

# BUSINESS DEVELOPMENT TEAM 2006/07 Six Month Activity Report



a service of



## October 2006



<b>1. Introduction</b>	<b>1</b>
<b>2. Overview</b>	<b>1</b>
<b>3. Key Results for 2006-07 Six Months</b>	<b>2</b>
<b>4. Inward Investment &amp; Business Activity</b>	<b>3</b>
4.1 <i>Inward Investment Enquiries</i>	3
4.2 <i>Start-up Enquiries</i>	4
4.3 <i>Major Site &amp; Property Developments</i>	5
4.4 <i>Successes</i>	7
4.5 <i>Events &amp; Projects</i>	7
4.6 <i>ICT &amp; e-Gov</i>	7
<b>5. JOBMatch</b>	<b>8</b>
5.1 <i>Inward Investment</i>	8
5.2 <i>Start-up Support</i>	9
5.3 <i>Aftercare/Ongoing Investor Development</i>	9
5.4 <i>Employability/Community</i>	10
5.5 <i>Additional Projects &amp; Company Closures/Downsizing</i>	10
<b>6. Incubation, Enterprise and Business Support</b>	<b>11</b>
6.1 <i>Moorgate Crofts, Century &amp; Brampton Centres</i>	11
6.2 <i>Enterprise &amp; Incubation</i>	12
6.3 <i>Beacon Status</i>	13
<b>7. The Buy-Local Scheme</b> – see <a href="http://www.buy-local.co.uk">www.buy-local.co.uk</a>	<b>14</b>
7.1 <i>Growth</i>	14
7.2 <i>Activity</i>	14

<b>8. Business Conferencing, Meetings, Events &amp; Corporate Hospitality</b>	<b>15</b>
8.1 <i>Promotions &amp; Marketing</i>	15
8.2 <i>Events Having Taken Place</i>	15
8.3 <i>Conversion Rate</i>	15
8.4 <i>Additional Statistics</i>	15
<b>9. RiDO PR/Marketing</b>	<b>16</b>
9.1 <i>Overview</i>	16
9.2 <i>Support for Enterprise</i>	16
9.3 <i>Support for Inward Investment</i>	17
9.4 <i>Support for RiDO Services</i>	17
9.5 <i>Image Building</i>	18
9.6 <i>Intra-council working</i>	18
9.7 <i>Rotherham Renaissance</i>	18
<b>10. Education Project</b>	<b>19</b>
10.1 <i>Overview</i>	19
<b>11. Priorities for 2006/07 October - April</b>	<b>21</b>
<b>Appendix A – Key Statistics</b>	<b>22</b>
<b>Appendix B - Organisational Chart</b>	<b>24</b>

# **BUSINESS DEVELOPMENT TEAM 2005/06 ACTIVITY REPORT**

## **1. Introduction**

- 1.1** This report provides details of activity, achievements and outputs from 1<sup>st</sup> April 2006 to 30<sup>th</sup> September 2006 for the Business Development Team of the Rotherham Investment and Development Office (RiDO). An organisation chart for the team is attached as Appendix B.

## **2. Overview**

- 2.1** The key work areas for the Business Development team are:-

- Inward Investment and Investor Development
- Business Support activities (including 'Buy Local', Business Conferencing)
- Promotion and Marketing of Rotherham
- JOBMATCH/HR Support and linking into the Employability Agenda
- Operating Business Incubation Centres
- Business Incubation & Enterprise Development including REN

### 3. Key Results for 2006-07 Six Months

A summary of key performance indicators is provided in Table 1 (Appendix A). The indicators, where possible, concur with those set out in the Community Plan, Corporate Plan and Service Area Plan. In addition, corresponding figures for the previous year are shown, where available.

