

SOUTH EAST VIEW

THE REGIONAL PERSPECTIVE | SPRING 07

A REAL VISION

ECONOMIC GROWTH ON
THE SOUTH EAST COAST



PLUS: EMERGING INDIA | MIPIM | BUSINESS LINK PLAN



SE Overview

All the latest news from the region, plus words from SEEDA Chief Executive, Pam Alexander, on creating and taking opportunities.

SE Close-Up

With features on the coastal economy and Business Link as well as a focus on India.

SE at a Glance

Appointments and upcoming dates for your diary.

Front cover image: The Spinnaker Tower at Night, located on the Waterfront leisure complex at Gunwharf Quays, Portsmouth – a shining example of economic regeneration on the South East coast

PREVIEW

Dear Readers,

Welcome to the first South East VIEW of 2007.

In this edition we take a look at the economic potential of the South East's coastline, as well as the rise of India as a global power. We find out more about the Business Link three-year strategy which will deliver a simplified and effective focus for business support. And we report on MIPIIM, the world's largest property conference where SEEDA markets the South East to the most influential decision-makers in the global property sector.

As always we welcome your feedback on South East VIEW so if you have any comments please drop me a line at editor@seeda.co.uk or call me on 01483 470177.

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AGENCY
Working for England's World Class Region

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COASTAL UNITED, p.10

South East England Regional Assembly Chairman, Cllr Keith Mitchell: "To deliver the needs

for the region's coast we must ensure that our strategies and actions are aligned to a common goal. We will only achieve lasting regeneration of our poorer areas with sustained economic improvements, which ensure the protection and enhancement of our environment. The Assembly looks forward to working with SEEDA in ensuring that the Coastal Strategy reinforces the objectives of the South East Plan and provides a sound basis for delivery."



YEARS OF SUCCESS, p.12

John Jarvis, MD of Wiley: "40 years ago Wiley moved its European headquarters from

London to Chichester and the South Coast location has helped us achieve annual sales exceeding £100 million, while providing good business infrastructure and a great quality of life for our 600 staff."



CREATIVE CLUSTERS, p.14

Lindsay Charlton, ITV Local:

"When we were planning the launch of ITV Local, our

pioneering multi-channel Broadband television trial, we needed to find towns with lively creative communities and a good Broadband infrastructure. Brighton and Hastings fitted the bill perfectly."



BUSINESS LINK, p.18

Lucy Findlay, CBI Head of Enterprise: "The Government's Business Support Simplification

exercise, which should include re-affirming Business Link as the primary gateway to business support, must bring in all government departments, Regional Development Agencies and local authorities, so that the system can be streamlined, made relevant to business and be customer focused. This should not be an exercise in reducing the overall government spend on business support."

MAKING THE NEWS

REACTION HAS THE EDGE

It was Dragon's Den and The Apprentice rolled into one, when eight teams from schools across the South East came face to face with top managers from companies including Barclays Bank and Virgin, to persuade them their idea had the 'Business Edge'. It was all part of SEEDA's The Edge competition to find the most

enterprising school in the South East and the all-girl 'Reaction' team from Tonbridge Grammar School in Kent came out on top.

SEEDA Chief Executive, Pam Alexander said: "The Edge was designed to inspire students to think laterally about the excitement of business, to develop skills increasingly

sought after by employers and help young people prepare for business life. We had eight fantastic teams competing in the finals and their grasp of what's needed to succeed in business impressed our demanding judges who wanted to offer jobs immediately! Many congratulations to Reaction and to all the competitors."



HIGH FLIERS

SEEDA Chairman Jim Brathwaite invited Permanent Secretary of the DTI Sir Brian Bender to Farnborough to showcase two global players in the area, both of which are involved in very different areas of the aviation industry. Flight Safety provides pilot and maintenance technician simulation training, while St. Bernard Composites Ltd is an international player in high performance, low weight advanced composites structures, components and applications.

SUSTAINABILITY CHECKED

The upgraded SEEDA Sustainability Checklist for the South East can help house builders create high quality sustainable developments which are not just socially and environmentally responsible but are competitive and stand out in the market, according to Stephen Stone, Chief Executive of Crest Nicholson. Speaking at the launch, he said: "A genuine commitment to sustainability can

have a positive impact on the bottom line because it's not about tree huggers and eco-warriors, it's about creating great places to live in which are future proof."

The new Checklist, developed by professionals, is now an online tool, so that it can be accessed by any location. The Checklist has been simplified, making it easier to understand and use. The two reports it generates have been significantly upgraded; there's a simple report providing a sustainability snapshot for

and management skills are crucial in ensuring that business owners embed innovation as a core company activity," she said. "The Academy will play a key role in bringing together Higher Education researchers and teachers in innovation and leadership to share knowledge with each other."

The £225,000 contract was a consortium led by the University of Surrey's School of Management.

planning committees, for example, or a fuller version for developer decision makers to measure sustainability performance, such as how water, energy or waste issues are being addressed. Take a look at it on www.checklistsoutheast.co.uk



MOST ENTERPRISING TEACHER

The winner of SEEDA's Award for Enterprise for the South East, teacher Stephen Cabrera, has gone on to win the national Award for Enterprise in Schools.

The Business and Enterprise Co-ordinator at Rydens School in Walton on Thames has succeeded in achieving Business and Enterprise Specialist Status for the school. Stephen has revolutionised the school's approach to teaching commerce, bringing real world business thinking to his lessons and his overall contribution was, according to the judges 'simply outstanding'. The Chairman of Unilever was persuaded to spend a day with his pupils while the enterprise suite he has created at the school was opened by the Head of IBM UK. As Stephen says: "Enterprise is not just about business activity. It is about a broad set of skills and attitudes to solve problems, overcome obstacles and make things happen. My reward is unleashing the creativity and energy that my students have and will need to become enterprising."



Stephen Cabrera (left) receiving his award from Evan Davies, presenter of BBC's Dragon's Den



OPEN FOR BUSINESS

SEEDA's Chairman Jim Brathwaite recently opened the new Adur Business Centre in Shoreham-by-Sea, West Sussex. Housed in the award-winning Ropetackle development, the new centre has been set up by SEEDA and Incubation South East, to provide fledgling businesses with a home. A flexible tenancy licence means new and young companies are not bound into expensive long-term leases. A professional staffed reception service takes telephone calls and receives visitors in the client's name.

Opening the Centre, Jim Brathwaite said: "The Adur Business Centre is an ideal space for new businesses to develop at their own pace. We are delighted with the building, which will provide a further boost for the town as well as supporting the growth of the Adur Enterprise Gateway." For more information, call 0845 074 0550 or visit www.adurbusinesscentre.co.uk

STOP PRESS: The Ropetackle housing development has been praised by the Prince of Wales for its eco-friendly design and construction. Speaking at a Prince's Foundation reception, the Prince said the scheme enhanced the local area and recreated the charm of a fishing village.

PROWESS IN BRIGHTON

SEEDA was the lead sponsor for 'Backing Winners – the Dead Cert for an Enterprising Nation', the 4th annual international Conference and Awards Ceremony organised by Prowess, the network for business support, at Brighton Racecourse on 7th and 8th February 2007. Key topics at the Conference, which aims to help shape the women's agenda included Pam Alexander, SEEDA Chief Executive speaking about the new Women's Enterprise Task Force to which she has been appointed as Co-Chair, along with Dr Glenda Stone. Other keynote speakers at the event included Margaret Hodge Minister of State for Industry and the Regions.

Inspirational Woman of the Year (an entrepreneur who is a role model to others), Outstanding Contributor to Women's Enterprise Development and the Business Support Professional of the Year were among the Awards, which recognise outstanding contributions in developing Women's Enterprise. For information on the Award winners, go to www.prowess.org.uk



Launch of the Hampshire MATISSE project in Winchester

MATISSE ON MESSAGE

A six-month pilot to test the impact of teleworking in Hampshire has shown dramatic productivity gains. The Mobile and Teleworking Initiative for a Smarter South East (MATISSE) involved people from the public sector and SMEs which have had to work from home for at least two days each week.

