



Department for
Communities and
Local Government



Investing in your future: Case study booklet

Edition 3



West Midlands European Regional Development Fund Programme 2007 - 2013



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

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Overview

West Midlands ERDF Programme 2007 to 2013

In 2007 the West Midlands was awarded €400 million through the current ERDF Programme to support projects that create jobs, help new businesses to start, existing businesses to grow and flourish, and regenerate local areas for communities to enjoy and benefit from.

The Programme has three main objectives:

- To achieve a significant increase in the productivity of businesses in the West Midlands
- To reduce unemployment and inequalities
- To ensure that the West Midlands economic growth is achieved in a sustainable Manner.

To achieve these objectives funding is awarded to projects that focus on innovation, research and development, enterprise and sustainable urban development.

The impact that ERDF funding has had to date is impressive. As a result of the investments made:

- **13,355 jobs have been created**
- **11,663 jobs have been safeguarded**
- **11,206 people have been assisted to start their own business**
- **16,556 existing businesses have been helped to grow and develop**

Priority one: Promoting innovation and research and development

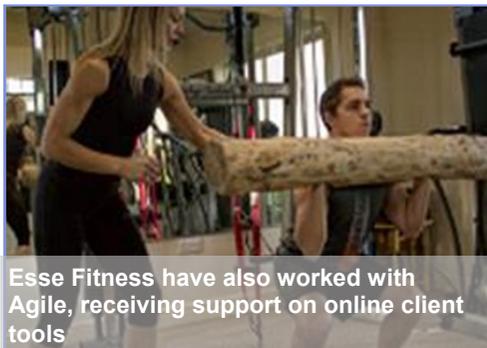
Supporting technology innovation

The University of Wolverhampton's **Agile Office Demonstrator** gives local small and medium sized enterprises (SMEs) the chance to see cutting edge and innovative ICT in action. Based in Telford, the demonstration centre shows how emerging ICT technologies can be used in an effective way to increase productivity, reduce costs, improve business resilience and expand markets.

The project also provides impartial advice and guidance on the latest technology, including tools and equipment allowing home working, and Cloud based office suites.

Media business Design Frontier were assisted with the most up to date online security. Based in Telford, Design Frontier have a client base spanning from household names such as Hugo Boss to local SMEs. As such the security of their clients data is vital.

Agile Office Demonstrator's consultant Tony Ravenhill was able to create a detailed report specifying the potential flaws they had in their security processes and the best way to combat these effectively and efficiently.



Hobson's Brewery are a sustainable brewery based in Shropshire who pride themselves on using local ingredients. However, as the company expanded, they found themselves losing money on unreturned casks, and decided they needed advice on a technological solution.



New Technologies and Applications for Identification, Locations and Sensing (NTAILS) is encouraging small businesses to adopt new technology and processes. The project, run by the University of Wolverhampton, supports local businesses with advice and equipment.

The NTAILS team were able to suggest solutions such as the use of two dimensional barcodes or RFID tags. They also carried out research into Near Field Communications technology on Hobson's behalf, identifying a system which could make use of mobile phones.

Priority one: Promoting innovation and research and development

Supporting next generation vehicle technology



Support from Electric Intelligent Vehicles has taken Boulter one step closer to a full production model of their bike, the BB50.

Boulter Electric Vehicles Ltd approached the Electric Intelligent Vehicles project for assistance with a lightweight seat design for an electric motorbike prototype they were working on. As discussions progressed it became apparent that there was also a larger piece of development work required around the proposed battery system.

Boulter have been awarded a grant of £30,000 to access external expertise to help them with the design, testing and validation of the battery system. They are working to develop an integrated battery system complete with battery monitoring and capable of autonomous electrical isolation from the bike or off board charger.

Coventry University Enterprises have developed the **Electric Intelligent Vehicles** programme to allow small and medium businesses access to expertise relating to electric vehicle technologies and intelligent vehicle systems.

Support is offered through grants of up to £30,000, and is open to small and medium sized enterprises (SMEs) already operating in the sector, or those looking to diversify.

