



Department for  
Communities and  
Local Government

# South West Competitiveness News

Newsletter of the South West Competitiveness ERDF Programme

April 2013

This edition explores how the European Regional Development Fund is being used to create new opportunities in deprived urban areas of the South West.

“Priority 3” aims to stimulate enterprise in urban communities. It does this both by investing in physical infrastructure, such as workspace, and by finding new ways to encourage and support people to start a business. Where appropriate, referrals are also made to European Social Fund and mainstream support to help people find other pathways to employment.

The newsletter looks at a few of many inspiring examples showing how people are creating new futures for themselves with the benefit of ERDF investment.

This is followed by a news round up capturing recent investments as the Programme enters its final year for contracting projects.

## ReJenn—Enterprise Coaching

Devon business ReJenn Children’s Clothing is enjoying growing success. Started by Adrian and Jenny Scutter in 2012, the business has already relocated to bigger premises at Glanvilles Mill, Ivybridge, and is receiving strong community support.

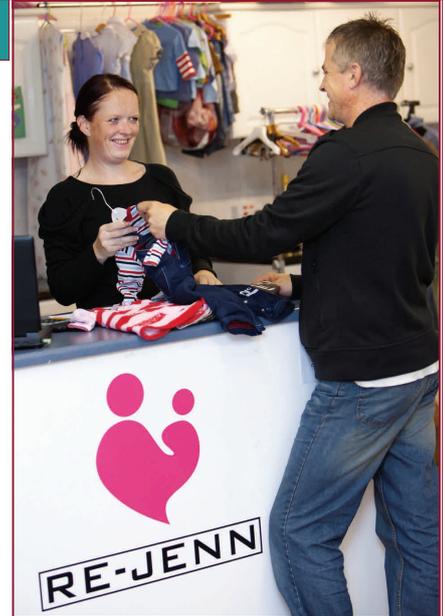
Adrian and Jenny set up the business after struggling to find work when they moved to Plymouth. Following a period of unemployment, the couple were referred to the ERDF funded Enterprising Coaching project to see whether self-employment might be an option. Inspired by their experience of buying and selling children’s clothes at car boot sales, they explored turning this into a business and were

referred to the ERDF funded Outset Programme. They undertook a range of courses in setting up a business and the Outset Finance programme gave them insight into financial aspects of running a business. The couple appreciated how the structure of the support progressively increased their understanding. Jenny commented: “We couldn’t have run our own business before and I would definitely recommend it to others. It helped me to feel, yes, I can do this!”

Re-jenn offers good quality, yet affordable second-hand children’s clothing and equipment, making a difference for other people living on a tight budget as well as creating a bright future for the entrepreneurial couple.

To find out more, visit [Enterprise.coaching@workinglinks.co.uk](mailto:Enterprise.coaching@workinglinks.co.uk)

For more about ReJenn, see <https://en-gb.facebook.com/ReJennkidstuff>



### Inside this issue:

Plymouth Urban Enterprise	Pg 1-2
About Priority 3	Pg 2
Torbay Urban Enterprise	Pg 3-4
Bristol Urban Enterprise	Pg 5-6
Outset Programme	Pg 6
New investments Competitiveness Programme	Pg 7-10
Publicising projects	Pg 11
Programme performance	Pg 12

## Plymouth Urban Enterprise Programme

The projects which helped the Scutters are part of **Plymouth Urban Enterprise Programme** which aims to boost jobs and growth in the city by encouraging entrepreneurship.

Since 2010, the **Enterprise Coaching Programme** delivered by Working Links and **Outset Plymouth** delivered by YTKO have engaged with over 1,200 people, with Enterprise Coaching sowing the seed of entrepreneurial spirit and 60% of clients referred to Outset to build up business start-up skills, creating 158 business starts. **Outset Finance** has helped new businesses to access nearly £850,000, of which £545,500 has been through the ERDF-funded **SW Investment group Micro Credit fund**, SW Loan fund and Start Up loan. Another project in the portfolio, **Social Enterprise Focus** has helped more than 120 people develop social enterprise plans.

To celebrate the extension of its core projects till 2015, a re-launch of Plymouth Urban Enterprise Programme takes place on 15 May, cementing the Programme’s position alongside Plymouth City Council’s ‘Plan for Jobs’ in driving local growth.

