

Competitive Newcastle

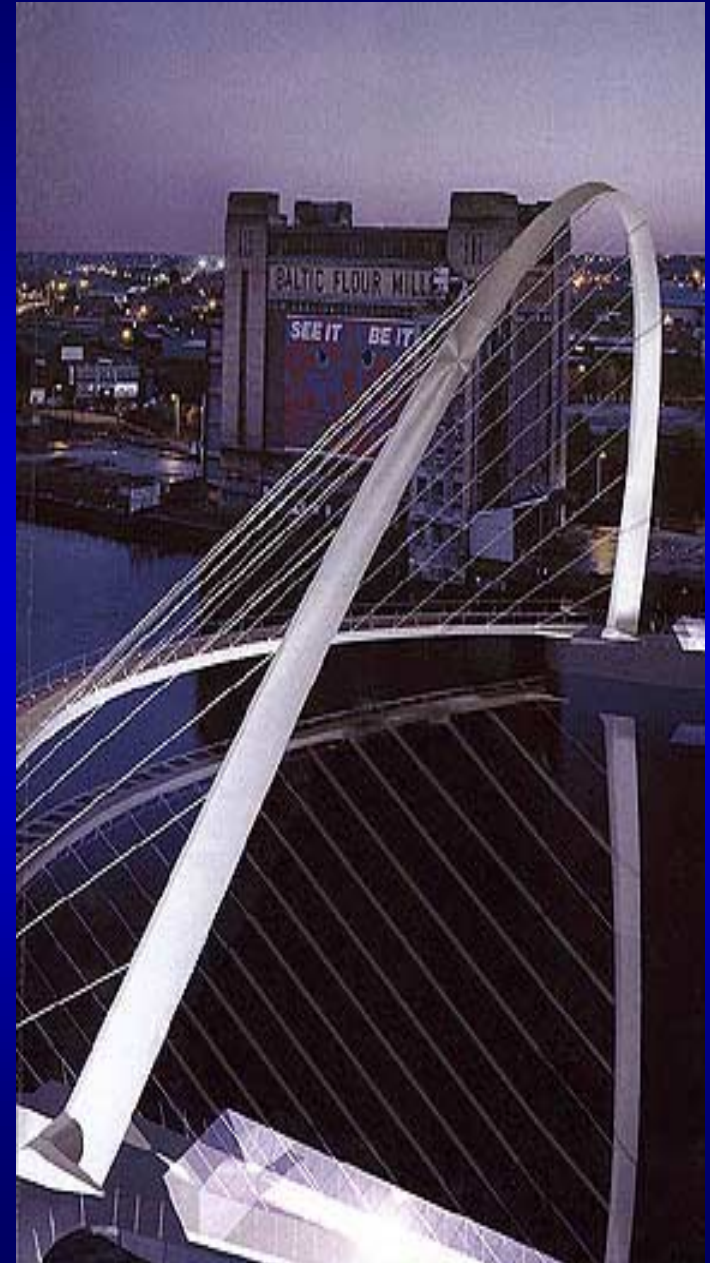
how a municipality intervenes in
the local economy to e-enable
businesses