A summary of key activities & achievements include:-

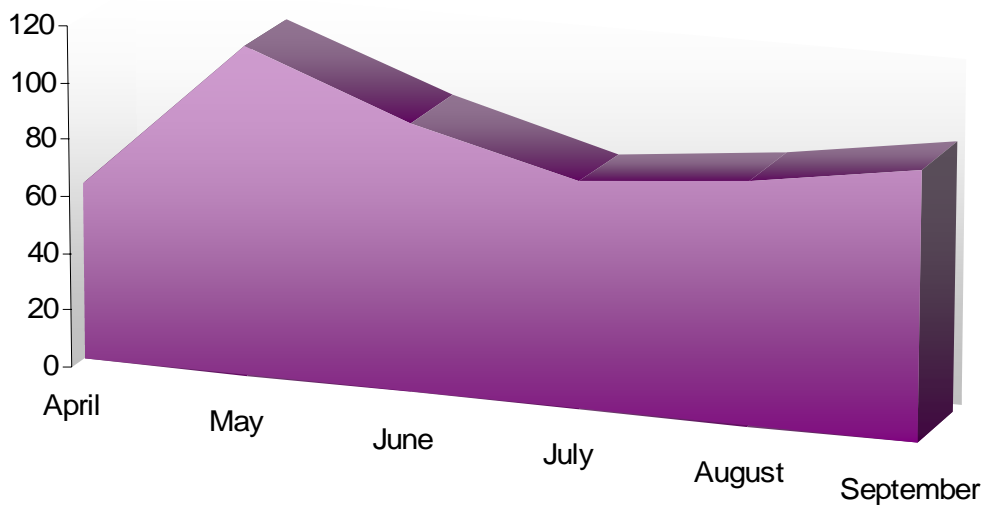
- Over 500 inward investment enquiries for the period handled, for the third year running.
- Over 2000 new jobs in the Borough from inward investment, local expansions and start-ups over the past 6 months alone.
- 233 new companies starting up, moving into or expanding in Rotherham in the 6 month period.
- 18 new 'start-up' companies moving into Moorgate Crofts, Brampton & Century business centres.
- Moorgate Crofts Business Centre is now 75% full.
- Century & Brampton's occupancy stands at almost 100%.
- Garnett Dickinson's print facility at Brookfield Park is now completed, with the 'Next' warehouses well underway.
- Beacon year for 'Supporting New Business' has now ended, with over 825 delegates from local authorities and other organisations seeing our work.
- Rachel Clark is now in post in Dinnington as Business Advisor, and has already helped six new businesses start-up.
- JOBMatch team working with clients to recruit over 300 employees.
- PR, Marketing and events as well as extensive press coverage.

## 4. Inward Investment, Investor Development & Business Activity

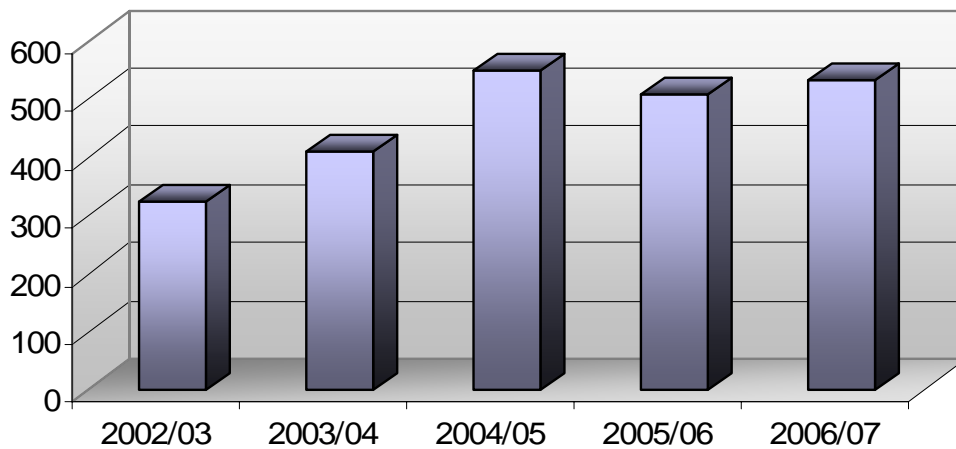
### 4.1 Inward Investment Enquiries

Rotherham's enquiry figures are up slightly on the first six months of '05-'06, standing at 530.