Productivity was reported to have increased by between five and 25 per cent, stress was reduced while commuting time and costs were cut. An added bonus was the reduction of office costs and overall, all participants felt their quality of life was improved.

SEEDA's Head of the Wired Region, Peter Sinclair said: "The Regional Economic Strategy identifies that ICT is critical to boosting business competitiveness and enhancing quality of life. MATISSE shows that embracing technology is good for business success and employee satisfaction."

IT'S SIMPLE FOR SOCIAL ENTERPRISES

How can social enterprises measure and communicate their multiple bottom lines? Their success will often be much more than the financial return; it might result in jobs created or some service to the community which has a value which it is often difficult to evaluate.

Academic research in the US and UK has established criteria to place a value on the non revenue impact of social enterprise.

SEEDA is sponsoring the Social Impact Measurement for Local Economies (SIMPLE) programme where social enterprise managers can be trained to use a toolkit to calculate and promote their contribution.

The course is run by Social Enterprise London and the University of Brighton working with social enterprise Focus to Work. Details can be obtained from Robin Harris at Robin@sel.org.uk or by phone on 0207 022 1926.

REGENERATIVE ASPEX

A £250,000 SEEDA grant through the South East Hampshire Area Investment Framework has helped move The Aspex Gallery, champions of Portsmouth's contemporary art scene for 25 years, to an exciting new venue in the historic Vulcan Building in the city's exciting Gunwharf Quays development.

Gunwharf Quays is a retail, residential and commercial development with a strong emphasis on leisure. It is already a major visitor attraction and the Gallery expects to see around 18,000 visitors a year coming through the doors. Besides its promotion of contemporary art from the local community, there will be a strong emphasis on helping promote the wider creative industries sector.

SEEDA's Area Director for Hampshire and the Isle of Wight, Kathy Slack, says: "Art is for everyone and can add so much. It can be used to stimulate education and skills; it can be at the heart of regeneration and contribute to sustainable economic growth."



Aspex Gallery, Portsmouth, Hampshire

BY GEORGE, THEY DID IT!

The George in Rye, once a coaching inn and the social hub of the town's trade, has been returned to its former glory with help from SEEDA. For years, the oldest and at one time most distinguished hotel in Rye was neglected until, in 2004, it was taken over by husband and wife team, Alex and Katie Clarke, who left their jobs and moved down from London to renovate it.

As it was such a prominent building, key stakeholders in the local economy applied to SEEDA's Rural Redundant Building Fund, which provides financial support to help bring redundant buildings back into productive use or to enhance their current use.

With financial aid like this, the Clarkes were able to renovate sensitively, add another 10 rooms and begin their push to upgrade The George from a three - to a four-star hotel, thereby increasing the viability of the business.

SEEDA's Rural Sector Director, Valerie Carter, says: "SEEDA is dedicated to regeneration in the rural sector, whether through projects like The George, which develops economic performance in current sites, or through introducing new uses within redundant or failing sites. The George has so far been a great success and has already delivered a real boost to the local economy."

TOUR DE FRANCE ROUTE ANNOUNCED

The route of the classic cycle race through Kent in July 2007 has been announced. After its eight kilometre prologue in London on 7th July, the next day sees the Tour progress through Dartford, Medway, Maidstone,



Tonbridge, Tunbridge Wells and Ashford before finishing in the shadow of Canterbury Cathedral. Three sprint sections are included in the Kent section of the race.

SEEDA Chairman Jim Brathwaite says: "We expect the economic impact to be significant – bars, restaurants, hotels and café's will all benefit from the huge increase in visitors."

FITNESS CLUB WINS DISABILITY AWARD

BT, Flybe, Southampton Solent University and Hampshire Constabulary were just some of the winners of the Disability People's Business & Community Awards 2006 – organised by the Southampton Centre for Independent Living (SCIL).

The Awards' main sponsors were SEEDA and HSBC Bank PLC. SEEDA sponsored the Outstanding Newcomer

category which was awarded to LA Fitness in Southampton for providing disabled access to all its facilities and equipment. It was also commended for its preparedness to adjust its programme to suit individual disabled needs.

SEEDA's Area Director for Hampshire and the Isle of Wight, Kathy Slack, who presented the award said: "SEEDA recognises how disability equality can be used as a means to create cultural, social and economic enrichment. This Award shows how organisations can rapidly make a difference and LA Fitness really deserves this award."



SEEDA's Kathy Slack, (left) and TV Presenter Debbie Thrower (right), who hosted the ceremony, presenting the award to LA Fitness

HASLEMERE REWARDS REWARDED



Haslemere residents

Congratulations go to a Haslemere initiative which represented the South East and went on to win the prestigious National Market Towns Award for the best project in the country. 'Haslemere Rewards' is a loyalty card scheme devised for the town's independent retailers and shoppers. It's a smart card which can be used at any of 32 participating shops to gain discounts or points towards future purchase. The scheme has proved very popular with residents and now some 5,000 cards are in regular use giving

a significant lift to the local economy.

Haslemere is part of the Action for Market Towns (AMT) programme working with Surrey County Council, and funded under SEEDA's Small Rural Towns Programme which is providing £7 million over seven years to support rural communities throughout the South East. The town and the surrounding villages have been very active in promoting its community economy – last year a highly successful Conan Doyle event attracted thousands of visitors to the author's home. Malcolm Rowe, Business Development Manager of SEEDA's Rural Towns Team, says: "We are thrilled at Haslemere's success; the community has long been active in trying to sustain a buoyant local economy and thriving modern market town and the Award recognises their achievement."

SUPER NEWS FOR Q&R

Multi-national supermarket chain Aldi is to build a 56,500 sq m office and distribution centre at Queenborough and Rushenden on the Isle of Sheppey, North Kent. The retailer has exchanged contracts with SEEDA to construct the centre at the new Neats Court employment zone, within the regeneration area.

The deal follows SEEDA's submission of a masterplan to Swale Borough Council, outlining proposals to build up to 2,000 new homes, 180,000 sq m of employment space, a new primary school, community and leisure facilities, open space, as well as carrying out infrastructure work on this key brownfield site in the Thames Gateway. Following public consultation, the masterplan is expected to be adopted in the summer. Kent County Council (KCC) has also submitted a planning application for the Rushenden Link Road, providing the key link between the new A249 and the regeneration area.

LA BELLE BETTESHANGER

Energy saving and sustainable design have been the topics of two highly successful cross channel best practice workshops organised by SEEDA, as part of the EC funded link between the former Betteshanger colliery regeneration project and the former 9/9 bis colliery site in Oignies in the Nord-Pas de Calais, France. The latest event, in Deal, included a presentation on the sustainable energy benefits of the biomass energy centre at the new Betteshanger Business Park, its heat network, local sourcing of woodchip fuel and the resulting environmental and cost benefits for end-users. On sustainable design, delegates were told about SEEDA's Quality Environment Strategy and Sustainability Checklist and shown the designs for the proposed Visitor Centre building for Fowlmead Country Park.

A later site visit also gave the French guests a chance to see the sustainable drainage system, water treatment compound and balancing lagoons, as well as the biodiversity programmes, which included the specially constructed reptile habitats, the bat and badger tunnel under the A258 highway as well as the badger tubes and bat and bird boxes.



Entente Cordiale: one of the cross-Channel sustainability workshops

SEIZING IT...

SEEDA Chief Executive Pam Alexander talks about creating the opportunities for the South East – and taking them – both at home and abroad.

Our region is world class and can meet the aspirations of the new Regional Economic Strategy (RES) if we create and take the opportunities that the global economy offers. This edition of South East VIEW reports, in news and features, the many areas where SEEDA, its partners and stakeholders are taking action to secure these opportunities.

We know how much we must look to the potential offered by the new major players in the world economy. I visited India in the autumn with our Chairman Jim Brathwaite to continue our assessment of the global opportunities for the region. We now know how India is so much more than the service centre of the world, important as that is in growing its economic prosperity and potential markets. As we visited the main commercial centres, we saw how entrepreneurial and dynamic the country is becoming – which will open up many opportunities for commercial partnership with our region.