Presentation to Global Forum, 18/10/01

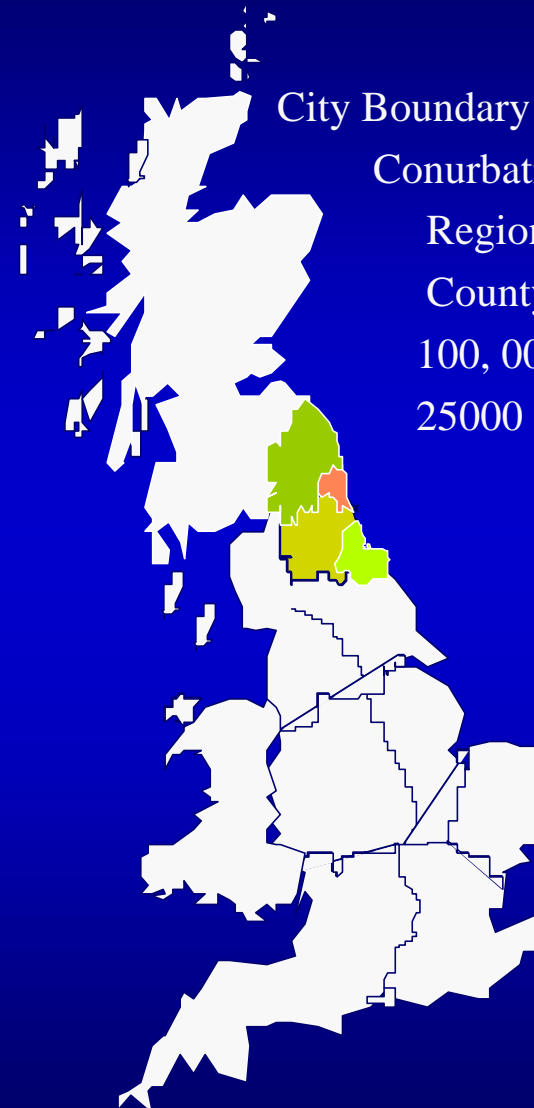
Tom Cosh - Head of Economic Development, Newcastle City Council

Synopsis

- Competitive Newcastle
 - our municipality's approach to intervention
- Sector case studies
 - marine/offshore & added value engineering
 - software & new media / ICT
- Next Steps
 - inter-regional partnerships



Newcastle & the North East



City Boundary 300,000 pop

Conurbation 1.2m pop

Region under 3m pop

County 5 Universities

100,000 students

25000 smes T&W

The Approach

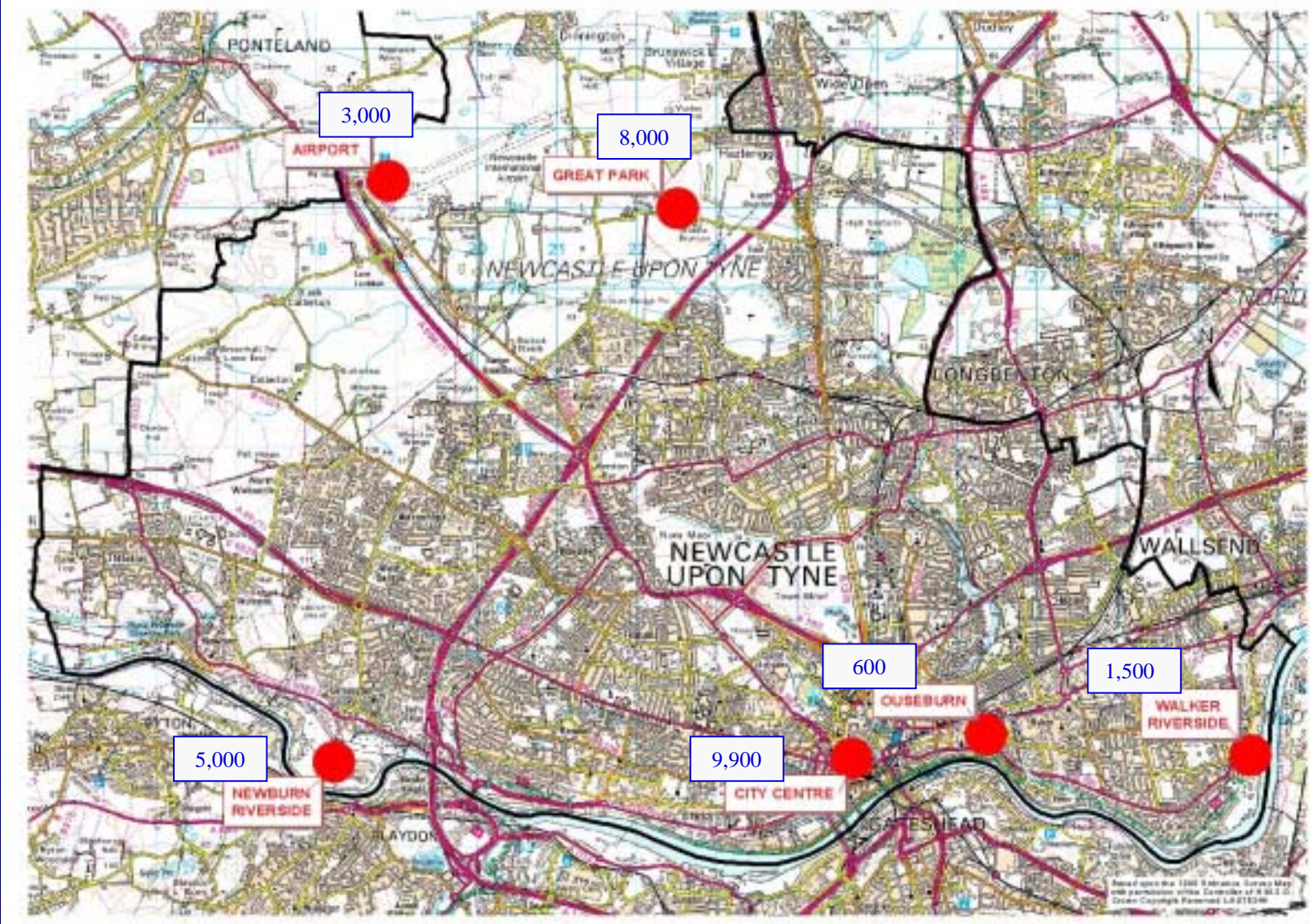
- 10 year ED strategy - May 1999
 - Competitive advantage = knowledge/human capital
 - Knowledge transfer depends on quality of interactions
 - Encourage businesses to cluster on key sites in city and e - enable them:-
 - business accommodation
 - HE technology research
 - FE training and development
 - business support
 - ICT 'connectivity support
 - Community access to appl'ns & skills
 - developing sector partnerships
- incubators, follow on
technology transfer, IP, e-grid
on line learning/teaching content
boost entrepreneurship, spin out
improving access to internet trading
bridging the digital divide
regionally and internationally