Advanced Innovative Engineering (AIE) worked with the Electric Intelligent Vehicles project to develop an alternative to traditional reciprocating piston engines, which are often bulky and unsuitable for innovative installation (i.e. anywhere other than under the bonnet).

With electric vehicle designers looking to increase flexibility by packaging power systems into the floor pan of the vehicle, AIE needed a product which was lightweight and compact.

They have produced a rotary engine which is integrated into a lightweight liquid cooled alternator. This prototype is now being tested to provide “real world” data to further improve and validate the design.

AIE are now able to diversify into the electric vehicle industry.

Priority one: Promoting innovation and research and development

Backing for West Midlands graduates

Let's Live Residential Lettings is a growing micro business with a housing stock of 250 properties in Birmingham city centre, Edgbaston and Harborne. They were looking to recruit a graduate to support and assist with the administration duties of the business. Having worked with Aston University's Graduate Advantage programme before, Let's Live partnered with them to find graduate support.

Since 2010 over £2 million ERDF has been awarded to Graduate Advantage to provide support to West Midlands small and medium sized enterprises (SMEs). The project provides a free front-end

recruitment service and links local businesses with West Midlands graduates.



Through the **Graduate Placement Service** French and Hispanic Studies graduate Kezia Stanley-Kaussen was successfully recruited for the role of Lettings Coordinator at Let's Live.

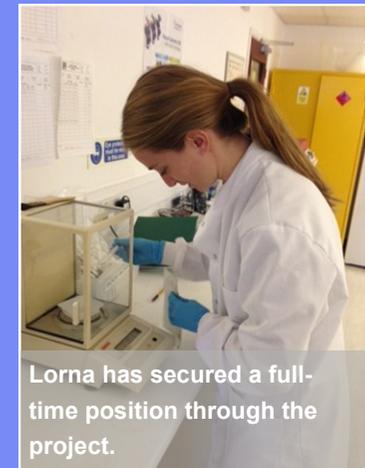
The programme continues to encourage graduates to work within small, high growth organisations and in total will inject more than £250,000 into Birmingham's economy. Not only has the Graduate Advantage programme helped to boost resource in local businesses but it also helps retain graduate talent and skills in the region.

The **Worcestershire SME Graduate Programme** helps local small and medium sized enterprises (SMEs) to improve their innovation potential, competitiveness, productivity and overall performance by providing access to higher level skills. The project provides grants of up to £10,000 to part-fund one year work placements or three month apprenticeships for graduates.

Since launching in November 2013 the project has established 45 year long placements.

Many graduates such as Lorna, who gained a first class honours in Biological Sciences at the University of Birmingham, have already started their placements.

Working for Bio-Diagnostics, a relatively small Biotech company in Worcestershire who manufacture and supply products principally to the NHS and primary care, Lorna has had the opportunity to work on the front line of innovation. Her training across the business has enabled a multifaceted skill set which is of great benefit to both Lorna and the company. This has led to her receiving a permanent job offer from Bio-Diagnostics.



Lorna has secured a full-time position through the project.



Graduate Rebecca on placement at ISO Quality Services LTD.

Priority one: Promoting innovation and research and development

Future innovation

Innovation Networks offer grants to West Midlands based small businesses who are working together to develop innovative products, processes or services. Run by Coventry University Enterprises the project has already helped more than 400 businesses move their ideas forward.

The AceOn group specialise in solar and portable solar energy products. They designed the Solar SDS™ Generator which combines solar energy with battery energy storage and is capable of powering small electronic appliances such as computers, mobile phones, power tools and medical equipment.

The company wanted to utilise the product in developing countries. With support from the project they have developed the tooling required to produce the more robust protective casing for these harsher environments.

With support from Innovation Networks, Paint360 is tackling the problems caused by approximately 50 litres of waste paint sent to landfills each year.

Based in Cradley Heath, the company recycles waste paint and produces an innovative line of environmentally friendly paints and coatings. Much of the paint is then sold back for use on large public sector contracts.