If we are to take advantage of the world economy, we will need to be more enterprising. At SEEDA we are championing the female entrepreneur and I was delighted

to be appointed Co-Chair of the Government's new Women's Enterprise Task Force. SEEDA leads on promoting this and already we have 50,000 South East Businesses run by women. We aim to increase this by 10,000 in the next 10 years and ensure that the framework of support is in place to open the door to women who can contribute so much.

One vital tool in this will be Business Link. Its new strategy, reported here, is another example of putting together the right kind of support network to help create and exploit opportunity through innovative enterprise.

We also report on our coastal economy, one of the region's three economic contours identified in the RES. I chair the Margate Renewal Partnership and the Hastings and Bexhill Task Force, so I know that there is a real surge. This is creating opportunities for the future; one excellent example is the world class creative industries culture emerging in Brighton.

Our job is to work with our partners to identify and sustain the momentum needed to achieve the region's aims in the RES; focus our efforts on global success and we should deliver.

Pam Alexander



SEEDA Chief Executive
Pam Alexander

COAST AHEAD

“If the South East coast as a whole performed at the average of the region, between £10-13 billion more could be added to its GVA.” That was the assessment of the Regional Economic Strategy. South East VIEW talks to SEEDA Chairman Jim Brathwaite CBE about the coast and where the future lies.



Jim Brathwaite lives in Angmering on the West Sussex coast and loves it. He also built up a very successful business there, so probably knows as much as anybody about the challenges, not least the quality of life which can weaken the hunger of an entrepreneur. But he worries more about the deprivation so often unseen in a very rich region overall. “2.5 million people on the coast have a GVA per head of less than the North East, they get overlooked as everybody just assumes the whole region is rich.”

The coast, of course, has a very prosperous past. Many places – from Margate through to Folkestone in Kent to Victorian-inspired resorts such as Hastings, Eastbourne and Worthing or the Isle of Wight – built strong local economies through leisure as the population expanded, wealth increased and railways extended. Brighton and Bognor Regis, of course, had enjoyed success from even earlier royal tourism fashions. After the Second World War, with tourism trends changing, a gentle decline set in which resulted in gradually weakening economies, increasingly outdated roads and, latterly, the growing chill of global competition.

Jim Brathwaite sees the whole region stepping up to the challenge of change. Along the entire coast, partnerships of key stakeholders are mapping out the path for change. “SEEDA is actively involved in regeneration partnerships along almost every part of the coast. Hastings, Chatham and the Isle of Wight have direct SEEDA involvement. Partnerships in North Kent, in Folkestone and the Five Towns Network in West Sussex are all showing the way ahead. Urban South Hampshire is a leading model of urban partnership through the PUSH initiative and Brighton has moved from faded glory to the forefront of the creative industries sector.” Typical of the kind of initiatives these partnerships are undertaking is the recent proposal for ‘Shoreham Waterside’ in West Sussex. A product of the Adur Regeneration Initiative and part of the Shoreham Renaissance Masterplan, ‘Waterside’ will be a mixed-use development which will form a gateway to the town. It will retain as much waterfront as possible and include housing, shops, leisure and community facilities.

Part of SEEDA’s role is advocacy with government to make the case

for support for those aspects of coastal revival over which Whitehall still makes the decisions. “The coast must get its communications infrastructure into the 21st Century but the decisions come from the centre,” Jim Brathwaite says, “The Regional Transport Board knows we must have improved roads and is telling government that the problems can be fixed, but its present funding is now committed way ahead. But if we could bring in private finance and accept road pricing then we can make a step change; the recent Eddington Report agrees with what the RDA’s are saying and I hope we can start to look at some radically different solutions.”

Equally important is the rail infrastructure; progressing the plan to move more freight from Southampton to the Midlands, or improving South coast services, are vital and Jim Brathwaite is working with ministers to persuade government to give the go ahead for some of the options.

“But we’ve also got to modernise our commercial infrastructure in many areas of the coast,” he argues. “We have some excellent businesses

in good modern premises, General Dynamics, Wiley, Rolls Royce, Thales, Saga, to name but a few. And it is companies such as the high value loudspeaker manufacturer, B & W, whose award-winning products are in demand worldwide, which start-up and grow here, that we need to inspire. B & W started as a small, Worthing-based hi-fi retail business in the 1960s and now employs 400 in the

area with customers ranging from heads of state and top people in the music industry, to music lovers in homes worldwide.”

New housing already on the coast, plus those extra allocations expected from the South East Plan, will add to our ability to strengthen the economy. Jim accepts the region has to have new

housing and concluded: “Only by increasing the supply can we meet demand which has been pushing prices beyond too many people’s reach. But we must have the infrastructure – schools, community facilities and so on – otherwise what is already creaking due to lack of investment, could crack and cause the best companies to leave.”



What is the South East Coast?

It starts at the borders of the Thames Gateway on the Medway, running through Margate, Ramsgate and Folkestone. Into Sussex, it includes Hastings, Eastbourne, Brighton and Worthing. Then comes Urban South Hampshire, including Portsmouth and Southampton before ending at the Isle of Wight.

Plans for Shoreham Waterside




B & W Loudspeakers' new Prestige, Nautilus



BUSINESS WISDOM

One of the world's biggest publishers of scientific and technical books and journals, online and in print, John Wiley and Sons, has had its HQ at Chichester since 1967, and has just committed to a major new investment in warehouse expansion in nearby Bognor. Already a major South East force, the company recently announced its acquisition of one of its biggest competitors, Blackwell Publishing in Oxford. So what is the Wiley 'take' on the South East?



John Wiley and Sons has its 200th anniversary in 2007 and one of the lead celebrations is a book about the history of the company, 'Knowledge for Generations'; it is knowledge, and the acquisition of it, which drives the company's culture and its offer. There is probably no part of the scientific, technical or medical world that Wiley does not have a book or a journal about, however esoteric the subject. It works with hundreds of universities and learned societies worldwide to produce journals and magazines. For instance, Wiley has worked with the Royal Meteorological Society for many years and has just agreed to publish its entire journal portfolio. The Professional and Trade division deals with business, management, finance and architecture publishing, and there is a growing list of consumer titles. In 2006, it acquired Fernhurst Books in Arundel, a publisher of sailing books, and if you were ever at sea with your computer or struggling with Sudoku, then you might well have read Wiley's world famous "For Dummies" titles. From its Chichester headquarters, the European operation covers

Europe, the Middle East and Africa. There are UK offices at Bognor, Ealing and Guildford, with the Blackwell acquisition now adding Oxford and Edinburgh to the list. A German office, reporting to Chichester, majors on a formidable array of chemistry journals and books. Forty per cent of John Wiley's \$1 billion turnover comes from overseas, of which Europe contributes \$292 million.

The Blackwell takeover reflects the Wiley culture, says European MD, John Jarvis. He introduced Chairman Peter Wiley to Blackwell Chairman Nigel Blackwell over lunch in 2005 and discussions, built initially on a partnership deal, proceeded from then. Other publishers had also expressed interest in Blackwell over the years, but Wiley's ethical approach to business, and respectful attitude to staff matched Blackwell's own aspirations for the brand's future. John Jarvis sums it up: "Wiley is level-headed, respectful and decent in the way it approaches its business and, unusually for some American companies, very outward-looking. We have shown



Left to right: Chris Chapman, SEEDA's Investor Development Manager for West Sussex, The Atrium at Wiley's headquarters in Chichester; and John Jarvis, CEO of Wiley

that decency and ethics are not mutually exclusive with being highly successful and profitable."

Commitment to the UK in Wiley's fast changing world is demonstrated by the decision to invest in a new 100,000 square foot facility at the old LEC site in Bognor. The site was suggested to Wiley by SEEDA's Investor Development Manager for West Sussex, Chris Chapman, to solve their growing need for more space. "But it was still a competition between it and other locations," says John Jarvis. "We've always seen the advantages of the West Sussex coast, with its proximity to Southampton and major airports for distribution. We have good loyal, well-educated staff here, with a reasonable cost base, together with an enviable way of life."

Publishing, especially the kind of publishing Wiley specialise in, is changing rapidly as the digital age evolves. "All 1,350 journals of the new Wiley Blackwell entity are available online; over the next five years, every journal produced will be online and this will be a

substantial part of our offer," says John Jarvis. "The digital format is having a huge impact on research and development as it will provide a real 'open' university for all. Our Cochrane Library, for example, is one of the world's most formidable medical research resources and is growing fast," he adds.

