cross Innovation Centre - 20,000 sq ft

Incubator space (planned): Additional 20,000 sq ft planned by 2005



Innovation Centre at St Cross Business Park on the Isle of Wight

You're never too old to surf

Members of Eastbourne Seniors Club now have all the advantages of modern communications at their finger tips, thanks to a new computer suite provided by SEEDA. The funding comes in the shape of free, Internet-ready computers.

Other voluntary organisations for the over-50s are now being encouraged to take part in SEEDA's scheme and to apply for support. If successful in their application, organisations simply have to send at least one representative on a local IT course, within six months of receiving the computer, and help the trained person to pass on what they have learned.

The computers are 'good-as-new' refurbished machines loaded with a comprehensive software package that includes Internet-ready status. SEEDA's manager responsible for the scheme, Karen Holdsworth-Cannon, says, "The over 50s represent a growing portion of the UK population and need to be kept up to date with the benefits of modern communications technology. The opportunities this technology opens up for them range from the ability to keep in touch with friends and family through to online shopping, workplace skills and even e-government in the future, ensuring their voice and views do not go unheard because of a lack of knowledge about modern communication methods."

Eastbourne Seniors Club manager George Small is full of praise for SEEDA, "It has been a delight working with SEEDA. They have really helped get this project up and running. We have had our free training as well, and club members are already signing up to learn how to use a computer. The reasons most members give are mainly to do with keeping up with the grandchildren, but once people have grasped the basics they quickly realise the many other advantages computer literacy brings."

Karen Holdsworth-Cannon 01483 500789
karenholdsworth-cannon@seeda.co.uk

"It has been a delight working with SEEDA. They have really helped get this project up and running."

Oxford Radcliffe learning club



The Oxford Radcliffe Hospital Trust opened the doors to learning at the Churchill Hospital with the July opening of a brand new training suite. Funded by SEEDA, the centre offers courses for members of staff to brush up on their reading, writing, communication and day-to-day numbers skills. For others, it is the attraction of getting up to speed with computers to help the children with their homework or keep in touch with grandchildren. Information communications technology training for beginners and intermediary level users is a large part of the centre's appeal to hospital staff. Another popular programme is English as a second language, designed to meet the needs of students and staff from outside the UK.

The centre is aptly named the Learning Club and tutors are provided by another SEEDA funded programme, Stepping Stones which is run by the County Council and supported by the Local Learning and Skills Council (LSC) with funding from the SEEDA.

SEEDA head of essential skills, Barbara Bicknell, comments, "The Learning Club has been driven by is a flagship scheme across the South East because it offers opportunities for people to learn and get on from inside the convenience of their own workplace. The NHS is a major employer in the region and schemes like this are very effective in reaching large numbers of people who get real benefit out of the programmes on offer."

Barbara Bicknell 01483 484252
barbarabicknell@seeda.co.uk

Return to learning

Adult Learners' Week is the UK's largest celebration of learning, and at the heart of it is the presentation of awards to people who have overcome difficult circumstances to return to learning.

Robert Douglas, SEEDA board member and chairman of Surrey Learning and Skills Council, along with Mark Dawe, deputy director of the Adult Basic Skills Strategy Unit at the DFES, presented the South East regional awards at a ceremony in Denbies Vineyard in Dorking. Certificates were presented to individuals and organisations from across the South East who had successfully returned to learning and benefited themselves and those around them.

Many of the people receiving awards took their first steps back into learning as a result of events and taster sessions offered during previous Adult Learners' Weeks.

SEEDA backed Adult Learners' Week 2003 and encouraged people to give learning a try. John Parsonage, SEEDA's director of learning and skills gave the campaign his full support. "People are often reluctant to return to learning for many reasons - bad memories of school, lack of confidence or even simply because they don't know what is available. Adult Learners' Week is a wonderful opportunity to give it a try and to sample some of the opportunities available. It is also encouraging to celebrate the success of people who have changed their lives through learning. Adult Learners' Week Awards are a powerful way of celebrating the success of adult learning and I am delighted that we had over 120 nominations for awards from across the South East and congratulate them all."

COALFIELDS

Village people



Community members in Aylesham, Kent, drawing their vision for the village's expansion during one of the SEEDA and Prince's Foundation Enquiry by Design Events (photo courtesy of EDAW).

The village of Aylesham was buzzing with talk of tree lined boulevards and grand vistas when in June, SEEDA together with the Prince's Foundation and English Partnerships, ran a second Enquiry by Design event to enable local residents to work alongside professional planners and architects to map out the future shape and growth of their community.