Due to success the company have had to move to larger premises.



Innovation Birmingham has been awarded £230,000 ERDF to guide and mentor the next generation of tech Chief Executive Officers. The 15 month project, called e4f Inspire, was launched recently, and follows on from the successful e4f (**Entrepreneurs for the Future**) incubation programme.

To date e4f has supported over 100 local businesses from the Innovation Birmingham Campus. The site offers unique access to mentoring alongside support in the form of free telephone usage, 20Gbit/s broadband and office space for six months.

The project's success stories include ScoPerks, a price comparison site which focuses on rewarding customer loyalty. For each transaction a proportion of the retailer referral fee is given back to the customer.

Since being accepted onto e4f in 2013, ScoPerks founder Radu Judele has been able to benefit from assistance with his business plan, as well as with finding start-up investment.

Dr David Hardman MBE, CEO of Innovation Birmingham said:
"ScoPerks is a great example of a tech start-up that has developed an innovative platform within a marketplace that is competitive, but has significant growth potential."

Priority one: Promoting innovation and research and development

Invention in health and biology

£ 3.4 million ERDF has supported the development of a landmark biomedical innovation hub at the University of Birmingham offering laboratory and office space for local biomedical businesses.

Birmingham Biomedical Hub, or BioHub, was launched in Summer 2014, and aims to support biomedical innovation and discovery.

“The location of The Biomedical Innovation Hub at Birmingham Research Park provides an extraordinary environment for the growth of life science start-ups, such as ours, by helping them to maximise their innovation potential”

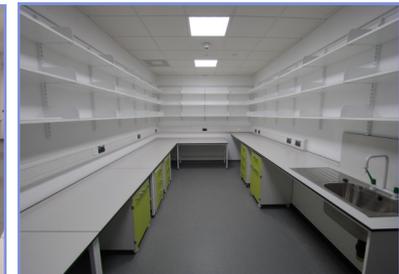
NanoTi co-founder, Miklós Weszl

The 4,500 square foot biomedical laboratory is fully managed, providing users with on-going

support and training. The open plan innovation office provides hot-desking and high speed internet. Flexible price plans enable tenants to easily control their finances and focus on core activities.

NanoTi, a Hungarian start-up company was the first organisation to reserve space in the BioHub. They specialise in surface treatment for titanium dental and orthopaedic implants to combat infection.

In the past 10 years the incidence of bone implant related infections have increased rapidly, especially in the case of dental implants. At the same time, the most common treatment – antibiotics – has lost effectiveness due to the growing resistance of bacteria. Using an innovative proprietary electrochemical process, nanoTi will help enable implant manufacturers to create preventive ‘coating’, either by providing their equipment to the manufacturer’s production facilities or outsourcing the service to their laboratory.



The hub marks the start of a drive for investment in the biomedical industry across Birmingham. Just across the road Birmingham Health Partners are creating an Institute of Translational Medicine, scheduled to open in 2015.

Priority one: Promoting innovation and research and development

Photonic technology

ERDF funding is being used to promote sustainability, productivity and efficiency through the use of photonic technology. Photonics technology covers a wide variety of techniques all of which involve the use of light for purposes such as communication, sensing, processing and imaging. **Fibre Optics and Laser Sensor Technologies 2** is using just under £300,000 of ERDF to continue to build on innovation. To date the project has engaged with 22 businesses, building 14 collaborations.

Optimec Ltd (Optimec) has 34 years of experience in the design and manufacture of soft contact lens measuring instruments, and has a strong presence in the market. It is essential that Optimec is able to offer measuring instruments capable of a high degree of precision.

Through the project the company has entered into a two and a half year project with Aston University's School of Engineering and Applied Science and School of Life and Health Sciences, to develop a new generation of innovative soft contact lens measuring instruments, utilising novel techniques to match improved accuracy of lens manufacturing processes.