Print books will continue to be important however. "Online 'books' will probably be in all infant and primary schools within 10 years," says John Jarvis. But he still feels that print books will continue to be vital for academic research. "You can search and access online content very effectively, but you can't yet browse in electronic formats in the same way as you can print. Neither am I sure that online, or even DVD, is yet as secure as print in terms of providing an archive."

Nevertheless, Wiley is pushing ahead fast with its online publishing. The formidable Frommers website is an online travel guide, which is already highly interactive and now has just started a podcast service. Wiley has also just acquired

'whatsonwhen', a company which does just what it says in providing global listings of events around the world. Part of the offer is to licence content to airlines and travel companies to use on their own websites as additional marketing.

With a truly global reach already, Wiley worldwide is looking at the opportunities in China, India and other parts of Asia. It now prints and sells in India and South East Asia and is increasing its presence in China, where copyright protection can still be an issue, although that situation is improving and sales are increasing there, having multiplied six times since 2004.

John Wiley and Sons is already a big player in the South East. Now with the Blackwell's acquisition, the company is bigger still but still firmly favouring the region. It typifies the potential for world class companies in the region.

*For more information, call
Julia Lampam on 01243 770668
email: jlampam@wiley.co.uk*

GET IN THE GAME

Forget Soho. With the creative networks along the South Coast growing every week, led by companies such as NC Soft in Brighton and wave in Hastings, now is the time to join the action.



“You want to know why Brighton?” asks a surprised Dirk Metzger, European Marketing Director of NC Soft in response to our question. “Why not Brighton? It’s international, it’s full of students and young people, it’s perfectly placed for our needs and most importantly of all, it’s starting to become a real creative centre.”

South East VIEW is investigating the growth of the creative industry on the South Coast and it seems that we underestimated how far it has already come. Take NC Soft, the biggest software company in Korea – it established its European headquarters in Brighton in 2004. “We’ve just kept on growing since we’ve been here,” says Dirk. “There wasn’t much of a creative network here when we arrived, but that wasn’t a problem because we could outsource. But since then it’s grown considerably, especially in terms of game development. It has the potential to become a world-leading software cluster.”

Dirk is the first to admit that it’s not quite Silicon Valley or Tokyo yet, but explains that there has been worldwide interest in Brighton

since they arrived there with their first massive multiplayer online role-playing game (MMORPG). “Part of that’s to do with our growth. Every time we’ve launched a new game, we’ve created new roles and added more staff. There are six titles out there so far and there’ll be plenty more. We’re staying right here, so the interest will just increase.”

As the interest grows, Dirk feels that more software developers and other creatives will be attracted to Brighton. So for him, the establishment of a formal body like the South East Media Network (SEMN) can only be a good thing. “Yes, it’s a very good idea. With an organisation like that attracting more creative business to the area, they can stimulate competition, help the network gain in strength and make sure best practice is shared, which is hugely important.”

Gina Fegan, Chief Executive of SEMN, agrees: “NC Soft is exactly the kind of company that needs to be behind what we do. We’re aiming to help digital content businesses increase their share of the global market and we achieve that by providing them with a

focus. This means analysing global market trends, leading the region’s response to those trends, singling out business opportunities and making sure they’re exploited by providing gateways through which our businesses can get support. To have a major global company like NC Soft supporting our aims and predicting a commercial rise in Brighton’s creative industry very much vindicates what we’re all about.”

SEEDA-funded SEMN is not the only organisation helping to stimulate the creative digital industry. SEEDA itself is also working hard to help foster creative businesses across the South Coast, and particularly in Hastings, where it has funded the regeneration of an area that includes the Creative Media Centre. Twenty-three creative companies currently use the Centre, one of which is wave, the largest creative co-operative in the South East, which was recently nominated for a Children’s BAFTA.

“We had a fantastic evening even though we didn’t win,” says Sally Lampitt, wave’s Marketing Director. “SEEDA even helped pay for us



Left to right: NCSoft's giant online games, Lineage II and GuildWars; some of the wave team from Hastings

to be there as ambassadors for the South East. It was also SEEDA that helped part-fund the Centre here, which is an incredibly buzzing place to work for creative people. From day one we recognised the potential of the Creative Media Centre and wanted to be part of its development. There's a real passion for growth in all the tenant agencies. We want each other to succeed and are quite happy to share our expertise, because we know there'll be an agency or a person who can help us when we need it. It's a

great place to work, full of creative energy and it's just going to get better as more agencies move in. Hastings could become a truly world class hub – and we intend to be here to help make it happen.”

Abigail Gilbert, SEEDA Communications Manager for Sea Space, the Hastings and Bexhill renaissance programme, adds: “We're all very proud of wave for achieving what they have. And we're proud of the Creative Media Centre for attracting so much

talent since its opening in 2004. This is just what SEEDA is all about: encouraging and helping businesses to grow and develop, so that they're in a position to compete on a global scale. And with creative clusters such as the ones in Hastings and Brighton performing so well, our media industry in the region can certainly achieve that in the near future.”

For more information on NC Soft and wave, call David Blundell on 01273 872160 or Sally Lampitt on 01424 205355

the big PUSH

The Regional Economic Strategy identified eight Diamonds for Investment and Growth which have ‘the potential to be economic catalysts for the region as a whole.’ Urban South Hampshire, which includes Portsmouth and Southampton, is singled out as the most advanced in designing a sub-regional sustainable development strategy. South East VIEW takes a look.

“Being in Portsmouth gives EADS Astrium the ideal combination of skills technology and access to markets,” says Government Affairs Adviser, Tom Gunner. Part of Europe’s biggest aerospace and defence company, Astrium is just one of the major international companies driving the local economy. It designs, manufactures and services satellite systems winning 21 projects this year and is involved in the Galileo project to create Europe’s own satellite navigation system. IBM, Ford and VT Industries are other major companies located in the area.

But despite the big names, the largest urban area in the South East faces some challenges such as relatively poor economic performance, major housing development, and areas of deprivation. This inspired the setting up of the Partnership for Urban South Hampshire (PUSH) to plan a framework for sustainable growth. Brad Roynon, Chief Executive of Southampton City Council explains: “PUSH is producing a clear but progressive strategy for South Hampshire, reflecting local communities’ needs as well as contributing to regional and national aims.”

PUSH is creating an integrated approach to achieving sustainable growth, aiming for an increase in GVA from 2.75 per cent a year today to 3.5 per cent by 2026 through smart growth (encouraging higher productivity, better training, higher skill levels and more people into economic activity).

Chairman of PUSH, Councillor Seán Woodward, argues PUSH is about retaining local control and

getting investment. “If we are to have all the extra housing proposed in the South East Plan, then we must have the infrastructure to support it which will need regular government investment. We’ve already been given £3.7 million to fund town centre improvements but we estimate that around £2 billion will be needed to achieve the transport infrastructure. More schools, health and community facilities will be on top of that.”

There are already signs of the region’s ambitions everywhere. Southampton Airport plans growth from 1.9 million passengers today to three million by 2015, and six million by 2030. Managing Director, Chris Butler, says: “We see great prospects for the economy of the area if it ensures the proper focus on high value added jobs and high tech industries. These will want international services to compete globally.” The airport expects to contribute £260 million to the local economy by 2030, and the Airport’s Development Masterplan also emphasises its sustainability targets, which includes Noise and Air Quality Strategies, as well as increasing use of public transport.

Associated British Ports (ABP) Port of Southampton is also vital to PUSH, pumping £2 billion into the local economy and directly supporting 12,000 jobs. Steven Young, Harbour Master, explains: “Around 23 per cent, by value, of the UK’s entire international non-EU seaborne trade passes through Southampton, more than any other UK port, illustrating its importance as a key economic driver. It is the UK’s second largest container port with some 40 million tonnes of traffic, including 50 per cent of UK-Far East trade. Over 250 calls in 2006 make Southampton the UK’s leading cruise



Southampton Airport



The Port of Southampton

port, while one in five of all the UK's gallons of petrol are supplied through the marine terminal at Fawley.