The plan for Aylesham, which borders the East Kent Coalfields area, was originally devised a century ago by Patrick Abercrombie the architect and planner at the forefront of the Garden Cities Movement. His innovative scheme for Aylesham featured a variety of striking features in its layout, including a long, tree lined boulevard culminating in a significant building at each end and a concentric circle street plan. Even the homes were designed with special features to assist the population, which consisted mostly of miners working at nearby collieries such as Snowdown.

Abercrombie's ambitious plan was never completed, however, but Aylesham Creating Quality Places, a new scheme driven by SEEDA and the Prince's Foundation, aims to complete the extension of the village in a manner sympathetic to Abercrombie's original ideas.

During the day, local people listened to presentations from lead consultants EDAW, the Primary Care Trust, consulting engineers Alan Baxter & Associates and property consultants Donaldsons, concerning various aspects of the scheme to expand the village. These include the proposed addition of up to 1,000 new homes and improvements to the market square and other open spaces.

An open evening, the third in a series held in the village, was well attended by local people, who had the opportunity to review and discuss possible future plans for the village with the team of professional advisers. They were also encouraged to make their views, and any concerns they had, known to the whole meeting. Also taking part in the event were the Chairman of Aylesham Parish Council and the Leader of Dover District Council.

SEEDA's head of urban renaissance, Jan Anderson, said afterwards, "The really great thing about the Aylesham - Creating Quality Places project is the active and constructive involvement of the local community throughout this process. Local people have taken the opportunity of the project to plan their own future rather than have one imposed on them. The benefits of the Enquiry by Design approach are clear from the involvement of the community and from the good attendance at the three open evenings we have hosted so far. Aylesham - Creating Quality Places, and the work SEEDA is doing on the regeneration of the adjoining Snowdown colliery, are integral projects assisting with the revitalisation of the whole East Kent area."

The next steps in this project will be for EDAW and the team of professional planners and advisers to complete the framework and master plan for the extended Aylesham, as well as an implementation strategy and viability report, which they must produce by the end of September. The aim is for these documents to be incorporated into Supplementary Planning Guidance (SPG), with this being adopted by Dover District Council ideally by the end of the year.

Jan Anderson 01483 470183
jananderson@seeda.co.uk

In the saddle



Cycling trials are underway to refine the plans for a new international cycling facility within a new community park at the 290-acre, former Betteshanger Colliery site, near Dover in Kent. The park is at the heart of a £18.8 million regeneration initiative by SEEDA that will create new jobs and recreation facilities for local people.

Local cycling club VC Deal is working closely with designers and masterplanners Rummey Design Associates, to create a regional cycling facility consisting of a 3.5 kilometre road racing circuit, a BMX arena and leisure cycling routes. VC Deal is representing the interests of a number of local clubs including Deal Tri-club, VC Elan, Thanet RC and GS Invicta.

Malcolm Whitehead, the chairman of the club said, "The plan to include a centre for cycling within the new park at Betteshanger is a marvellous opportunity for the region, and nationally. The size and diversity of the site gives us tremendous scope to create a unique facility that is perfect for competition but also for recreation, general fitness and relaxation. It offers a challenging road racing circuit along with various informal mountain bike and leisure cycle routes. These will attract cyclists of all abilities."

Signal success

Chatham Maritime continues to justify its reputation as SEEDA's flagship development. It has continued to grow rapidly and there have been some big changes even since the last edition of South East View.

Shoppers flock in

July, for example, saw the opening of the Dockside Outlet Centre, a spacious shopping attraction constructed inside the former Royal Navy Boiler Shop, an early Victorian, Grade II* Listed building. The owners of the Dockside Outlet Centre reported that approximately 15,300 visitors came to the Centre on its opening day.

The Dockside Outlet Centre adds to the increasing number of shopping malls offering discounted designer clothes and household furnishings from high street brand names. Of the 84 units available in the Centre, over two thirds were already let, or about to be let, at the time of the launch. Big name retailers that have already set up shop in the Centre include Cotton Traders, Clarke's Shoes, Lilley & Skinner, Benetton, TOG, Choice, which specialises in Next Catalogue clothing, Cadbury's and, in the adjoining food court, Burger King and other food and drink retailers.

Commenting on the success of the launch day, Jonathan Sadler, SEEDA's project director for Medway, remarked, "It is great to see so many people visiting Chatham Maritime for the opening of the latest development in the leisure and retail area of the site. Not only has the Dockside Outlet Centre attracted some strong brand names to the area, but it has also provided a large number of employment opportunities for local people. I'm looking forward to seeing the last unit let, which I'm sure will not be far off at the current rate."

The opening day was also a success for the new car parking arrangements devised by SEEDA, including a variable message system to guide shoppers to the correct parking areas.