Gas Data Ltd design and manufacture an extensive range of portable and fixed gas analysis solutions. As renewable energy markets grow Gas Data Ltd's future depends on more sophisticated products which can deliver greater accuracy. Fibre Optics and Laser Sensor Technologies 2 suggested that the company could make better use of laser technology. Such technology also has the benefits of improving and simplifying systems and therefore reducing overall costs. They were able to set up a collaboration between the company and the Aston Institute of Photonic Technologies (AIPT) to develop state of the art gas monitoring products. The partnership will lead to the development of optical fibre based devices for detecting gases such as hydrogen, carbon dioxide and hydrogen sulphide.



Technology made available through the project.

Matthew Humphreys, Managing Director of Gas Data Ltd said of the project: "The immediate impact will be the introduction of optical fibre technologies into the company. This change in Gas Data's technical capability will increase its competitive advantage in the current market and enable the launch of unique products into emerging markets. Collaboration with the Aston Institute of Photonic Technologies, an acknowledged centre of excellence for research in optical systems, will enable Gas Data to become a leader in innovative detection technologies."

Priority two: Stimulating enterprise

Technical support for local businesses

Growing Cyber, delivered on behalf of Worcestershire County Council through Worcestershire Business Central, provides Worcestershire based businesses the opportunity to access up to 12 hours of free advice and guidance from the projects cyber experts alongside a matched funded grant.

Encription, a leading IT systems and information business took advantage of the Growing Cyber grant in order to expand into cyber forensics. The company which specialises in IT training and 'penetration testing', used the grant to purchase the latest state of the art equipment. The expansion allowed them to create new jobs and build a new forensic laboratory.



Alongside financial support the GamesLab West Midlands programme has offered business support to developers who did not receive grant funding, allowing them to attend industry networking events, including LAUNCH 2013, Meet the Games Press 2014, and Eurogamer's Game Horizon (EGX).

GamesLab West Midlands helps promote the development and growth of the games industry in the West Midlands, by supporting companies with high-growth potential. To date the programme has run two funding rounds offering grants of up to £50,000 for the development of new game IP for commercial release. The games developed using the funding are all due for commercial release in January 2015.

In addition, GamesLab has recently launched the Hardware, Software & Services Grant scheme, where eligible companies can claim back 50% of the cost of qualifying hardware, software or consultancy required to develop a specific, named game project.

As Designed Games were able to not only benefit from a GamesLab grant, but the support and business advice offered also gave owner Adam the confidence to approach potential investors. The grant allowed As Designed Games debut game, "Impatient Squirrel" to have a proper marketing budget, rather than relying on social media.

The grants offered have also helped promote creativity within the games industry. Companies such as Flix Interactive have been able to use their grant to focus on their own ideas, rather than working purely on work for hire projects.



Screenshot from Flix Interactive's Eden Star.

Priority two: Stimulating enterprise

Investment for small and medium sized enterprises

The **Advantage Early Stage Equity Fund** is a £8 million early stage equity venture capital fund, which generally invests alongside private sector investors. The project has been awarded £4 million ERDF, and to date has helped over 35 small businesses and created over 140 jobs.

Whisk was founded by Apprentice finalist Nick Holzherr and Craig Edmunds in 2012. The pioneering recipe tool, which allows users to easily purchase all the ingredients needed, received start-up funding through the Fund.

As the project developed additional funding has allowed for the development of apps for both iPhone and Android, with now more than 30,000 iPhone and 100,000 Android downloads.

Nick has been named “One to Watch in 2015” by Talent Unleashed, a Birmingham Young Professional of the Year for entrepreneurship, and an ‘Emerging Entrepreneur of the Year’ by Business Insider.

Whisk is now rolling out international versions of its app, the first country being Australia which launched in the fall. In 2015, Whisk will continue to roll out its app to more than 15 countries.



Coventry business LumeJet received funding to bring its first commercial product to market, the LumeJet S200 printer, along with 30 subsequent jobs within the West Midlands manufacturing sector.

Support from the project has generated very positive results for LumeJet, including the sale of the first 4 units into the UK marketplace. The company have also received an invitation by HRH The Duke of York to Buckingham Palace to pitch for further investment, and have been selected by an independent panel as one of the Top 10 most promising digital companies in Britain as part of the “Pitch 10” event at 10 Downing Street.