**For more information about  
Plymouth Urban Enterprise projects, visit:**  
<http://www.plymouth.gov.uk/urbanenterprise>



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

## About the Urban Enterprise Priority

Priority 3 aims to increase enterprise in deprived urban areas, particularly in Bristol, Plymouth and Torbay which are priorities because they have some of the most economically disadvantaged areas in the South West. Local partners in each area were tasked with developing and delivering an “Urban Enterprise programme”. Each programme delivers similar activities, tailored to address local needs and delivered locally. These include:

- Enterprise Coaching—to encourage interest in enterprise amongst people who might not otherwise consider setting up in business.
- Intensive Start Up Support—for those starting up a business and 18-36 months after start up.
- Understanding Finance for Business - to help entrepreneurs improve their understanding of ways of financing their business and acquire the skills to become investment ready. Businesses may access micro grants.
- A programme of support for Social Enterprises.
- Investment in smallscale infrastructure and workspace.

Steering Groups, led by local authorities, help to co-ordinate activities and encourage collaboration between projects.

**To date, Priority 3 projects have helped over 2500 individuals to consider starting a business, assisted over 900 people to get a job and supported nearly 500 businesses including over 100 social enterprises.**

In 2013, Priority 3 was opened up to other urban areas across the South West through two open calls. As a result, a number of new projects are now in development in deprived urban areas across the South West.

## Samphire Brasserie, Plymouth—Outset Finance and Outset Plymouth



Another new business which has been supported by the ERDF projects in the Plymouth Urban Enterprise Programme is Samphire Brasserie, launched in February 2013. Owners Joe Wadge and Becca Speare, keen to be entrepreneurs, were left devastated after being told they would receive £21,500 funding to set up their business, but then being turned down by their bank.

Looking for a way to overcome their barriers and achieve their dream, they joined the Outset Programme in 2012 and were referred in to Outset Finance. The pair were assigned to an advisor who helped them create a more robust business plan and a strong financial proposition, making them investment ready. Joe and Becca were also referred to complete a business course with Outset Plymouth and to

several potential funders including the Fredericks Foundation. Their pitches were so successful that they were able to raise £15,500 towards their venture – finally they could realise their entrepreneurial potential! As a result, Joe and Becca launched The Samphire Brasserie, a vegetarian restaurant in the heart of Plymouth. They have also already taken on two more members of staff. Becca said: “The workshops and coaching gave us the support and confidence we needed to believe in our idea. We truly don’t believe our dream would have become a reality if it wasn’t for Outset and Fredericks Foundation”.

To find out more about Outset Finance, visit <http://www.outsetfinance.co.uk/>

For more about the restaurant see <http://www.samphirebrasserie.com/>

**For more about the Plymouth Outset Programme, visit:**  
<http://www.outsetplymouth.co.uk/>



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

## Torbay Urban Enterprise Programme

Torbay's successful Urban Enterprise Programme consists of a number of projects designed to help people set up and run their own business. The projects combine training and mentoring to overcome barriers to self-employment through to developing the skills required to write and deliver a successful business plan; help is also available with accessing start up finance. Since 2010, the programme has helped set up over 150 new businesses, employing over 180 people.

### Radian Scientific-Outset Torbay

Anthony Ajayi faced redundancy from his job in a local laboratory, and with a young family to support, decided he had to take action. "I had absolutely no previous business training or knowledge, but given the level of local unemployment and realities of the job market, I felt self-employment was the only chance I had of making anything out of my difficult situation."

Anthony's experience in the academic world and his scientific qualifications gave him the idea for a new business; supporting small scale food producers including local dairy farmers, by helping them achieve their Quality Assurance and Food Safety objectives. But to turn that dream into a reality, he knew he needed to brush-up his business skills, which is where Outset Torbay came in. "I did both the Introduction to Enterprise and the Business Start-up courses and they were fantastic! The course content was just right, the delivery was spot-on, with advisors who are patient and completely understand what is needed. I loved every part of it."

Anthony's new enterprise, Radian Scientific, became Outset Torbay's 150<sup>th</sup> business start-up. He is qualified to offer advice on hospital and diagnostics equipment acquisition and installation, as well as providing a food microbiology consultation service. Anthony feels that the help he received from Outset advisors has been key to his success so far: "I am a very positive person and believe strongly in the enterprise latent in everyone. Outset has supported me and given me exactly what I needed to feel confident on the run-up to my launch date and beyond."