On the beat

Kent Constabulary has appointed a developer of choice to take forward the construction of its new Medway Area Police Headquarters building on a site adjoining the A289 Barrack Road on the Eastern side of the Chatham Maritime development. Vinci Investments, a leading PFI/PPP-focused construction company with a particular area of specialisation in criminal justice buildings, was selected by the police for a number of reasons, including the quality of the design for the HQ building which was developed jointly with SEEDA.

Subject to planning consent, the new building will be four storeys in height with a total floorspace of 8,275 sq m and will feature interview rooms, administrative offices, a custody suite and parking for around 300 vehicles.

Peter Cox, who handled the appointment of Vinci for Kent Constabulary, commented, "The HQ building will enable us to deliver a better service to the public and will support the various town centre Police Station premises located in the Medway Towns."

Construction is scheduled to commence at the beginning of 2004 with building work expected to last for 18 months.

“It is great to see so many people visiting Chatham Maritime for the opening of the latest development in the leisure and retail area of the site.”



Marina pulls them in

In the first week of June, with a record-breaking heat wave on the way, the Chatham Maritime marina was inundated with boat owners. The 300-berth marina, designed, developed and opened by SEEDA in 2001, had just let its final berth to a yacht owner and was full to capacity when it was visited by a further 220 craft on one day alone. Chatham's maritime heritage received a real boost with the arrival of these boats, and a number of other historic craft are expected to visit Chatham over the coming months. These include the superb full-scale replica of Captain Cook's ship Endeavour, based out of Sydney, which arrived in Medway in September.

Sign of the times

Visitors, residents and workers at Chatham Maritime will have noticed a major branding exercise taking place at the development. All-new signage has been created and put on display, not just advertising the proposed usage of open land, but also giving an insight into the history and activities of the Chatham docks since the late 1800s. Further signage in the development focuses on the former uses of Machine Shop Number 8, the preserved metal framework standing near to the Ship & Trades building just south of St. Mary's Island.

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QUEEN'S AWARDS

The jewels in our crown

The success of 25 South East companies in attaining Queen's Awards for Industry confirms the premier position of the region in "UK Plc". SEEDA chairman Jim Brathwaite CBE has written to commend each of the companies that have achieved awards this year; here are the stories of just two of them.

Founded 135 years ago in Littlehampton with the development of a tubewell to bring clean water to a population in the grip of a cholera epidemic, Dando Drilling International could be regarded as a perfect fusion of the old and the new. Whilst the company still operates just yards from its original site, its markets have expanded as far afield as Indonesia, Venezuela, Ethiopia, Ghana and Iran and Dando engineers have been involved in a four-year project at the sharp end in Northern Iraq.

This summer the company received, for the second time in three years, the Queen's Award for Industry in the International Trade category.

Out in the field

Dando designs, markets, manufactures and sells drilling rigs and ancillary equipment for soil sampling, seismic and geotechnical investigation, mineral exploration and waterwells – well over 90 per cent of its products are exported. Over the past four years, 18 drilling rigs and six well-servicing rigs have been sold to Northern Iraq through the Oil for Food programme and Dando Engineers were instrumental in the setting up and running of three drilling schools which to date have trained over 200 local people in drilling waterwells.

Managing director Martin Fitch-Roy is under no illusions about the hard work which is necessary to maintain Dando's success.

"We are very conscious that, as a business, we have to constantly re-assess our position," he says, "our strengths, which I believe to be formidable, and any weaknesses that we may have. Our markets are not easy – we deal in many difficult and sensitive areas, both geographically and politically. Over the years we have built up a body of experience and expertise that is second to none, not just in drilling technology and waterwell development but in understanding the needs of our customers. We never forget that marketing and selling is of prime importance; to have the best products in the world is not enough – we need to sell more of them."

Datacapture for drug companies

Guildford, Surrey-based ID Business Solutions (IDBS) develops data management and analysis software which enables drug companies to capture, integrate and utilise their biological and chemical data – accelerating and streamlining the drug discovery process. The company claims that its ActivityBase software is used by most of the world's leading pharmaceutical and biotechnology companies; it was this product that won IDBS its Queen's Award for Enterprise in the Innovation category (it also won an award in the International Trade sector).

Founded in 1989, IDBS is a privately-owned company that has shown continuous growth and profitability every year. Over three-quarters of its revenue comes from outside the UK, particularly from the US, EU and Japan, enabled by its worldwide network of offices and long-standing distributor relationships.