### Enquiry Levels '06-'07 6 Months



### First 6 Months Enquiry Totals

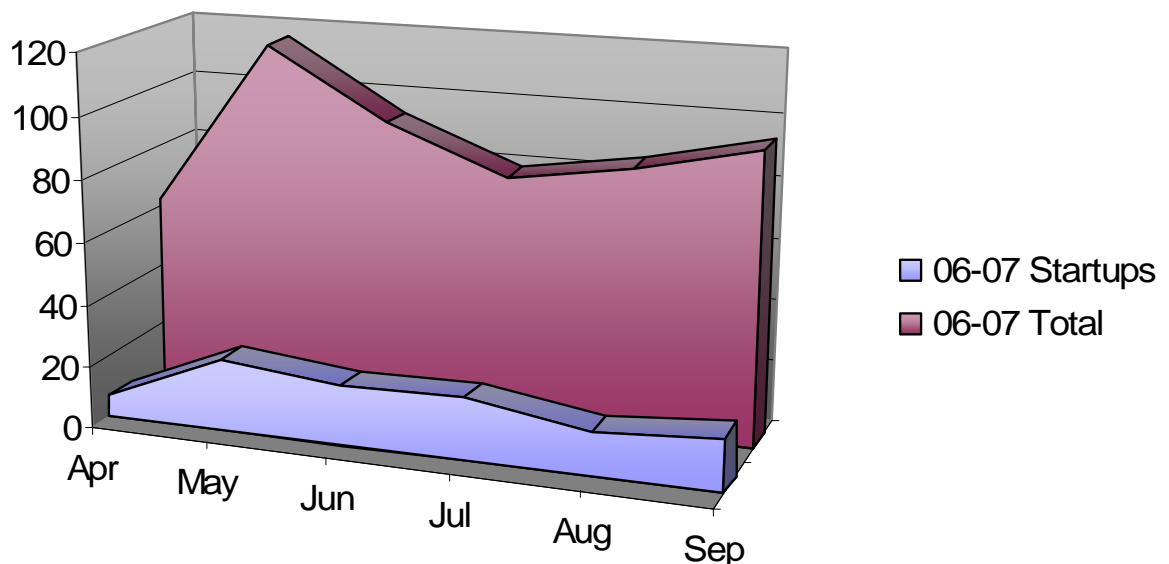


Foreign Direct Investment (FDI) has again been lower than previous years, although there are a number of investments in the pipeline, including foreign owned companies' expansions.

#### 4.2 Start-up Enquiries

Start-up enquiries have almost exactly matched the 05-06 figure for the Business Development Team at Reresby House, and stand at 18.9% of total enquiries for the 6 months or 100 enquiries. The business centres have a joint total of 71 enquiries for the same period, although a proportion of these may be duplicate to the Reresby House enquiries.

**Startup vs. Total Enquiries '06-'07 6 Months**



#### 4.3 Major Site & Property Development

A number of developments continue to progress across the borough, with many of these proving to be popular with end users.

**Brookfield Park** at Manvers has seen commencement of the new Next Plc warehouse and distribution facility, due to open mid 2007. St. Pauls' developments also have a strong interest in the speculative 176,000 sq. ft. distribution unit, as well as having sold one of the smaller Brookfield Light units, with a further two under offer. Garnett Dickinson have now relocated to their new print plant from their site from Eastwood, and RiDO are working with their agents to let the old site. Express Park Developments are putting together plans for development of the **Manvers West** site, to potentially include offices and industrial units.

**Dinnington Business Park** is still attracting investors and end users to the site, and many of the proposed facilities are now nearing completion. Indeed, Johnston Press have commenced printing 'The Sun' and 'News of The World' newspapers, and the Scomark and Macalloy properties are almost complete, along with IBA Molecular (formerly UK Radio Pharma). The Evans Easyspace units have attracted a good number of occupiers, though the office side is proving slow to let.



**Johnston Press' new facility**

Priority Sites have almost completed their hybrid development, with one unit sold and two others in final legals. New Park Projects have now completed their speculative industrial development in the area, with plans for another in the pipeline. Clover Leaf Ltd is well under way with the construction of a new pub/restaurant on site, with a programmed opening date in early December 2006.