For more information on Outset Torbay, visit: <http://www.outsettorbay.co.uk/>

To find out more about Radian Scientific, visit: <http://www.radianscientific.co.uk/>



### WEESortIT—Social Enterprise Focus Torbay

When Pluss, a social organisation which supports people with disabilities into employment, closed down its re-cycling manufacturing operations in Paignton, the existing management team realised that there was a great opportunity to continue with the successful parts of the business. With over 20 years experience between them Melvin Mort, Richard Smith and Steve Straughan took some of the redundancy money and ploughed it into their new business venture WEESortIT. The team already had significant contacts within the industry who had expressed an interest in continuing to work with them.

After coming up with the initial concept the team realised they needed help to turn their idea into a reality. The team sought the local support of Outset Torbay to help develop their business plan and because they wanted to be a social enterprise they were also able to engage with a dedicated adviser from another project in the Torbay Enterprise Programme, the ERDF funded **Social Enterprise Focus** project.

For more information on Torbay urban enterprise projects visit <http://www.torbaydevelopmentagency.co.uk/business-support-and-advice>



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

## WEEESortIT—Social Enterprise Focus Torbay

**Social Enterprise Focus**, delivered by Peninsula Enterprise, covers both Plymouth and Torbay and provides free and impartial information and advice on starting a social enterprise, face-to-face help from an experienced adviser, support with planning, finance and marketing and workshops.

Steve Straughan said, “We are really keen to get involved with our local community and make a big impact with our regular eco collection days, making a difference to people that need to get rid of their old or unwanted waste electrical and electronic equipment items.” The team are continuing to learn what it takes to run a business, and since the start of the venture there has been an increased interest in the service. They secured premises and launched WEEESortIT in November 2012 throughout the Torbay region.

For more information on Social Enterprise Focus in Torbay or Plymouth, visit

<http://www.businessanswers.info/SocialEnterpriseFocus>

To find out more about WEEESortIt, see: <http://www.torcom.org.uk/groups/weeesortit/weeesortit-cic>

**Social Enterprise Focus** has helped more than 120 people develop in their social enterprise plans, and over 30 social enterprises to start up in Plymouth and Torbay. It is currently working with 40 established social businesses, and additional specialist support in schools and at Plymouth University, enabling students, graduates and staff to set up social enterprises. The programme has worked to raise the profile of social enterprise as a sector alongside existing provision and has created support networks where they have been missing.

## Workspace—Cockington Court, Torbay

Cockington Chocolate Company opened its doors in 2011 and hasn't looked back. Owned and run by Tony Fagan and Simon Storey, the company is one of a number of businesses based in the Sea Change Craft Centre buildings at



**Cockington Court**, Torbay. The workshops were part funded by an investment of £1,134,113 from the European Regional Development Fund.

The company started by selling small amounts of chocolate in the Cockington Court Tea Rooms, which the couple also run, before they decided to split operations and open the new unit. Now, two staff are employed and a third – an assistant Chocolatier – is being taken on. The business became so successful, reaching a point last summer when the order book had to be closed, that Tony and Simon decided to take the opportunity to open the additional workshop at Cockington. Together with extra space to make chocolates, the new unit is being used to run classes and courses on

chocolate making. Tony added: “Cockington works very well for us. It's an amazing place to come to work. People love seeing the chocolate being made.”

**Cockington Court Craft Centre** is run by Torbay Development Agency as a visitor attraction and innovation centre to support small creative businesses in the Bay. It underwent extensive renovation in 2010 at a cost of £2.85m, part funded by the European Development Fund, Torbay Council and CAFE, transforming the former aristocratic home into office space, craft studios and function rooms. It is a vibrant creative hub where many business meetings, workshops and seminars are also held.