Focus on Growth Sectors



- Marine & Offshore Technologies and Added Value Engineering
- Software/Multimedia/Information & Communication Technologies
- Tourism & Creative Industries
- Life Sciences - BioSci North

Cluster & Jobs growth areas



Engineering & Offshore/Marine Walker Riverside & Newburn

Challenge: to stabilise and grow the sector, maximising potential for diversification in defence, offshore, sub-sea, added value engineering and renewables, establishing training/recruitment and product development processes to meet demand & provide access to global markets

- 20,000 jobs
- 300 companies
- Major Riverside/engineering skills shortage
- Markets are global not local
- R&D for products /processes critical
- Two key sites Newburn and Walker



www.offshore-suppliers.com

E-commerce supply chain for Tyne-based Marine & Offshore Technology Companies

- 1999-2001: brochure website linked to 150 Tyne-based companies
- 2002 - 3: e-procurement site for 250 + co's
- 2002-3: links to Aberdeen, and highland of scotland
- potentially 1000 companies.
establishing North Sea commercial network
- Partners: local authorities, DTI Employers' federations, sector interest groups



Engineering Newburn Riverside

- 92 hectare site with focus on added value engineering, linking to West End communities
- creation of up to 5,000 jobs over 20 years
- Newburn Employment project
 - 100 employment training referrals
 - 22 construction places secured
- Bid 2001 Centre of Engineering Training
 - 3,320 ft students
 - 5 company/3 college partnership
- Engineering R&D
 - N. University graduate placements supporting 80 co's



- New Deal for Newcastle West
£1.5m contract from SRB5 -
employment and training needs of
socially excluded