Neil Kipling, chairman and CEO of IDBS, comments, "The Queen's Award for Enterprise is not about individual achievements but team success. We approach all our customer relationships as collaborative partnerships. These enduring relationships have been made possible by the remarkable, innovative and committed team here at IDBS."

Success in the region

SEEDA chairman Jim Brathwaite says of all the prizewinners, "Our business strategy recognises the importance of building on success within the region, and it is encouraging to have such examples for others to follow. SEEDA's cluster groups provide an opportunity for participants to exchange best practice and to work co-operatively to mutual advantage. We welcome contributions from these very successful companies."

Award winners

The full list of recipients of this year's Queen's Awards for Enterprise in the South East is as follows:

International Trade

Aston Martin Lagonda Limited, Newport Pagnell, Buckinghamshire. Prestigious sports cars, parts and restoration services

Crystalox Limited, Wantage, Oxfordshire. Multicrystalline silicon products for the photovoltaic industry

ID Business Solutions Limited t/a IDBS, Guildford, Surrey. Software for life sciences research

Maviga Limited, Yalding, Maidstone, Kent. Dried edible pulses and other special crops

ORION Clinical Services Limited, Slough, Berkshire. Services in support of drug development for the pharmaceutical and biotechnology sectors

Passion For Life Healthcare Limited, Epsom, Surrey. Healthcare products

PerkinElmer (UK) Ltd, Wokingham, Berkshire. Fibre optic test instrumentation

Pfizer Limited, Sandwich, Kent. Research, development and manufacture of pharmaceutical products

Static Control Components (Europe) Ltd, Reading, Berkshire. Components for the re-manufacture of laser cartridges

Innovation

ACIS, Loudwater, Buckinghamshire. GPS based real time information for passenger transport users and operators

Blease Medical Equipment Ltd, Chesham, Buckinghamshire. Advanced anaesthetic ventilator for both paediatric and adult patients within the operating theatre

Bristow Helicopters Ltd, Redhill, Surrey. Developments to the fleet of search and rescue helicopters

Cognitive Drug Research Ltd, Reading, Berkshire. Specialist systems for assessing mental functioning in human clinical trials

EMB Consultancy, Epsom, Surrey. Actuarial services, risk analysis and financial modelling

ID Business Solutions Limited t/a IDBS, Guildford, Surrey. The ActivityBase software suite for data management in drug discovery research

Intelligent Security Ltd, Bordon, Hampshire. Video Smoke Detection (VSD). A camera based fire detection system

Stewart Linford Chairmaker Ltd, High Wycombe, Buckinghamshire. Making and selling high quality furniture, especially limited editions

PerkinElmer (UK) Ltd, Wokingham, Berkshire. FD440/CHROMOS 11 portable tester

Structural Statics Limited, Winchester, Hampshire. Controlling risk by advanced structural monitoring

Sustainable Development

Beacon Print Ltd t/a Beacon Press, Uckfield, East Sussex. Development of environmental procedures

Greenham Common Community Trust Ltd, Newbury, Berkshire. A sustainable business park

Seaview Hotel & Restaurant, Seaview, Isle of Wight. Hotel and restaurant



WIRED REGION

Ministers make the connection

The Government Ministers for e-commerce and rural affairs, Stephen Timms MP and The Rt Hon Alun Michael MP, lined up to praise SEEDA and local communities in East Sussex for the success of the pilot satellite Broadband project which has been run in that area as part of the Five Point Plan for the regeneration of Hastings and Bexhill. SEEDA has funded over 500 satellite connections to small businesses across the region - a third of all in the UK.

On a recent visit to the Rother Valley area, they took the opportunity to announce a new landmark in the take-up of Broadband as the UK reaches two million connections and, thanks to partnership working between SEEDA and BT, the number is about to be swelled by residents of the Battle area whose exchange is being enabled currently. They also reaffirmed the Government's aim to ensure that every community in the UK, irrespective of location, will have the opportunity to access affordable Broadband from a competitive market.

Access to low-cost Broadband services in rural parts of the country is helping to regenerate local areas, allowing remote communities to benefit from instant access to the huge resource of the Internet - opening up e-learning facilities, access to e-Government services, teleworking opportunities and greater advantages for local business. The Department of Trade and Industry (DTI) and Department for Environment Food and Rural Affairs (DEFRA) are working together to see such benefits mirrored across all rural areas of the UK currently without Broadband access.

E-commerce Minister, Stephen Timms MP said, "Broadband has a great deal to offer to all communities across the UK - whether rural or urban. Government is committed to seeing everyone in the UK given the opportunity to enjoy the advantages new technology can bring. The level of enthusiasm we are seeing for these technologies among both

businesses and consumers is great to see. The more this demand is demonstrated, the further Broadband will spread, opening up access to everyone in every part of the UK.