For more about Cockington Court workspace visit:

<http://www.torbaydevelopmentagency.co.uk/projects/torquay-projects/cockington-court-craft-centre>

Cockington Chocolate Company website: <http://www.cockingtonchocolate.co.uk/>



For more information on Torbay urban enterprise projects visit <http://www.torbaydevelopmentagency.co.uk/>



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

## Bristol Urban Enterprise Programme

**Bristol's Urban Enterprise Programme combines coaching and business support projects to encourage entrepreneurship with a number of investments in community infrastructure aiming to open up employment opportunities. To date, projects in Bristol have assisted over 950 individuals to consider setting up a business, over 500 people to find a job and nearly 800 small and medium businesses to improve their performance.**

### Community Workspace—Gainsborough Square

A ground-breaking ceremony for the new Lockleaze Neighbourhood Centre in Bristol was held on 12 March 2013. Led by Bristol Community Housing Foundation and Lockleaze Neighbourhood Trust, the project will transform an area of wasteland at Gainsborough Square and provide a valuable new hub for the local community. ERDF investment of £524,328 is supporting the workspace elements of the development which includes meeting and office space, two business start-up units, a social enterprise space housing a family centred play facility and café a 'one stop shop' to signpost residents to services, support and events in the community.

The centre is at the heart of a £3.5m regeneration project led by Bristol City Council which includes 28 affordable homes and significant improvements to public realm. For more information visit: [www.bristol.gov.uk/gainsboroughsquare](http://www.bristol.gov.uk/gainsboroughsquare)



Gainsborough Square groundbreaking event —  
photo courtesy of Bristol Community Housing Foundation

### Green and Digital—Knowle West Media Centre

A new approach using green and digital technologies to encourage enterprise and skills development is being pioneered in South Bristol, supported by an ERDF investment of £311,606. Knowle West Media Centre (KWMC) is leading the innovative programme, which reverses more traditional approaches to start-up support by focusing first on business ideas, then finding the people to deliver them.



KWMC is an arts organisation based in South Bristol that supports individuals and communities to get involved in creative activities, education and decision-making. KWMC is working in partnership with re:work, who provide unemployed people with real work experience through which they can acquire a range of skills and so improve their chances of finding employment.

The new programme aims to harness some of the bright ideas that emerge from existing projects at KWMC and in Knowle West. The programme team will work with participants to build a proof of concept, assess the ideas iteratively, test the business proposition and produce a robust business plan, then match the skills required to realise the business opportunity. The

programme aims to achieve eight new businesses supporting employment for 30 people in one of Bristol's most economically disadvantaged areas. It will work closely with existing business support organisations to ensure the best chance of success for the new enterprises as they develop. To find out more, contact Justin Ricks and Hazel Grian on 0117 903 0444 or email [justin@kwmc.org.uk](mailto:justin@kwmc.org.uk)



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

## Outset Bristol

As a single mother to a six-year-old child with Attention Deficit Hyperactivity Disorder, Cheryl Davies was finding it increasingly difficult to combine work with raising her son. "I found working full time in a rigid structure impossible with a young child. But in part-time work I was paid poorly in relation to my skill level. I wanted to work in my own way; to fit my work around my child. I also want to have a life and fit my work around me," says Cheryl. "At first, I was motivated to start my own business to achieve a better work-life balance. But after a while I felt lost, frustrated and isolated."



Cheryl was referred to Outset Bristol by her lone parent advisor at her local Jobcentre Plus. She quickly made the most of the advice and support that Outset Bristol had to offer, progressing through the "Introduction to Enterprise" and then the Business Start-up workshops, as well as taking advantage of additional finance workshops and one-to-ones with her business advisor. "I came to Outset Bristol because I felt if I didn't get the confidence boost I needed I might not be able to achieve what I had set out to do." In total Cheryl has received nearly 50 hours of business start-up support from Outset Bristol, and will continue to be supported throughout that vital first

year of trading. "I have set up a successful hair extensions business. Setting up a business is more than a career change. It's a wonderful lifestyle change too. I now balance looking after a child with keeping a flat, working and socialising. I am so much happier." Like many clients, Cheryl benefited from the support offered by the group workshop. "Meeting like-minded people with the same struggles as me showed me I could do it. I met loads of interesting people and still meet up with some of them now."

Since its launch in November 2010, Outset Bristol has helped start 165 new businesses and create 197 jobs for the city. Through the provision of specialist finance workshops and 1:1 advice, Outset Finance has enabled several of these new ventures, as well as established companies, to access £285,000 to help start or grow their businesses.