Priority two: Stimulating enterprise

Business growth

In January 2012 Coventry City Council launched **Enterprise and Business Growth** as a cohesive package of support for (SMEs), seeking to overcome barriers to growth for local businesses.

£4.9 million of ERDF provides business support through support start-ups, supporting high-growth SMEs, providing capital investment and enhancing supply chain collaboration.

To date the project has created over 350 new businesses, over 100 of which are now outside of their first twelve months of operation. A further 350 existing SMEs have also been supported through the project. Together this has resulted in over 700 new jobs in Coventry and Warwickshire.

Businesses supported through the project include a precision engineering business who have increased their turnover by 50% and expanded its workforce by 25%.

In addition the ERDF funding in Enterprise and Business Growth has generated a further £6.75 million in private sector investment, through supporting SMEs to invest in new machinery, equipment and premises.

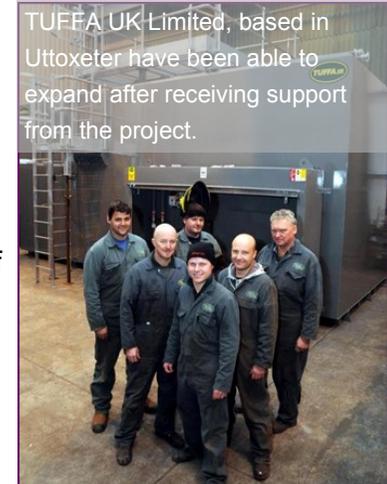
“The BDP Grant has come at a perfect time in our development and will help us move forward a lot quicker than first anticipated...Having the larger office will give us an ideal platform to manage a string of new contracts we’ve recently won and will hopefully lead to us taking on another 70 people.” Tony Turner, Director of Integrity Security Group.

Birmingham City and Solihull Councils’ **Business Support Programme (BDP)** offers small and medium sized enterprises (SMEs) the opportunity to apply for revenue grants to help meet the costs of expansion projects.

The BDP provides match grant funding of up to £15,000 for SMEs that have been trading for more than six months to safeguard existing jobs or create new ones.

As well as the financial assistance scheme the project also runs an intensive coaching and mentoring scheme called great200leaders. This includes 100 hours of leadership development, by way of peer group workshops led by leadership specialists with talks by inspirational speakers, one-to-one mentoring and access to board level experts.

Integrity Security Group – with over 15 years of experience - is one of a growing number of small companies in the Greater Birmingham and Solihull LEP (GBSLEP) area to have benefitted from the Business Development Programme.



TUFFA UK Limited, based in Uttoxeter have been able to expand after receiving support from the project.



Priority two: Stimulating enterprise

Tourism boost for Staffordshire

In 2012 Staffordshire County Council identified a failure in Staffordshire's visitor economy to meet its potential. Following an award of £893,000 ERDF the number of overnight visitor stays in Staffordshire has grown by at least 13%.

By September 2014 the **Staffordshire Visitor Economy Development Fund** had engaged with 350 small and medium sized enterprises (SMEs) and trained 880 delegates at business support and product knowledge courses (known as Ambassador Training).



Delegates taking part in Ambassador Training.

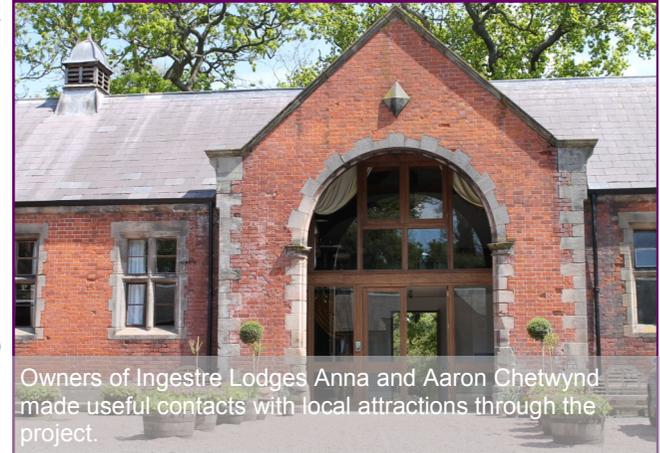
The courses aim to improve the reach of tourism businesses in Staffordshire through collaboration, help with social media, tips for filling quiet times, solving the BAD (Bookings, Arrivals and Departures) challenge, increasing visitor spend, and tackling long-standing issues with the help of an expert tourism adviser.