"The SEEDA project is a great example of a successful scheme to bring Broadband into a rural area - and it is certainly not the only one. In November last year, the Prime Minister announced that we will be putting one billion pounds into improving public services through Broadband - including connecting every primary and secondary school in the country to Broadband by 2006. This will be a significant step in opening up access to new areas."

SEEDA is already building on this success with a series of wireless community pilots for remote areas. These will establish best practice in delivering Broadband access through wireless technology which is another way of providing it. SEEDA chief executive Anthony Dunnett, said, "The satellite programme worked very well in getting Broadband into areas which weren't served by landline access and our delivery partner, Wired Sussex, added enormous value in helping applicants achieve their aims swiftly.

"Wireless is another means of opening up the full benefits of online capabilities to larger areas and greater numbers of people and businesses. We are funding pilot schemes in rural areas to establish how a community operated service like this can work efficiently to give everyone within the service area generated a reliable, 'always on' internet connection."

Rural Affairs Minister, The Rt Hon Alun Michael MP said, "Broadband access is even more important in those rural areas where remoteness and distance are real issues because it can make an enormous difference. That is why we are working closely with the DTI to ensure that the best possible access is available throughout the UK."

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IT Girls

Such is the popularity of Computer Clubs for Girls (CC4G), schools across the South East are now queuing up to get involved in the scheme. Following the success of the pilot project, 100 new schools have now joined the original 28 participating schools and 40 are on the waiting list.

Teachers from primary and secondary schools across the region participated in a series of events in Portsmouth, Guildford, Oxford and Ashford (Kent), and were so impressed by what they saw that they signed up for CC4G. Both e-skills UK, the organisation that manages the project, and SEEDA, as the scheme's sponsor, were delighted by the enthusiastic response.

The next phase kicks off in September, with all club activities and courseware delivered via the web. Also on offer is a range of professional software which all participating schools will have free of charge thanks to support from industry. These include:

- Gael Ltd, providing its MindGenius for Education software. This is a mind-mapping tool that helps students to plan creative projects, presentations and essays, and adds to the exciting range of software available to schoolchildren attending the clubs.
- Macromedia has pledged to provide free its professional web animation authoring tool, Macromedia Flash MX, exclusively for use by club members.
- Adobe PhotoShop Elements 2 provides the members of the clubs with a tool that assists them in developing skills for photo editing, altering, placement and design and all types of image work. The licence is exclusively for use by club members within Computer Club activities. As Adobe puts it,

members will be able to "create and deliver high-quality content that conveys a consistent, distinctive image across the Web, print, and video".

- I Basic for Education is a games programming tool kindly donated by Idigicon Europe. They have given CC4G licence for unlimited and unrestricted access to all schools participating in the project. The product is being especially created and branded for CC4G and provides club members with a tool that assists them with developing skills to create computer games and programming.

Project manager Artie Vossel-Newman welcomed the support industry is giving CC4G, "This project is about changing girls' perceptions of IT and encouraging them to consider careers in IT thus addressing the gender imbalance that currently exists in the labour pool. It's good to see industry getting behind it and offering CC4G this level of practical support and valuable software resources. CC4G is on target to deliver all that it promised and is proving popular with schools and girls and looks set to make a difference."

SEEDA has provided £3 million to pilot this e-skill UK project in the South East, attracting the attention of ministers from the DfES and DTI. As a result of this forward thinking in the South East there is now interest and potential for the clubs to roll out nationally.

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LEARNING AND SKILLS

The magnificent seven

SEEDA's Learning and Skills team has been strengthened by the addition of seven new Sector Skills Development Managers (SSDMs) whose job will be to work with local partners across the region. Based at the offices of the Local Learning & Skills Councils (LLSCs), these managers have been recruited as part of a joint initiative between SEEDA and the LLSCs to address skills needs in the priority sectors – those identified in the Regional Economic Strategy as key for economic growth in the region.

The seven new managers will provide the link from local employers to the LLSC, and will be able to provide intelligence back into the LLSCs and SEEDA, as to business priorities at the grass roots level. They will be ideally placed to turn regional policies into action from first hand experience and contact with businesses themselves, and with local training providers.

Gilly Bartrip, SEEDA's head of sector skills, comments, "It is now widely recognised at a national and regional level that increased skills levels is a key driver for improved productivity and competitiveness of business and SEEDA considers that the sectoral approach is essential for engaging with employers and to achieve a better skilled workforce for the region. SEEDA's funding of these posts, and our work with our partners the LLSC to manage this network, demonstrates our ongoing commitment to identifying and tackling the skills needed by key sectors."