To find out more about Outset Bristol see <http://www.outsetbristol.co.uk/>

## YTKO Outset Programme's European Success

Readers may know that YTKO's Outset programme achieved international recognition with the award of the Grand Jury Award at 6th European Enterprise Promotion Awards at the European Commission's first ever SME Assembly in Cyprus in November 2012, winning against 420 project nominations from all 27 EU Member States. Joanna Drake, Chair of the Jury and Director of SME and Entrepreneurship for DG Enterprise commended the Outset programme for being "both creative and inspiring in the way it encourages and supports entrepreneurship" and for its use of "innovative methods of communication to reach into different and often disadvantaged communities".

What may not be so well known is that the Outset service was developed in the South West through the projects commissioned under the ERDF Programmes before being successfully replicated elsewhere across the UK.

In the last three years, Outset has created over 1400 new businesses and 1500 new jobs across the country, and enabled these disadvantaged and under-represented groups to raise over £1m in finance. Many of these not-for-profit programmes have been funded by ERDF.



Kate McEwen, Outset's Head of Operations in the South West, Helen Harman, Outset Torbay, and staff celebrate the award with Torbay Mayor Gordon Oliver

To find out more about the Outset Programme visit

[www.outset.org](http://www.outset.org)



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

## What's New?

This is a round up of new investments contracted since the last newsletter.

The first group of projects have been brought forward through the Programme's Priority I, which focuses on innovation and research, and aim to help businesses to innovate and develop new products.

### Innovation Vouchers

Small to medium sized companies across the South West may now receive support to access the expertise within universities, colleges and public research establishments to help them innovate and grow. Thanks to a £3.75m ERDF investment, businesses can use subsidized vouchers to purchase academic and research support from a partner of their choice. Offering up to 40%

support for projects with a total value ranging from £3,000 to £10,000, the scheme aims to build links between the regional knowledge base and SMEs through a demand led approach to supporting innovation.

Innovation Voucher Project Manager, Robin Bower, from Universities South West (the membership association of the region's 13 universities) explained, 'We can support most types of innovation – for example ideas for new or improved products, processes and services, or using design to improve a business. The key issue businesses need to be clear on is that this should represent a real innovative challenge, not just a small improvement or change to what they currently do. The scheme aims to open up the knowledge, facilities and expertise in academia and research organisations, providing financial support and guidance to SMEs to match their needs with the best knowledge provider.' For more information, visit [www.usw.ac.uk/business](http://www.usw.ac.uk/business) or contact 01392 241301.



### South West Manufacturing Advisory Service—Product Development Centre

Another project which aims to help businesses introduce new products has been launched by the South West Manufacturing Advisory Service, supported by ERDF investment of £1,525,000. It offers dedicated support to help accelerate the development and introduction of new products from concept to commercial reality. Manufacturing businesses will benefit from a tailored package of support and access to grants may be available to support up to 40 per cent of external costs associated with product development.

Paul Gilbert, Innovation Advisor, said: "This project is a new and exciting opportunity for businesses and has a dedicated focus on innovation - companies should think of it as a one-stop-shop for new product development. We can provide help with business strategy, Intellectual Property, legislation, identifying and accessing markets, product and tooling design, prototyping and testing." As part of the offer, businesses will benefit from a free 'Innovation Review' and 'Action Plan' to highlight key areas for support and ensure they receive the most appropriate help at the right time. A dedicated team of expert advisors can provide up to two days of free support, while companies will also gain access to an exclusive 'Knowledge Hub', linking them with specialist expertise within universities, colleges and research centres.

For more information, contact Paul Gilbert on 07980 347502 or [paul.gilbert@swmas.co.uk](mailto:paul.gilbert@swmas.co.uk)

### Games Lab

A new project designed to stimulate growth by supporting the creation and commercialisation of new digital games has just been contracted, with ERDF investment of £500,000 supporting the £1m project. The South West has a thriving independent games industry and there is significant potential to take advantage of this growing market. The project, managed by Creative England, will work with new and existing South West companies offering a range of support. This may include funding to enable businesses to develop their own IP-based games, high level business support from successful games entrepreneurs, links to relevant university courses to facilitate graduate placements and intensive business workshops to support the commercialisation of new products. For more information, contact [Jaspal.Sohal@creativeengland.co.uk](mailto:Jaspal.Sohal@creativeengland.co.uk)

For a full list of Programme beneficiaries visit: <https://www.gov.uk/erdf-programmes-progress-and-achievements>



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

## What's New?

Since the last newsletter, four new business technology centres have also been contracted under Priority 1, offering new opportunities for businesses across the South West to tap into the expertise, research capacity and technologies of the region's higher education institutes.