The Port has ambitious sustainable growth plans for the future. Container capacity is to be nearly doubled by redeveloping existing parts of the dock and raising efficiency through new technology. To lessen dependence on road transport, SEEDA is working with the Port and other partners to win funding for a rail gauge upgrade so that 9'6" containers could move by rail to the Midlands, increasing the current level of 27 per cent. More transshipment by sea is also planned; four new services have recently been announced and will help meet next year's target of making 10 per cent of all container movements to UK destinations by sea.

The marine industry overall is big business in the sub-region with its substantial marine cluster. Leisure and defence are the two main sub-sectors, both expected to grow. SEEDA's Sector Consortium for the marine industry, Marine South East, is promoting global growth in the leisure marine. With other stakeholders, it is helping smaller and medium sized companies raise skills, be more innovative and share capital equipment. Chief Executive, Jonathan Williams, says: "The sector is so important here that we must move it forward – and ensure it has the relevant infrastructure."

The PUSH sub-region is demonstrating how partnership working can create a vision and the framework to make it happen. As Barbara Thompson, Portsmouth City Centre's Strategic Director and PUSH's lead on economic development, says:

"We're very excited about the future; we've been under-punching our weight for years and as a unique two city region, we have the opportunity to realise our potential. We know we can grow the economy, but only with real investment in skills, innovation and enterprise as well as releasing investment land. The partners must agree the priorities and central government must help fund them."

VT Group Chief Executive, Paul Lester, agrees: "Although South Hampshire is seen as an affluent area, there are several challenges ahead to ensure that it retains its economic base and creates the right environment to sustain a rapidly growing population. If the area is to avoid becoming a dormitory, where people live but work elsewhere, the development of residential land must be accompanied by improvements in infrastructure and initiatives to encourage the growth of business."

Kathy Slack, SEEDA's Area Director for Hampshire and the Isle of Wight, underlines the strength of the PUSH initiative: "SEEDA has recognised the important contribution that the South Hampshire economy is making to the South East, identifying the area as a Diamond for Investment and Growth in the recent RES. SEEDA will continue to work closely with partners in PUSH who are working together to drive forward its economic performance."

*For more information on PUSH, Richard Longman,
Project Director for PUSH: Tel: 023 8083 3529
e-mail: richard.longman@southampton.gov.uk*

LINKING TOGETHER



Research shows that businesses which take strategic advice are more likely to grow than those that do not. Business Link, the publicly funded business support network managed by SEEDA, has agreed a new three-year plan to help achieve the goals of the RES.

Business Link is designed to help the 99 per cent of South East businesses with 250 employees or less. And help it does – a recent study suggested that businesses using the Business Link service in the South East added £27 of value to their bottom line for every £1 it cost to run Business Link. In the past 12 months, over 100,000 firms have sought help or advice from Business Link in the SEEDA region. An additional 22,000 individuals considering starting a business have used a Business Link service. The challenge for Business Link is to increase the level of intensively assisted businesses from 10,500 currently to nearly 18,000 by 2010, the bulk of which will be growth orientated businesses.

“One of our core aims for Business Link is to use it as a lead to simplify the business support infrastructure,” says Jeff Alexander, SEEDA’s Executive Director of Business and International, responsible for the fresh direction. “The Government’s aim is to cut the 3,000 publicly funded business support services to under 100 by 2010. So, we set



up the Joining Forces Programme which brought together the Business Link Providers, the Learning and Skills Council (LSC), Government Office for the South East (GOSE), UKTI and ourselves to agree a consistent, effective and efficient framework for business support. In consultation with 300 organisations, we identified what business wanted and then worked out how it could be delivered.”

Business Link in the South East will continue to be delivered through six local providers which reflects the size and complexity of the region. “Each Business Link Provider is accountable to its own business-

led board and stakeholders,” says Jeff Alexander. “One size doesn’t fit all and it is essential to have local management who have the knowledge of, and involvement with, the local economy.” Where possible ‘back office’ services, including a rapidly developing Customer Relationship Management system, are being centralised to reduce overheads with the savings used to put more advisers in the field (30 additional full-time advisers by 2010).

A research and review process led to the Business Link core offer being repositioned as an impartial “Information, Diagnosis, Brokerage” (IDB) service. Information is self

Right: Minister of State for Industry and the Regions, Margaret Hodge MP meets SEEDA Chairman and South East Business Link Chairs to discuss forthcoming plans for Business Link in the South East. From left to right; Jim Brathwaite, SEEDA Chairman; Bob Langton, Chair of Business Link Solutions; Brian Phillips, Vice Chair of GWE (Berks & Wilts); Phil Wilding, Chair of Business Link Hants and IOW; Margaret Hodge; Nik Askaroff, Chair Sussex Enterprise; Martin Wyn Griffiths, CEO Small Business Service; Robert Clewley, Chair Business Link Kent; Peter Evans, Chair Business Link Surrey

Below: (left) Jeff Alexander, SEEDA's Executive Director of Business and International; (right) Jacky Stevens, Chief Executive of Business Link for Hampshire and the Isle Of Wight



explanatory, whether it's finding out about regulation or investigating an export market; and diagnosis is where a Business Link Adviser will help analyse a business's needs which might include a number of things including people and skills issues, innovation, or finance etc. Rather than provide all the solutions themselves Business Link will broker or signpost on to an expert. The expert help might include any one of a number of public sector offers such as Finance South East, SEEDA's finance advisory service which advises on funding, or the regional UK Trade and Investment (UKTI) service, which can unlock a potential export market, or the Innovation Advisory Service which can help bring a new product to the market. It could equally be one of a host of service providers in the private sector who can offer anything from IT consultancy, marketing or HR help.

"Better products and services, better targeted, will lead to higher take up of our services," forecasts Jacky Stevens, Chief Executive of Business

Link for Hampshire and the Isle of Wight. "We have clear targets and I am confident that the clearly defined IDB suite will attract much greater attention. Seventy-five per cent of all firms admit they need help, but making the sale, organising the staff, worrying about the figures all take precedence over making a strategy."

Jacky also explains the role of Business Link to anticipate and build the capacity, capability and quality of the business support infrastructure. "By responding to changing needs and working with SEEDA and others to ensure that genuine gaps in the market are filled, Business Link can enhance the conditions for economic growth. It can commission business surveys on topics like energy costs, and the London 2012 Olympic Games and Paralympic Games, and uses this research in its planning."

Jeff Alexander is also confident of success for Business Link in the key role it has to play in achieving the goals of the RES: "Improved productivity and innovation

are essential to the region's global competitiveness; Business Link already has a record of helping raise productivity and the regional innovation framework SEEDA is creating will enable Business Link to offer to the region's smaller businesses help in developing new ideas. The Smart Growth agenda needs enterprise; Business Link has huge experience of helping start-up entrepreneurs and is now also developing some of the best dedicated programmes for supporting women entrepreneurs, social enterprises, rural businesses and minority communities.

"Sustainability is the third challenge set in the RES and Business Link in the region is rapidly developing knowledge about this area to help all businesses make their contribution to this goal especially where sustainability adds straight to the bottom line."

For more information about SEEDA and Business Link, contact Glen Atherfold on 01483 500786. To contact Business Link directly and find out how they can help your company, call 0845 6009006



CANNES DO

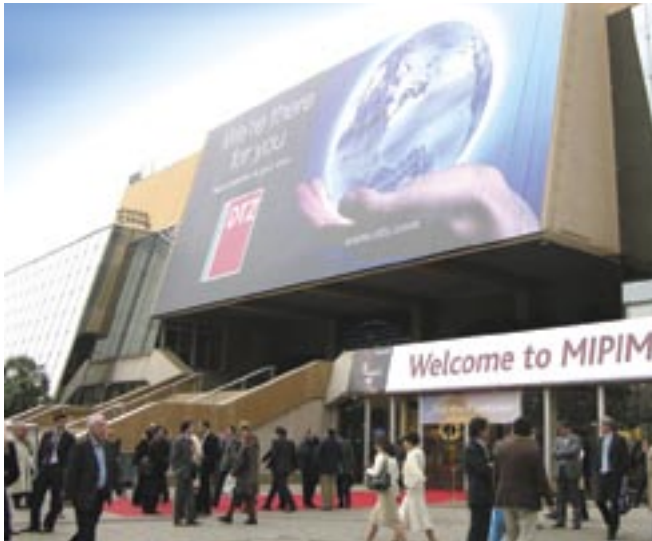
Cannes is probably best known for the flash bulbs of its film festival, but in March each year, it plays host to MIPIM, the world's leading conference for the property development and investment market. SEEDA has had an active presence at the exhibition for the last seven years. South East VIEW finds out more.