Nicola Bannister, Visitor Services Officer at the Museum of Cannock Chase got involved with Ambassador Training in order to be able to provide a service to Museum patrons which she felt was lacking.

“[Employees] often struggled with enquiries regarding places a little further afield from Cannock...we decided to participate in the training so that we could be more confident and knowledgeable with our responses.”



Rachel Gentle, Visitor Services Officer for Education and H&S at Cannock Chase Museum.



Owners of Ingestre Lodges Anna and Aaron Chetwynd made useful contacts with local attractions through the project.

After engaging with the Visitor Economy Development Fund Lynn Lowther, owner of the Vom Fass franchise in Trentham, was able to fend off the prospect of closing her business, and instead has been able to expand into a new store in Leek.

This has resulted in not only the safe guarding of her current four full-time employees' jobs, but the creation of 2 new jobs.

The fund was able to help Lynn with IT and social media advice, allowing her to invest more money into her staff, as well as connecting with the local area.

Priority two: Stimulating enterprise

Encouraging an enterprise culture

Since 2011 **Enterprise Coaching in North Staffordshire** has helped create over 400 jobs, and assisted nearly 750 individuals start their own business.

The project was set up to address the lack of enterprise culture in Stoke-on-Trent and the surrounding area, and offers bespoke one-to-one coaching to people who would not otherwise consider self-employment.

In many cases Enterprise Coaching has provided support which would otherwise be unavailable. Kelly Caddy launched company Helping Angels just under 12 months ago. She admits that she couldn't have succeeded without Enterprise Coach Julie's help, as she was juggling employment and raising her two children while trying to get Helping Angels off the ground.

Inspired by her desire to provide steady and dependable care for her 92 year old nan Kelly set up her domiciliary care businesses as a limited company with 'community values'. Each client has a personalised care team plan and will have a picture of each worker in their home so they know who to expect and when.

"Julie helped me weigh up the pros and cons of opening a business and helped me to set up my business plan. She also put me in touch with people I could ask for loans, funding and advice.",
Kelly Caddy

Working closely with partners such as Jobcentre Plus the Enterprise Coaching has targeted areas with a high level of worklessness. Clients come to the Enterprise Coaches service with a range of needs, some reflecting business development issues and some of which to do with personal circumstances and their skills, abilities and self-confidence.



Denise Hazeldine received support from Enterprise Coaching in setting up her eBay company Hazels Boutique.

Priority two: Stimulating enterprise

Creative enterprises in the West Midlands

Creative Enterprise 2 is a business support project for the creative sector. Based at the Institute of Creative Enterprise (ICE) in Coventry, the project offers workshops, seminars and one-to-one coaching for small creative businesses at all levels of maturity. The project builds on the work of Creative Enterprise which finished in spring 2014.

Lisa Meyer had been co-running her business Capsule for 11 years, after she and her partner saw an opportunity to provide events for Birmingham artists outside of the mainstream. Successes include the 'Home of Metal' heritage event which champions the Heavy Metal genre and celebrates its historic roots in the West Midlands. When her co-founder stepped down from the business in 2012 Lisa was

able to work with Creative Enterprise to get additional perspectives. Through working with two mentors Lisa was able to see the potential in partnerships in Europe, which she might pursue in the future.

At the other end of the spectrum Creative Enterprise helped Sam Lockyear when he was just starting out. Having produced films in his spare time during his masters, Sam went on to set up his own business, Iconic Productions, after graduating.