Engineering

Newburn Riverside - The Quadrant

- a regional centre of innovation for added value engineering and advanced manufacturing
- 38,000 sq ft ready for occupation - January 2002
- encourage commercial R&D linking directly into local and regional sector
- spin-outs from HEI/FEI's helping to establish a renewed, growth manufacturing sector
- landmark 3 storey facilities centre providing:-
 - open plan and cellular office space from 33 sq m to 500 sq m
 - high capacity telecoms, broadband access
 - key to economic growth through its potential for innovation and productivity growth

Software/New Media & ICT Newcastle Great Park

Challenge: to position Newcastle Great Park and the city centre as a base for the global software /new media industry, and raise the profile of the city as one driven by ICT, ensuring access and inclusion for both business and the community

- ensure a regional partnership for the sector is established
- raise awareness of city as a centre for ICT in EU and international co.s
- establish start up for 25 e-businesses with the universities by 2001
- establish a major university ICT technology transfer centre at NGP
- establish a major training route of progression for community in ICT skills
- test feasibility and build 3 e-business incubators
- develop infrastructure programme to connect business
- develop newcastle.com as a business development website

evolution

2001

Newcastle
City Council 

showcasing the region's e-business community
wednesday 17 october, newcastle civic centre



e.Business Centre
northumbria
UNIVERSITY

The Development Agency
for the North East of England

wardhadaway



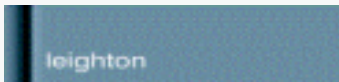
For registration details contact Lorraine Surtees by email:
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GLOBAL 2001 FORUM

Shaping the future

18 & 19 October

Newcastle



For registration details contact ITEMS International on tel: +33 (0) 146 42 48 76 or fax: +33 (0) 141 08 94 27



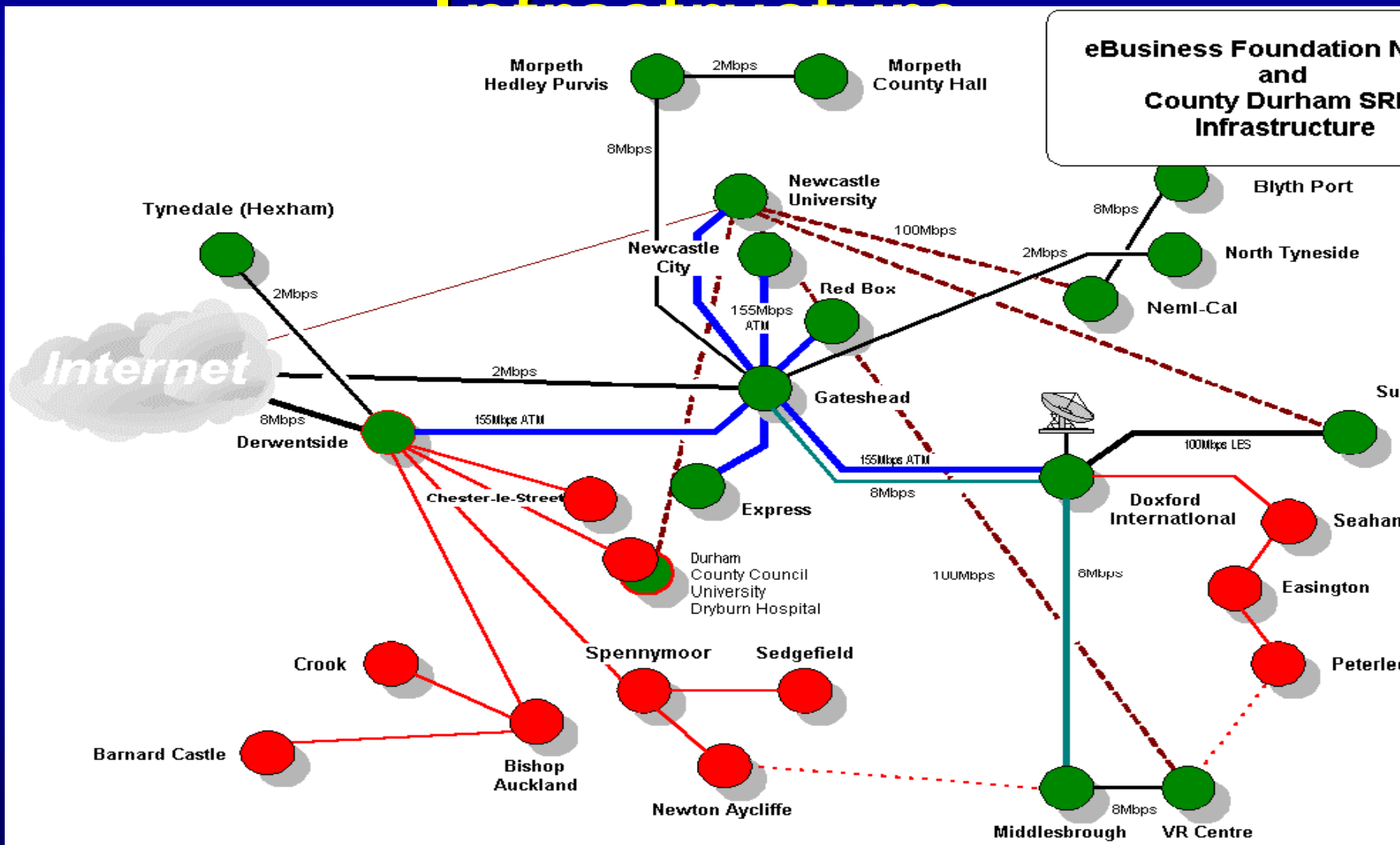
Software/New Media & ICT Newcastle Great Park