MIPIM was established over 20 years ago to provide the opportunity for key players in the property industry to assemble for a summit which combines high level, decision-making individuals from the property, regeneration, investment and business sectors.

SEEDA has had an extremely successful presence at MIPIM for the last seven years and has enabled partners from the South East region to showcase their achievements on its stand, as well as to make some valuable new business contacts. The Agency's

aim is to build on that success for MIPIM 2007.

"Our remit out in Cannes is to support the sustainable economic, environmental and social development of the South East, with regeneration as a key focus.



Last year's South East stand



“As MIPIM is the largest property and investment convention in the world, it provides the perfect environment to demonstrate the region’s potential,” said Duncan Straughan, SEEDA’s Executive Director.

MIPIM 2007 is a strategic event at which SEEDA can drive the promotion of the South East,

As in past years, SEEDA has invited targeted partners to join it on the stand. This year, stand partners include Crest Nicholson, The Trevor Osborne Property Group, Locate in Kent, Ashford, Reading Town Centre, the other Greater South East RDAs (London and East of England Development Agencies), UKTI, Evata, Tipner Regeneration, the Academy of

the work SEEDA has been doing in the Urban South Hampshire area, one of the ‘Diamonds for Investment and Growth’ identified in the Regional Economic Strategy.

SEEDA has a focused approach to MIPIM and is fully prepared to maximise its presence at the event.

During the Conference, SEEDA’s

“MIPIM 2007 is a strategic event at which SEEDA can drive the promotion of the South East and position it as a premier location for inward investment.” Lisa Hayward SEEDA Head of Communications

position it as a premier location for inward investment and highlight the ongoing sustainable regeneration activities that are happening across the region.

In previous years, the event has attracted exhibitors and visitors from all over the world. To make sure SEEDA and its partners make the most of those international contacts, it reserves an exhibition space of 80 sq m to form the South East stand.

Urbanism, South East Excellence, Offsite Manufacture Homes Ltd, Sea Space, Quadrant Estates, Peter Brett Associates and finally Kent Science Park.

The South East stand will feature the new plans for the Ashford Growth Area in Kent, whose proximity to Northern Europe, with a high-quality infrastructure linking to both UK and European transport networks, makes the town an excellent location for development. Also on show will be

Chief Executive, Pam Alexander will present the Sustainable prize in the 17th Annual MIPIM AR Future Projects Awards. It is a new category emphasising today’s priorities in property development and has already received many entries from across the world.

For more information on MIPIM 07 and SEEDA’s achievements there, call Lisa Hayward on 01483 484216 or email on lisahayward@seeda.co.uk

Looking East

The rise of India as a global economic power has not gone unnoticed in the UK. In the South East, plans are in motion to forge closer business relationships on the sub-continent. South East VIEW finds out more.

Late in 2006, SEEDA's Chairman Jim Brathwaite CBE and Chief Executive Pam Alexander, as well as representatives from UK Trade and Investment (UKTI), travelled to India to develop strategic linkages with a number of potential partners. This involved discussions with government officials, academia groups and trade bodies to build relationships that can help the South East position itself to realise the full opportunities offered by the Indian economy.

"It is amazing that our trade with India is so low," commented Jim on his return, "especially considering our joint history. Granted, there's still very much a background scene of heat and dust on the streets, but step into its worlds of business and academia and you'll find yourself very much in the 21st Century. There are a billion people with £300 billion disposable income. India has more billionaires than the UK and its technology development is far in advance of ours. So you see why SEEDA and UKTI are urging South East companies to wake up and do business here.

"We must build two-way trade between our knowledge economies – from high-tech software companies to manufacturing and pharmaceuticals.

The Americans, the French, the Italians and the Germans are already there, doing more business than we are. There are so many opportunities for manufacturers and educationalists in particular – and we've got to get out there and really make our presence felt," he concluded.

Also on the fact-finding trip to India was Peter Sissons, SEEDA's Head of International Business for the Asia-Pacific region. "There are a large number of opportunities for South East companies to increase trade with India," he said. "Within infrastructure development, for example, architects, project managers and consultants for the construction industry can do business here. There's a lot of potential in environmental technologies. India has problems with both its water supply and its electricity infrastructure, and it's making a concerted drive towards sustainability. To achieve this, overseas technology is going to be needed.

"There are opportunities in agribusiness. Agriculture is the backbone of India's economy, but a lot of produce is wasted. We can supply logistics techniques to help them get it to the market faster. There are

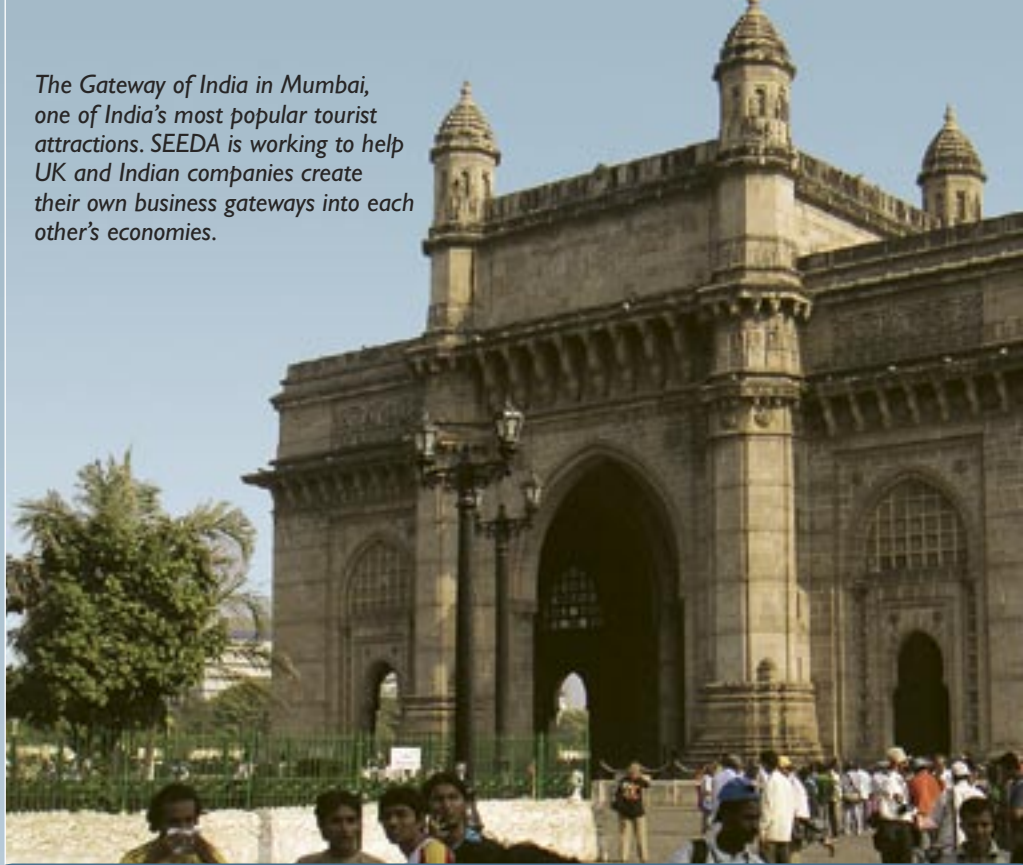
also opportunities in the aerospace sector. SEEDA is also helping companies in the South East to understand the benefits of trading in India by setting up awareness events in the region soon, at which sector specialists and representatives from Indian companies will be talking about how to do business over in India."