The project gave Sam hot-desking space to work from, and a base in Coventry, as well as providing him with a mentor from within the industry. This in turn led to employment opportunities for Sam, working alongside his mentor Pip.

Creative Enterprise 2's annual 'Creative Pie' conference allows business to come together to discuss how they can innovate and support each other.

Held in November the 2014 conference focused on how business could make creativity pay, as well as a spotlight on working internationally.

Creative Pie offers creative businesses the chance to network, and share ideas and best practice.

This year Creative Pie also included a fringe event, running workshops and seminars for quirky businesses.



Priority three: Sustainable Urban Development

Improvements to public spaces



Stoke-on-Trent City Council have been awarded ERDF funding towards a £4.3 million scheme to transform Stoke-on-Trent city centre into a vibrant and modern public space.

Stoke-on-Trent Public Realm has been split into three phases, with phase 3, the link between the Business District and the City Centre, starting in October 2014.

The changes will make the city more pedestrian friendly, allowing for the development of a café culture, and making it easier for visitors to find their way. The work will also focus on increasing the prominence of the 'cultural quarter'.



Regeneration across West Bromwich is being linked by the ERDF funded **West Bromwich Public Realm** project. Following a lack of investment since the 1970s, West Bromwich has recently undergone one of the largest regeneration projects in the country with a number of major developments being delivered between 2010 and 2014. The Public Realm programme has created connections between these developments and pulled them together with high quality public spaces. The project aims to improve the look of the town, and also boost the economy through increased footfall and subsequently attracting businesses and investors.

The £1.5 million of ERDF is now playing a significant role in bringing the town back to life, and has allowed for improvements to High Street, West Bromwich Ringway, Bull Street, and Reform Street, as well as the pedestrianised Duchess / Princess Parade.

On 5th November 2014 an opening ceremony for Metro Plaza marked the completion of the scheme creating a welcoming, safe, and attractive gateway entrance to the town centre for those arriving by tram or bus and to improve walking connections between the town centre, Sandwell College Central Campus and the bus/metro stations.



Priority three: Sustainable Urban Development

Access for local communities

The Friargate site in Coventry was isolated from the city centre by a large ring road, with subways the only connection for pedestrians. Using a mix of Government funding of ERDF and Regional Growth Fund money, Coventry City Council started work on **Access to Friargate Employment Sites** in March 2014.

The project will remove the existing junction and install a new green bridge deck to allow direct, level pedestrian access. The bridge deck will link to a new high quality public realm boulevard creating a new attractive key route from the rail station to the city centre.

£4.2 million ERDF is supporting regeneration in North Solihull at the **Craig Croft Village Centre**. By 2015 the site will have better access to employment opportunities, with a vital new road junction opening up the site to future investment.

When complete the project aims to help provide better access to jobs, and increase community pride in the area, and forms part of the ambitious £1.5 billion plans launched by North Solihull Regeneration in 2005.



The new enterprise centre opened autumn 2014

As part of the project an Enterprise Centre which provides facilities for local small businesses has been built.

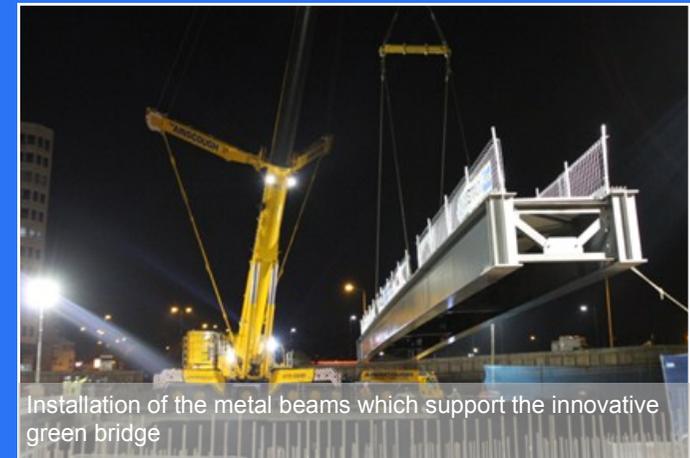
Tenants are already moving into the centre, with a bus route providing easy access.