- site 4 miles from City Centre
- next to Airport
- 300 hectares of housing
- 80 hectares of commercial development
- Sage - 40,000 sq m global headquarters
- University center of excellence - 20,000 sq m
- Company space 1.5m



Incubator & E-learning Integration with Sub - regional ICT Infrastructure

Infrastructure



[ABOUT](#)[NEWS](#)[COURSE](#)[STUDENT INFO](#)[MENTORS INFO](#)[LINKS](#)[CONTACTS](#)

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ABOUT

Our programme is based on the highly successful programme at the University of Linköping in Sweden, which generates an average of 50 spin off companies per year, of which 85% survive after 5 years. We envisage that this pilot programme will expand, roll out and become an important generator of new companies and economic growth for the North East over the next few years.

A run-down of the key components of e-Generation:

- Information events, online applications
- Competitive selection procedure
- Awarding of student bursaries
- Matchmaking students and mentors
- 8 intensive evening workshop sessions
- Minimum of six one-to-one mentoring sessions with an experienced entrepreneur
- A final presentation of business plan to venture capitalists and financiers
- Substantial grants towards wired up incubator space for successful graduates

Software/New Media & ICT Newcastle .com

Challenge: a city portal linked to the regional portal and positioning Newcastle's key knowledge based sectors in the global market place ensuring access and inclusion for both business and the community

- Virtual labour market services
- online networks for key city clusters
- e-govt services to business
- Facts and figures - a GIS/VR based business and decision tool for business cutomers

- contracting with major technology consortium -public private partnership - open April 2002

European Connections



International Cluster Partnerships

■ Focus

- on 3 local clusters (ICT, Marine & Offshore and Tourism/culture)
- north sea and baltic city-regions
- utilise EU programmes to build links
- commercial / academic / public sect city-region development partners

■ Framework V R&D, Global Cities Dialogue, Eurocities Network, Community Funds

■ Soft Centre International	ICT network (Swe, US,Ir, B, J, N)	
■ Sophia Antipolis, France:	ICT/R&D: Club Sophia UK	ERDF
■ Ijmond, Netherlands:	Tourism	Interreg
■ Stavanger & Bergen, Norway:	M&O/tourism	Interreg
■ Gdansk, Poland:	M&O/ICT/culture	PHARE/Cult 2000
■ Gothenburg, Sweden:	M&O/ICT/ tourism	Interreg
■ Antwerp,Belgium	ICT	Interreg