But as Jim Brathwaite pointed out, the South East needs a two-way trade with India and attracting inward investment is

One of the many new multi-storeyed office buildings New Delhi, India.

just as important. "We are currently developing a strategy on how best to attract high value high-technology companies into the South East," Peter Sissons continues. "This is based on discussions with UK Trade and Investment, key partners in India and from High Commission-organised receptions in Delhi, Mumbai and Chennai with Indian companies looking to develop in the UK. We have provided potential investors with specific propositions to attract them to South East England. This includes background information on their industry in the region, how to set up in the UK, costings on property and advice on profitable business locations. On top of that, we're speaking to Indian companies already located in the region about developing and expanding."

The Gateway of India in Mumbai, one of India's most popular tourist attractions. SEEDA is working to help UK and Indian companies create their own business gateways into each other's economies.



"There are so many opportunities for manufacturers and educationalists in particular – we've got to get out there and really make our presence felt."

Jim Brathwaite SEEDA Chairman

"Educational opportunities also need to be created," said Pam Alexander. "Whilst in India we visited the Indian Institutes of Technology in Delhi and Chennai and the Institute of Science in Bangalore, which are all undertaking innovative research programmes." There are also a large number of social enterprise programmes running, one of which is the Little Flower Convent, Chennai, where visually impaired women weave cotton fabric. "The University of Portsmouth has been working closely with the Convent and in 2006 brought fabric to the UK for its own students, producing a range of textile goods, to be sold in the UK and the profits repatriated to the Convent. Oxford, Oxford Brookes, Reading, Southampton,

Surrey and Sussex Universities are also working on projects with Indian institutions," Pam added.

Clearly the trip showed what needs to be done. Since the trip in November 2006, two Indian businesses with offices in the UK have already been targeted which have enormous growth potential in the region. "We spoke to a number of prospective investors and have secured a number of definite inward investment prospects," Peter tells us. "This time next year, we aim to have attracted many more companies to complement our current Indian investment base, which includes businesses such as ITC Infotech and WIPRO, helping to bolster our economy and sharing best practice. Hopefully both the South East and Indian economies will benefit enormously."

ITC INFOTECH LIMITED

Hardeep Garewal of ITC Infotech talks about the business which was originally founded in 1910 as the Imperial Tobacco Company and now has its European HQ in Milton Keynes.



ITC Infotech in Bangalore

Q What is it that your company does?

A ITC Infotech India Ltd is among the fastest growing India-based global IT and IT-enabled services company. Started in 2000 as a wholly owned subsidiary of one of India's largest conglomerates, ITC Ltd, the company has established itself as a key player in the offshoring arena, providing outsourced solutions and services to Fortune-listed global clients. ITC Infotech is focused at serving the Manufacturing, BFSI (Banking, Financial Services & Insurance), CPG&R (Consumer Packaged Goods & Retail) and T&H (Travel and Hospitality) industries.

Q How large is Infotech as a business?

A We're a \$64 million company with over 1,700 employees. We also have a joint venture with a company called ClientLogic,

which is a helpdesk with over 2,500 employees. We started our operations in Europe from our headquarters in Milton Keynes, although at the time we were called Information Systems Division (ISD) and were simply an IT support arm of ITC Limited. In 2000, the company was rechristened ITC Infotech and, with Milton Keynes as our base, grew from strength to strength, managing an 85 per cent compound annual growth rate by last year. We now have an office in Prague and marketing offices in London and Copenhagen, as well as offices across the USA, India and Kuala Lumpur.

Q What happens at your Milton Keynes office?

A We've got between 150 and 200 people working there, all with different skills that deal with onshore and near-shore delivery models.

Q Can you explain that a bit further?

A ITC Infotech offers IT services through a Global Delivery Model. This ensures an optimal mix of offshore and onsite activities, to reduce cost of management and operations, and provide round-the-clock support to the customer from the development centres in Milton Keynes and India. This cost-effective right-sourcing model ensures seamless transitioning of activities from the customer end (onsite) to the near-shore development centre (MK) and offshore development centres in India.

Q Are you pleased how things have gone in Milton Keynes?

A Oh yes. It's more than a development centre we have there – it's also a sales and marketing office, where they can handle all business development and projects of any size. The town is perfectly suited to our work – it's in a strategic location, well placed for major cities and airports. And it's got first class industrial and commercial premises, as well as an excellent quality of life.

Q Are you looking to expand the operation here?

A Very much so. We're increasing our sales team to help us find new accounts. On top of that, we're not only sending our teams over from India to handle various projects, but also recruiting from the UK as well.

WIPRO TECHNOLOGIES

Rahul Kadavakolu of WIPRO Technologies in Bangalore, speaks about how the company was founded in 1945 and diversified into IT in 1980. It has a Development Centre in Reading.

Q Can you tell us a bit about what WIPRO does?

A We're a global provider of IT services, outsourced R&D, infrastructure outsourcing, business process services and business consulting. We're also the world's third largest third-party provider of R&D services and the world's first People Capability Maturity Model (PCMM) and Capability Maturity Model Integration (CMMi) level company.

Explain that for us...

PCMM is a framework that focuses on continuously improving the management and development of an organisation's employees. CMMi is a process improvement approach that provides organisations with the essential elements of effective processes. Our company delivers both of these services to our clients simultaneously. We were also the first to perfect a unique quality methodology – the WIPRO Way.

Q What about the size of WIPRO?

A We have more 61,000 employees of 41 different nationalities working in over 50 countries across the world. We have 593 clients, 163 of which are among the Forbes 1000. And we have 22 near-shore development centres.

Q So what is it that you do in Reading and how many employees work there?



WIPRO's offices at the Electronic City campus in Bangalore

A The Reading Development Centre is a key outpost of the business, providing IT services to some of our top clients. We handle some of the largest utility companies, telecom service providers and telecom product retailers from here. We have over 140 staff, some from India and some employed locally in the UK.

Q Why did you choose Reading?

A Well, initially it was because we'd landed a development project with a major utility company, which was based in Reading. This was September 2000 and we started with one floor. But then the business grew and we had to take the second floor too. Now we are using the Centre as a near-shore centre to service other clients across the UK and Europe. Reading is pretty much the IT hub of the UK. Most of the large IT and ITES companies have

development centres here. So it made perfect sense for us to be here too.

Q Do you hope to expand the operation here?

A There is a famous saying 'If you're not busy growing, then you're busy dying'. Growth is essential for any business. And we've been using our UK offices as a launchpad for our other operations in Europe. So yes, we definitely hope to expand operations out here. UK is a growing market with huge potential. In fact, we have recently taken a third floor as well. And we want to grow organically by employing more locals to our workforce.

For more information, contact:
Infotech: Hardeep Garewal,
CEO of European Operations,
Tel: 01908 230055

Wipro Technologies: Rahul Kadavakolu
Tel: 020 70873770

CHANNEL CROSSING

South East VIEW finds out about the development of GROW and IMPACTE, two of SEEDA's key European projects.

In June 2005, in collaboration with the South East England Regional Assembly and the Environment Agency, SEEDA initiated the GROW programme – a project that brought together five high-performing European regions – South East England, Emilia Romagna in Italy, Andalucia in Spain, Noord-Brabant in the Netherlands and Malopolska in Poland. The aim was to work with each other towards smart, sustainable growth, in social, environmental and business terms.

GROW now supports 16 pilot projects and is pioneering initiatives to address the dilemma that regional strategies face when balancing social, environmental and economic constraints to achieve stable growth. After just one year in operation, GROW was selected as a best practice example and presented to the 25 member states and the European Commission in July 2006, having succeeded in catalysing change and bringing together organisations with different expectations to deliver high impact projects that can improve the lives of millions of people.

“GROW is a tangible delivery mechanism for national and regional sustainable development policies,” said Kathy Vuillaume, GROW Programme Manager.

Closer to home, the Intermodal Port Access & Commodities Transport in Europe (IMPACTE) aims to address the increasing effect of road congestion on interregional trade in North West Europe (NWE).

NWE is one of the most prosperous parts of the continent, but the continuous growth of international container traffic is beginning to affect its strong network of roads, railways and ports. Aware of how this could affect particularly the South East economy, SEEDA led the way in bringing together 27 investment, strategic, public sector and research partners from England, France and Belgium to promote and implement sustainable port development and solutions for freight distribution.