The works are due to be completed in spring 2015, and will mark the delivery of the first phase of the wider Friargate masterplan, a 37 acre mixed use development which is expected to create up to 14,000 new jobs.

The project will also focus on increasing the accessibility to public transport, through a new station access, and priority for bus lanes within the city.



Artist's impression of the completed project



Installation of the metal beams which support the innovative green bridge

The infrastructure changes and public realm are the important first step in unlocking the potential of Friargate and injecting economic growth into Coventry.

Priority three: Sustainable Urban Development

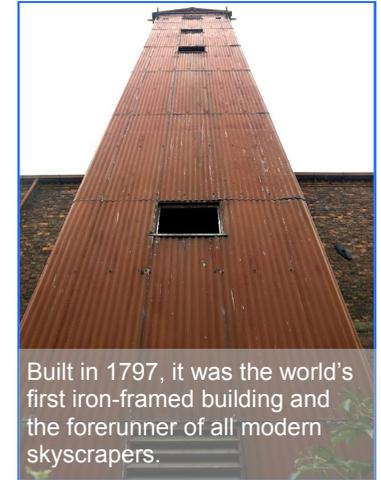
Shropshire heritage restored



Before the start of the works

£1.7 million has been provided by ERDF and English Heritage to kick start the regeneration of **Shrewsbury Flax Mill Maltings**. This first stage will include the renovation of the Grade II listed office and stables for use by the Friends of the Flaxmills Maltings as a visitor interpretation and reception centre, creating 180 square meters of new internal floor space.

Work on the silo demolition began in October and is due to complete by the end of January 2015, with conversion of the office and stables due for completion by autumn 2015. This stage will be critical in realising the Flax Mill Maltings Master Plan, acting as a catalyst for significant regeneration in one of Shrewsbury's most deprived communities, bringing redundant buildings back into use, and stimulating wider growth.

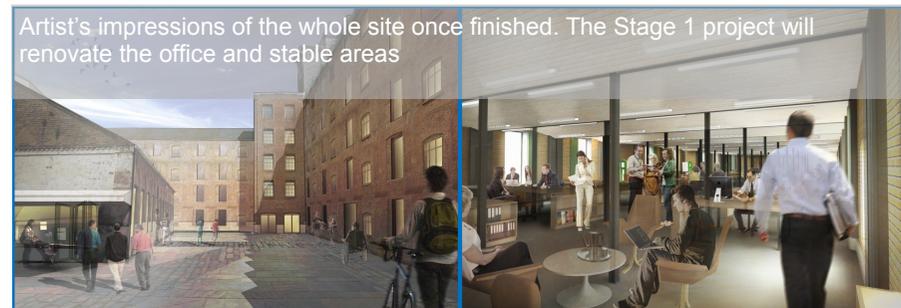


Built in 1797, it was the world's first iron-framed building and the forerunner of all modern skyscrapers.

After operating as a flax mill for nearly 100 years, the mill was bought in 1897-8 by William Jones (Maltsters) Ltd who converted the mill buildings into a maltings. In 1948 the site passed to Ansell's Brewery, later part of Allied Breweries. Increased investment in the malting business led to the construction of new concrete silos in the 1950s and 60s. The malting business ceased in 1987 and the site fell into disuse. English Heritage bought the derelict buildings in 2005 in order to halt the further decline of the site, carrying out emergency repairs to ensure the buildings are secure and weather-tight.

Renovation is being carried out to a BREEAM 'very good' standard. The restoration works will use traditional materials on the exterior to return the buildings to as they were originally when built between 1797 and 1805.

The demolition of the adjacent 1950's silo providing further external space for cultural, interpretation and public use, bringing 0.1035 hectares of brownfield land back into use.



Artist's impressions of the whole site once finished. The Stage 1 project will renovate the office and stable areas

More information

Any enquires regarding the West Midlands European Regional Development Fund Programme contact the Growth Delivery Team: West Midlands on:

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