Berkshire

Anna Hartnell - Care-Early Years, ICT, Technology, Media & Telecoms
anne.hartnell@lsc.gov.uk

Anna's career began in office management in the publishing sector after university before branching into the Further Education sector working with the Open College on IT and Communications in the business community.

Her experience covers businesses operating in the finance and business services, food manufacturing and processing, distribution, construction, retail sectors and publicly-funded organisations working in social and healthcare, training and enterprise, employment services, and with a local government remit.

Hampshire & Isle of Wight

Anna Carnaby - Aerospace, Automotive & Defence, Composites, Marine Technology, Voluntary Sector
anna.carnaby@lsc.gov.uk

13 years in a high technology, high growth industry as commercial manager within a £22 million turnover plc have given Anna invaluable experience of fast-growing, international business, dealing with issues ranging from recruitment and establishing new functions to specifying and implementing new software, systems and procedures.

Kent & Medway

Lucy Humphryes – Pharmaceutical Manufacturing & Medical Technologies, Transport & Logistics, Tourism & Hospitality
lucy.humphryes@lsc.gov.uk

From an earlier career in telecoms, Lucy's background in IT client services developed into project management as part of the Ufi (University for Industry)/LearnDirect where she worked until joining SEEDA.

Milton Keynes, Oxfordshire & Buckinghamshire

Geoff Bayley - Engineering & Advanced Engineering, Health & Social Care, Biotechnology, Environmental Technologies
geoff.bayley@lsc.gov.uk

A graduate of Manchester University, Geoff spent the first 20 years of his career progressing through sales and marketing management roles for various large engineering organisations, culminating in his appointment as head of the automotive electronics systems division of T&N plc.

Since then he has run a national photographic service organisation and also acted as marketing director of a mobile phone service provider throughout the exciting growth years of that industry.

Most recently he has been acting as business development manager for Oxford College of Further Education facilitating training provision in response to local employers' needs.

Surrey

Peter Hartard - Business & Financial Services, Distribution (retail/wholesale), Public Services
peter.hartard@lsc.gov.uk

Peter began his career in logistics and systems in the 1960s before moving into the area of training and management development, an industry to which he has devoted over 30 years. During this time he has held a variety of posts including managing director of training and management development consultancies and spent three years as senior training manager with the British Standards Institution. Peter has worked both nationally and internationally with some of the world's leading corporations and has also tutored MBA students for the Open University.

Sussex

Caroline Wood & Mel Webb – Construction, Cultural & Creative Industries (including new Media), Agriculture, Horticulture & Rural Development, Performing Arts
caroline.wood@lsc.gov.uk

Caroline Wood
Caroline's career began as a registered general nurse and from here developed into pharmaceutical sales and marketing, ending up with the responsibility of introducing new surgical products and procedures into the United Kingdom.

Most recently, Caroline joined Sussex Enterprise as a business development manager responsible for identifying and developing links with small to medium sized enterprises and to work with these organisations to help them realise their full business potential.

Mel Webb

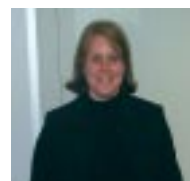
Mel began a long career with the Met Office working in technical R&D for over 20 years before changing direction with a move into lecturing in electronic engineering. This led him into a technical training and support management role in micro system Maintenance, delivering training to a nation wide engineering work force and lecturing in Further Education.
mel.webb@lsc.gov.uk



Anna Hartnell



Anna Carnaby



Lucy Humphryes



Geoff Bayley



Peter Hartard



Caroline Wood



Mel Webb



HEADSTART

The SEEDA Learning and Skills team welcomes its newest member, Adrian Parry, who joined the division as Head of Strategy. Adrian comes with a wealth of experience in further and higher education and funding and enjoys rugby in his spare time, having played for many years. Adrian is looking forward to the challenge, "I am delighted to have been offered this exciting opportunity and hope my previous experience in the educational sector will bring value to the team."

For Your Diary

Community online advice



Ryde Art Works

Community groups and voluntary organisations across the South East can now get helpful information and advice from a specially created website, thanks to funding from SEEDA and the British Urban Regeneration Association (BURA). Described as a "virtual networking tool", the Community Projects South East website is aimed at individuals and organisations working within their local communities to improve people's quality of life.

"The website is now evolving quickly", says Simon Burwood, BURA's research manager. "Increasing numbers of projects and organisations are submitting their details in order to be featured on the site. This said, BURA is continually looking out for more community, voluntary and regeneration initiatives to include, and I would be very interested to hear from any group that has yet to receive or fill out a questionnaire."