This includes small-scale investment in ports and feasibility works to improve connections between sea, rail and road.

Since the formation of IMPACTE, six projects to the value of £8 million have been planned: an intermodal terminal at the Port of Portsmouth; an upgrade of the rail network from the Port of Southampton to the West Midlands; redevelopment at the Port of Zeebrugge; a rail connection at the Port of Dover; investment at the Port of Southampton; and investment at the partner ports of Ramsgate and Oostende.

This last project, involving the building of a second Roll on/Roll off (RoRo) berth at Oostende and a dredging campaign at Ramsgate, is the perfect illustration of two countries working together. Dominic Evans of Thanet Council said: “IMPACTE is an initiative that has several ports working in partnership and looks set to deliver significant benefits the individual economies of North West Europe, including that of the South East.”

For further information on GROW or IMPACTE, please call the SEEDA switchboard on 01483 484200

ESSENTIAL SE

This issue, we bring you statistics on the coastal economy and India as well as news on the latest appointments and upcoming dates for your diary.

Coastal Economy

Population

■ The Coastal South East accounts for around 34.8% of the South East total population (Greater than the inner or the rural areas), but with a greater proportion of their population over retirement age than the South East average, which tends to depress GVA per head estimates.

■ The large urban areas such as Brighton & Hove or Southampton have a greater proportion of younger population than the South East average.

GVA

■ The coastal areas account for around 27.3% of total GVA in the region (inner areas account for 34.3% of population and 43.4% of GVA).

■ Within the Coastal areas, large urban centres such as Urban South Hampshire and Brighton & Hove tend to have a GVA share which broadly resemble their population share.

■ The coastal areas on average have a workplace-based GVA per head of around 18.4% below the UK average (across the whole of the South East the average is around 7.3% above the national average).

Demographics

■ Most of the coastal cities have seen strong growth in their working age population (Brighton & Hove 9.7%, Southampton 11.9%, above the regional average).

■ Several areas on the coast have seen strong growth in population over the retirement age (Fareham 21.1%, Eastleigh and Havant over 14%).

Labour Market Participation

■ Coastal cities such as Urban South Hampshire and Brighton & Hove have

economic activity rates above the coastal average, and have a major impact on their neighbouring labour markets which have relatively low workplace-based GVA per head, but very high economic activity rates, suggesting that a significant proportion of their working age population commutes.

■ Meanwhile Brighton & Hove benefits from highly educated and mobile workforce and good transport links with major employment hubs such as the Gatwick Diamond and London.

■ The area between Urban South Hampshire and Brighton and parts of East Sussex (Hastings) and rural Kent have economic activity rates below the regional and national average.

■ In the coastal economy there are 328,000 economically inactive people of working age (19.6% of the total).

Business Start-ups

■ The coastal economy has business start-up rates of just 2.8 new businesses per 1,000 population (4.2 for the rural and inner economies), which is below both regional and national averages.

Employment Rate

■ The employment rate in coastal areas is 76.4% (below the regional average of 78.9%).

Skills

■ 25.6 % of economically active people have NVQ Level 4 equivalent or higher qualifications (below inner, rural, regional and national averages).

■ With 42.6 % of its economically active population with NVQ4+, Brighton & Hove is the best performing area in the coastal South East.

India

FDI

■ The UK receives approximately 60% of all Indian investment coming into Europe. Indian investment is spread across the UK although London does receive by far the largest share (30% over the last five years).

■ During 2005/6 UKTI observed a 110% rise in the number of inward investment projects from India reaching 76 (including M&A) worth £1.02 billion. India jumped from 8th to 3rd in the FDI league table behind the USA and Japan. The South East captured seven investments (three acquisitions, one new investment, one expanded investment and two global entrepreneurs).

■ There are nearly 500 Indian companies with a base in the UK of which approximately two thirds are in the ICT/software sector; the next significant knowledge sector being Pharmaceuticals.

■ Indian FDI into the UK is primarily ICT, energy, pharmaceuticals (mainly generics), healthcare, biotechnology, textiles and tea (the UK's two biggest brands, Typhoo and Tetley, are now owned by Indian companies).

■ The London Stock Exchange has 23 Indian companies listed on the main exchange which is more than the New York and NASDAQ exchanges combined. They include State Bank of India, Tata Tea (owners of Tetley) and Ashok Leyland.

■ The South East is home to approximately 35 Indian investors, drawn predominately from the ICT sector.

UK Exports to India

	2004	2005	% change
£M	2,243.4	2,813	+25.4

UK Imports from India

Volume of UK Imports from India (Goods)

	2004	2005	% change
£M	2,340.3	2,826.6	+20.9%

Source: SEEDA Economic Policy Team

APPOINTMENTS

PAM ALEXANDER IN THE CO-CHAIR



Pam Alexander

Dr Glenda Stone

Minister of State for Industry and the Regions, Margaret Hodge has appointed SEEDA Chief Executive, Pam Alexander and Dr Glenda Stone, Chief Executive of Aurora, as Co-Chairs of the Government's new Women's Enterprise Task Force. They will be responsible for leading the drive to champion and encourage women to start and run businesses. SEEDA, as lead RDA on this issue, has a key RES target to help 10,000

more women to start businesses in the South East by 2016. The first meeting of the Task Force was held on 6th February, where members discussed priorities for addressing its remit to increase the numbers and success of women's enterprise across the UK over the next three years.

Pam Alexander comments: "It is critical we harness the talents and skills of our female entrepreneurs. By sharing best practice and profiling more inspirational role models, we can encourage them to develop businesses and thus, make a huge social and economic difference in the South East and across the UK as a whole."

NEW BOARD

Five new Members have been appointed to SEEDA's Board, with three existing Members being appointed for a second term. Chief Executive of Dover Harbour Board, Robert Goldfield, Fiona Pollard, a business woman from Kent and Alex Pratt OBE, an entrepreneur from Buckinghamshire, are the new business representatives. Representing local government is Councillor Sue John, Deputy Leader of Brighton & Hove City Council, while Pamela Charlwood, Chief Executive of South Central Connexions, represents the voluntary and community sector. Deputy Chairman Peter Jones, Rob Anderson and Phil Wood will be reappointed to the Board for a three further years.

Chairman, Jim Brathwaite said: "Our five new Board Members will make a valuable contribution to SEEDA's work, I'm only sorry we could not appoint more as we had many truly outstanding candidates." He also thanked outgoing Board Members Liz Brighthouse, Sarah Hohler, Mary McAnally and Dr Peter Read OBE for their major contributions.

BEING FRANK

Frank Nigriello is to be the new Chairman of the Oxfordshire Economic Partnership. Director of Corporate Affairs at Unipart Group of Companies and a leader in developing people and leading-edge management practices, Frank says: "The OEP is uniquely placed to facilitate a wide range of stakeholders in working together to develop new ideas for strategic economic actions, share current best practice and resolve contentious issues that can inhibit growth and prosperity."

DIARY DATES

Useful dates for your diary (also available at www.seeda.co.uk under News & Events)

7th March 2007

Flying Start Rally, Brighton Corn Exchange
Sue Thomason 01483 501305

13th-16th March 2007

MIPIM, Palais des Festivals, Cannes, France
Lisa Hayward 01483 484216

22nd March 2007

2007 UKTI International Trade Awards
Francesca Fogell 01483 484274

28th March 2007

Art Plus event, Milton Keynes Gallery
Christine Gomm 01483 470178

24th April 2007

IOD Annual Conference, Royal Albert Hall
Francesca Fogell 01483 484274

30th April 2007

STEM Support Centre South East Launch, Intech, Winchester
Sue Thomason 01483 501305

8th July 2007

Tour de France, Le Grand Départ Stage 1, Kent
Sam Philpott 01483 470177

March 2007

UK Trade & Investment International Month

The month focuses on business opportunities overseas and, as part of this, UKTI are running seven seminars that address key exporting issues across the region. A number of other partners are running events during March which culminate in the UKTI South East International Trade Awards 2007. Visit www.uktisoutheast.com/internationalmonth to find out more. Alternatively, contact the events team on events@uktisoutheast.com or call 08454 58 64 00.