### Centre for Alternative Testing (CATIM)

£895,883 ERDF is being invested in a resource based at the University of the West of England's Frenchay campus, Bristol, with the aim of opening up access for businesses from across the South West to advanced technology and expertise in the field of cell monitoring and alternative testing.

The Centre specialises in technologies which detect and monitor changes in cell systems, critical for the development and evaluation of many new products, from chemicals to medical implants. One particular area of activity is the development of technology to reduce and replace animal testing. Businesses from many sectors – from biomedical and agri-food to advanced engineering – may benefit from access to the Centre's sophisticated resources and technical support; for example, with designing a test programme, developing skills in testing, or new product development. The ERDF investment aims to support at least 80 South West businesses, resulting in 28 new jobs and safeguarding 30 jobs. CATIM has already been engaging with industry but celebrated its official launch on 14 March 2013.

For more information, visit <http://catim.co.uk/>



CATIM launch event aboard the SS Great Britain 14 March 2013

### Centre for Business & Climate Solutions

A changing climate will affect business. The Centre for Business and Climate Solutions, based at the University of Exeter, aims to help businesses protect what they have achieved and take advantage of new commercial opportunities from climate change. The Centre draws on the skills and expertise of the University of Exeter and other leading South West organisations in the field of environmentally focused innovation, including the internationally renowned expertise and leading edge climate change modelling capability and forecasting technology of the Met Office. It has identified a number of sectors which are particularly climate sensitive and may benefit from the expertise available through the Centre and its partner institutions – these include the construction, renewables, tourism, marine and water sectors. However, eligible businesses from any sector will be considered for support. On offer is a free 2 day "climate assist", providing impartial advice, training and practical support, delivered through business-focused workshops or through tailored 1:1 assistance on site.

For more information, visit: <http://emps.exeter.ac.uk/engineering/research/climateassist/>

### Marine Innovation Centre (MARIC)

The Marine Innovation Centre will enable Small & Medium Enterprises from across the South West to tap into the world-class marine and coastal science expertise, technologies and cutting-edge resources of the University of Plymouth and its specialist partners. The Centre aims to optimise the flow of knowledge and expertise between Higher Education and business, supporting industrial uptake and commercialisation of research and emerging technologies and stimulating innovation. Run by a dedicated University team and guided by an Industrial Steering Group, MARIC will offer collaborative Research and Development support to a diverse range of businesses, and will also host awareness raising events, workshops and visits and support a range of Knowledge Transfer and Knowledge Exchange activities.

For a full list of Programme beneficiaries visit: <https://www.gov.uk/erdf-programmes-progress-and-achievements>



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

## What's New?

### Marine Innovation Centre (ctd)

An 'Innovation Competition' will be run during the project funding period, providing consultancy and grant support for specific innovation focussed initiatives. The £1.9m project is supported by £879,704 ERDF.

For more information, visit: <http://www1.plymouth.ac.uk/location/campusdevelopments/marinebuilding/Pages/Marine-Innovation-Centre.aspx>

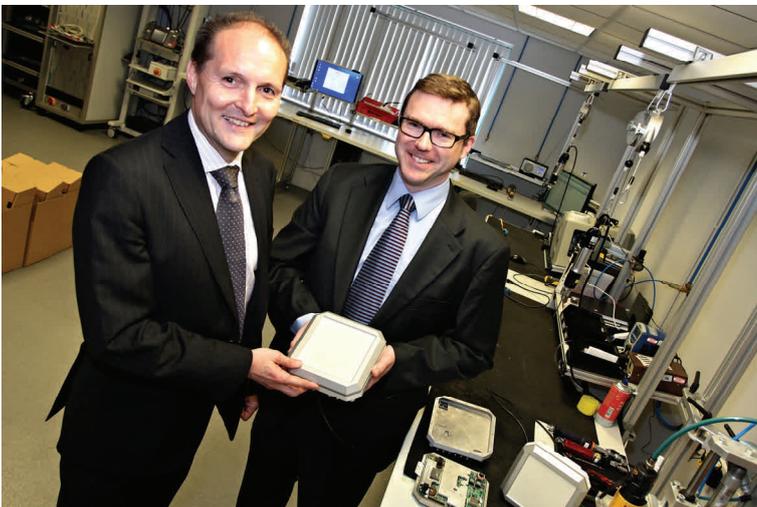
### Centre for Alternative Materials and Remanufacturing Technologies (CALMARE)