The website is intended to act as a virtual networking tool, Simon explains, which will make it possible for fledgling community projects around the region to learn from the experiences of others. "Too often new initiatives make the same mistakes as longer established projects made in their early days and this website aims to ensure valuable resources - both time and money - are not wasted in this

way. BURA is dedicated to disseminating best practice in community regeneration and we see research of this nature as key to this delivering this commitment."

Projects listed on the site range from those concerned with asylum seekers and refugees to arts-orientated initiatives, and from community and village halls to drug rehabilitation schemes. Pam McHale, SEEDA's head of social and economic inclusion, adds, "SEEDA is committed to building capacity in the voluntary and community sector to participate in the development and delivery of the social inclusion agenda, and with a range of regional and local partners work to build enterprise in the most disadvantaged areas and communities in the region. Effective communication is a vital ingredient in empowering and enabling people to take this agenda forward. The South East Community Projects initiative provides a real opportunity to join up people and organisations, with ideas and innovation, to break down some of the barriers to taking this challenging agenda forward."

www.seeonline.net/community/communityprojects
Simon Burwood 0800 0181260
simon@bura.org.uk

EVENTS SCHEDULE

October events

27 - 28 October
Cal-IT 2003, London Hilton Metropole Hotel, London

Francesca Fogell, SEEDA
01483 484275

28 - 29 October
Winds of Change, De Vere Hotel, Southampton

Ally Charles, SEEDA
01483 500742

31 October
Coves Waterfront/Team Coves - Transat Jacques Vabre Race Launch
Maxine Maclaren, SEEDA
01483 470156

November events

5 November
SEEDA All Staff Briefing, Guildford Civic Centre

Debbie Catt/ Lisa Murray, SEEDA
01483 484230

5 - 7 November
Women & Enterprise: Making Waves Prowess, Brighton
Sarah Roach/Francesca Fogell, SEEDA
01483 484275

6 November
Launch of the Draft Social Enterprise Strategy Presentation, Bayliss House, Slough
Sam Philpott/ Lisa Murray, SEEDA
01483 470177

11 November (am)
IoD/SEEDA Technology Seminar, Wokefield Park, Reading
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

11 November (pm)
IoD/SEEDA Women in Business Seminar, Windsor Racecourse
Francesca Fogell/Pam McHale, SEEDA
01483 484275

12 November
Design and Build for Value, Reading
Francesca Fogell, SEEDA
02483 484275

12 November
Small Business Seminar Conference, Egham
Ally Charles, SEEDA
01483 500742

12 - 14 November
Institute for Small Business Affairs (ISBA) Conference, Savill Court Hotel, Egham
Ally Charles, SEEDA
01483 500742

13 November
IoD/Seminar Technology Seminar, Losely Park, Guildford
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

17 November
IoD/SEEDA Sustainability Seminar, Hilton, Cobham
Francesca Fogell, SEEDA
01483 484275

18 November
IoD/SEEDA Woman in Business Seminar - Holiday Inn, High Wycombe
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

18 November

Publishing Cluster, Oxford
Ally Charles, SEEDA
01483 500742

19 November (am)
IoD/SEEDA Technology Seminar, Holiday Inn, High Wycombe
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

19 November
SEEDA Sustainable Business Awards for the South East Dinner, Sandown Park Race Course
Tanya Mennie, SEEDA,
01483 484278

19 - 22 November
Medica 2003, 35th International Trade Fair with Congress World Forum for Medicine, Düsseldorf www.messe-duesseldorf.de

Neil Impiazzi/Francesca Fogell, SEEDA
01483 484275

20 November
Electronic Games Conference, Sussex University, Brighton
Ally Charles/Alan Searle SEEDA
01483 484742

20 November
IoD/SEEDA Technology Seminar, Hilton, Cobham
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

25 November
IoD/SEEDA Technology Seminar, Belfry, Thame
Francesca Fogell/Steve Coppins, SEEDA
01483 484275

25 November
IoD/SEEDA Women in Business Seminar, Wokefield Park, Reading
Francesca Fogell/Pam McHale SEEDA
01483 484275

25 - 26 November
International Biotech, London
Francesca Fogell/Neil Impiazzi, SEEDA
01483 484275

26 November
National Conference Public Sector Sustainable Food Procurement
Valerie Carter, SEEDA
01483 484211

26 November
Launch of 'Five Years of the RDA's', 11 Downing Street, London
Debbie Catt, SEEDA
01483 484230

27 November
IoD/SEEDA Sustainability Seminar, Belfry, Thame
Francesca Fogell/Graham Tubb, SEEDA
01483 484275

28 November
Launch of Public Art Initiative
Ali Marsh (Arts Council England, South East)/Sam Philpott, SEEDA,
01483 470177

ROYAL SHOW

Down on the farm

The Royal Show is the annual showcase for everything that's best in rural Britain, and this year, for the first time, SEEDA took a stand all to itself at the Royal Agricultural Society's showground in Stoneleigh Park, Warwickshire, for this popular four day event.