Based at the University of Exeter, the Centre for Alternative Materials and Remanufacturing Technologies will help address the growing burden of waste resulting from manufacturing processes by supporting businesses with the management of their in-house and clean end of life waste. The £1.9m project is supported by £923,096 ERDF which will enable the centre to be established and run for its first two years. It will operate with a consortium of partners, providing access for Small & Medium Enterprises to expertise in production efficiency, recycling, remanufacture, sustainable materials and lean manufacturing, as well as the engineering capabilities offered by the College of Engineering, Mathematics and Physical Sciences University of Exeter. CALMARE will be a regional hub with an outreach programme across the South West, helping businesses to improve processes and develop new products. It aims to assist 175 businesses, creating 23 new jobs and safeguarding 23 jobs by 2015.

For more information, contact: [P.Sanderson@exeter.ac.uk](mailto:P.Sanderson@exeter.ac.uk)

The following project has been contracted under Priority 2, which focuses on business support.

### Grant for Business Investment—SubI0 Systems



David Armstrong of Francis Clark with SubI0 Systems' CEO, Stuart Broome

Business Investment scheme to support its ambitious growth plans. The funding will contribute to a total investment of over £1m in plant, machinery and staff to enable SubI0 to extend its manufacturing capability and capacity to match increasing demand for its products. The project should lead to the creation of 22 highly skilled and highly paid jobs in Newton Abbot, Devon.

To find out more about the company, visit: <http://www.subI0systems.com/>

Devon-based SubI0 Systems is a telecommunications manufacturing business specialising in the design and development of sophisticated, high speed wireless Ethernet bridges, which make it easier for organisations based across multiple locations to exchange information.

The company has seen rapid growth since it launched its first product, 'Liberator', and plans to launch its second wireless product this year. Established in 2010 by a group of four telecommunications experts, it has doubled in size every six months and now employs 40 people.

In January 2013, the company secured an ERDF investment of £236,000 through the Grant for

For a full list of Programme beneficiaries visit: <https://www.gov.uk/erdf-programmes-progress-and-achievements>



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

## What's New?

The following projects have recently been contracted under Priority 3, the urban enterprise priority, following open calls issued in 2011 and 2012.

### The Hive, Weston-Super-Mare



3D views of the proposed centre—courtesy of North Somerset Enterprise Agency and AWW Architecture

A new low carbon, 2177m<sup>2</sup> incubator/managed office scheme is being developed in Weston-Super-Mare, thanks to an ERDF investment of £1,040,348.

The Hive will be built and managed by North Somerset Enterprise Agency on Weston Park, the site of the former Weston Airfield. Set to open in 2014, the energy-efficient and sustainable business centre will support small businesses and allow them to start-up and grow by providing flexible office space with short term leases and expandable space for around 40-60 tenants. Onsite business support services will be available, including training and networking, shared office services and access to equipment.

It will also provide hot desking, conference and meeting room facilities and virtual office services. The project aims to create 45 new jobs and generate 50 new business starts by 2015.

For more information, visit: <http://www.northsomersetenterpriseagency.co.uk/tag/the-hive/>

### Swindon Outset Programme

The award-winning Outset Programme has been extended to deprived neighbourhoods in Swindon, thanks to a £399,841 ERDF investment matched by a similar investment from Swindon Borough Council. Outset is offering its flexible, community-based range of support for anyone thinking of starting a business and new start-ups. It particularly targets people from disadvantaged groups or those traditionally under-represented in business. The project aims to engage and upskill 400 individuals, helping to develop an enterprise culture in deprived communities and directly create over 140 new businesses and 170 new jobs, and support them towards sustainability.



Swindon Borough Council were successful in securing ERDF support through the Priority 3 open call for projects and the project will contribute to delivering the Borough's strategy for growth and job creation.

For more information, visit: <http://www.outsetswindon.co.uk/>

For a full list of Programme beneficiaries visit: <https://www.gov.uk/erdf-programmes-progress-and-achievements>



EUROPEAN UNION  
Investing in Your Future  
European Regional  
Development Fund 2007-13

## Publicising Projects

ERDF grant recipients are contractually required to comply with EC publicity regulations. This means they must actively promote the European funding they receive, using the European logo on project documentation and communications about the activity that receives the funding. The rules may seem daunting but are not difficult to apply and promoting the ERDF investment can create valuable opportunities for publicity which projects might otherwise miss as well as helping boost economic confidence in the area.

To help projects implement the EC Regulations, DCLG introduced the “National Publicity Requirements” document in April 2012, drawing on best practice from across the English ERDF Programmes. This can be found at: <https://www.gov.uk/erdf-national-guidance>. DCLG was keen to ensure that the changes did not result in significant costs to projects so projects contracted prior to 1 April 2012 are expected to continue to follow guidance in place when they were contracted. They may adopt the new version but should agree this with DCLG so there is a clear audit record.

### **Projects contracted on or after 1 April 2012**

**must** follow the National Publicity Requirements and use this version of the EC logo.



*A pack containing the logo in a range of different formats is available from DCLG.*

### **Projects contracted before 1 April 2012**

are expected to follow the publicity requirements and use the version of the logo in place when they were contracted. These can be obtained from DCLG.



**Projects may choose to follow the newer National Publicity Requirements but should agree this in writing with DCLG so there is a clear audit record.**

**If any grant recipients have questions or are unsure about how to comply with the publicity requirements, there are a number of sources of help:**

- ◆ DCLG case officer—the first port of call for questions about the project
- ◆ Programme Engagement Visit (PEV) - publicity requirements will be discussed at the initial monitoring visit and this is a good opportunity to raise questions
- ◆ DCLG comms support— Elaine Edmond [Elaine.edmond@communities.gsi.gov.uk](mailto:Elaine.edmond@communities.gsi.gov.uk) or Michelle James [michelle.james@communities.gsi.gov.uk](mailto:michelle.james@communities.gsi.gov.uk) are the contacts for the logo pack or guidance documents and are happy to informally check draft publicity materials or press releases. They may also source quotes for press releases on behalf of the Programme and offer workshops about complying with the publicity requirements to groups of projects.
- ◆ EC Publicity Regulations—EC 1828/2006 paras 2-5, Section 1: Articles 2-10 and Annex 1 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32006R1828:EN:NOT>

**For project-holders needing more information contact [elaine.edmond@communities.gsi.gov.uk](mailto:elaine.edmond@communities.gsi.gov.uk)**



## About the South West Competitiveness Programme

The South West Competitiveness and Employment European Regional Development Fund Programme 2007-2013 is managed by the Department for Communities and Local Government. The programme of investment from the European Union aims to improve the competitiveness of the local economy through investments which help businesses increase their productivity and by encouraging enterprise. The Programme's allocation for 2007-13 is €124.7million.

The Programme has three "priority axes":

- Most projects outlined in this newsletter were delivered through **Priority Three—Urban Enterprise**.
- **Priority One - Innovation and Knowledge** aims to increase business innovation and encourage collaboration between businesses and higher education.
- **Priority Two - Enterprise and Investment** - provides business support targeted at high growth businesses.

The Programme's annual event was held on 12 December 2012 at Taunton Conference Centre, prior to a roadshow hosted by the Department for Business Innovation & Skills about the 2014-20 European Programmes. Presentations were given by 3 ERDF funded projects — Knowledge Escalator, Internationalisation and the Outset Programme—explaining the valuable support they offer to businesses and individuals.



## Programme Performance at 1 April 2013

The Programme has contracted 79% of its allocation and has a healthy pipeline of commissioned projects in development, giving confidence that it will spend its full allocation. Following open calls for Expressions of Interest in the spring and autumn of 2012, a number of projects in urban areas are in development under Priority 3. Good progress is being made against the Programme's targets.

All figures are £ million

ERDF

Programme allocation—this is fixed in Euros so subject to exchange rate fluctuations; the figure shown reflects March 2013 HMT exchange rate.

102.3m

Value of investments contracted

80.7m

Actual project spend to date

42.8m

Cumulative spend target by end 2012

61m

For general enquiries about the Programme or to be added to the mailing list for this newsletter, please email

**SWcomp.ERDFenquiries@communities.gsi.gov.uk**



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13