SEEDA's aim was to highlight its commitment to rural development to a large cross-section of the British population, and in order to ensure maximum visibility it took a large stand located in a prime position just south of the main show ring. The stand was purpose-built for SEEDA and significantly, 98 per cent of it was constructed from recycled and renewable materials, demonstrating the Agency's commitment to protecting the environment and conserving resources. Aside from Advantage West Midlands, a main sponsor of the Royal Show, SEEDA was the only English Regional Development Agency to take a stand at this year's event.

Over the four days, visitors to the stand - who numbered an estimated 650 - had the chance to learn about SEEDA's achievements working with small rural towns in the South East, the region's woodlands, the red meat industry, renewable energy, rural tourism and local produce. The stand was designed as an information trail, with dozens of facts about the South East and its rural economy displayed on boards. Visitors were encouraged to read the facts on these boards and on the main stands. They had the chance to win a daily prize of a hamper of food and a case of wine, all from the South East, by answering fact based questions in a competition run on the stand. The names of the four winners have been pulled out of the hat and they will have their hamper and wine delivered to their doorsteps shortly. In total, 250 people entered the competition.

Another display on the stand featured a woodchip-fired boiler/stove, provided by Italian company Jolly-Mec, which attracted the attention of many of the visitors. An impressive market stall packed with food and drink from the region proved popular, with produce supplied for the stand by food group A Taste of the South East. SEEDA's chief executive, Anthony Dunnett, commented at the show, "This year we decided to take the South East rural sector to the UK's largest rural Show," he explained. "This has paid dividends in terms of

making new contacts, advancing our rural agenda and raising awareness of the attractions of the South East to tourists and rural businesses. Such is the strength of the feedback, that we have agreed to take the same plot next year and have already started planning an even more comprehensive stand for 2004."

... and in the Garden of England

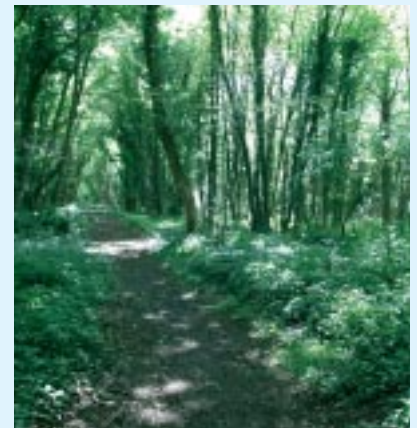
Only a few days after the conclusion of the Royal Show, SEEDA once again demonstrated its focus on rural development by sponsoring the Sussex Cattle Class of judging at the Kent County Show, held at the county showground just outside Maidstone. SEEDA's rural sector director, Valerie Carter, presented individual SEEDA branded sashes and rosettes to a number of animals on the Friday morning, each one a winner in one of eight sub-classes of judging. On the afternoon of the first day, SEEDA's rural sector board member, Poul Christensen CBE, was there to present the Dick Foster Perpetual Trophy, again sponsored by SEEDA, to Trotenden Barmaid XXIII, a two-year old Sussex heifer owned by Messrs CE and WS Millson. As well as the awards, SEEDA sponsored a seminar alongside Kent County Council and the Country Land & Business Association (CLA). The session was targeted at landowners and farmers, and was designed to highlight rural challenges in Kent and how to tackle them.

Valerie Carter said, "We have many projects in the rural sector which range from assisting farmers with bringing redundant farm buildings back into productive use to the revitalisation of small rural towns. However, of equal importance is support for the livestock industry in the South East which was affected badly by the foot and mouth crisis. By sponsoring the Sussex Cattle Class at the Kent County Show we are doing our bit to demonstrate that farmers in the South East and in the UK as a whole, can produce truly excellent cattle which can help the UK to compete in the international farming arena."

SEEDA's rural calendar for summer 2003 also took in one other show in the region, the South of England Show at Ardingly, West Sussex, where SEEDA and the CLA jointly supported another seminar providing training and advice for farmers.

Valerie Carter
Tel 01483 484211
Email valeriecarter@seeda.co.uk

“ We have many projects in the rural sector which range from assisting farmers with bringing redundant farm buildings back into productive use to the revitalisation of small rural towns. ”



Valerie Carter, SEEDA's rural sector director (left) at the Kent County Show