Considerable interest has also been received for the second phase land, with a potential anchor tenant having been identified. This investment could provide capital to fund the initial infrastructure at phase two, but this is not likely to commence until after road works on the nearby railway bridge are completed in November 2007.

July 2006 saw the opening of the Innovation & Technology Centre on the **Advanced Manufacturing Park** at Waverley. This has already attracted a number of companies wishing to be allied to the R&D activity going on at the site from the AMRC Boeing/University of Sheffield Collaboration, Castings Technology International and TWI Ltd. Plans have been submitted to Rotherham MBC planning for the AMRC Factory of the Future, which will provide further R&D facilities in the area. UK Coal is also looking at the potential of building some speculative units on the site to attract further companies.





The **Vector 31** site at Waleswood is now almost full with the take up of two of the larger units by Precision Magnetics and Century Plastics. The remaining 33,000 sq. ft. unit is currently under offer to a research and development operation, and the Network Space smaller units have only one unit remaining. Langtree Developments, owners of the site, are now planning a phase 2 build on the site that will provide in excess of 80,000 sq. ft. of new industrial space.

Nearby **Beighton Colliery** site is now ready for development. Renaissance South Yorkshire are close to signing a deal with local builders and developers, Finnegans, to develop the site. Jaguar Estates have commenced at **Magna** in Templebrough, and will be providing new office and industrial units. Nearby on Sheffield Road, Templeborough, St. Paul's Developments are also on site, preparing for the construction of Phoenix Park, an office development in 5 units totalling 60,000 sq. ft., scheduled to be complete by late 2007.

#### **4.4 Successes**

Successes have increased significantly over the previous year. However, a new service 'Start-ups Plus' allows RiDO to track new companies across the Borough, which wasn't previously possible. Subsequently, much of this increase can be attributed to this new facility. This, and the usual sources (agents, press etc.) have revealed over 230 successful companies starting up, expanding or relocating to the Borough, more than the total for the whole of the previous year.

Successful examples of companies include;

- Pearl Northern having taken the food grade unit at Hellaby (68,000 sq. ft.), part of which they are letting.
- CTI having opened their new facility at the AMP creating around 50 jobs.
- Dearne Valley contact centres (Direct Dialogue, TSC & Ventura) are cumulatively employing hundreds of new workers, following new contract awards.
- Lombard (part of RBS) have taken the Cyan office building in the Dearne Valley.

#### **4.5 Events & Projects**

RiDO have continued to strengthen their investor development activities, through partnership working with Yorkshire forward, utilising their new key account management software for Yorkshire & the Humber, and have attended training for this during the six month period.

RiDO have attended various events, both nationally and locally. These include the UKTI Annual Conference, trade link development with Poland, Bosnia, Duisberg and Riesa, as well as attending promotional events (including Renaissance Launch), award ceremonies and other work related events.

#### **4.6 ICT & e-Gov**

The new version of the Customer Relationship Management Software 'Siebel' is still being developed. Identified issues are now being rectified and following further testing, the team hope to 'Go Live' with the new system over the next few months.

Following the completion of the new system, an online area will be launched, satisfying BVPI157, and allowing access for customer's to RiDO's services 24 hours a day.

The new RiDO website continues to be a good source of enquiries for clients, and has undergone some minor redesign work to enhance customer experience and satisfy council procedure. The website has also been redeveloped to allow for an education 'portal' to be added, for access by Rotherham's schools. Please see the education section later in this document for further details.

## 5. JOBMatch

### 5.1 Inward Investment

#### Cloverleaf Pubs

A £2.5 million family pub restaurant (Monk's Bridge Farm) is due to open early December on the former Dinnington Colliery site. JOBMatch have been working closely with Blackburn-based company Cloverleaf Pubs and have been instrumental in linking them to the Jobcentre Plus Inward Investment team, who have been leading on the recruitment of the **65** new jobs. JOBMatch has also ensured that these vacancies have been displayed locally through the Dinnington Employers Forum jobs boards and distributed to other partner organisations, in particular the South Yorkshire CoVE in Hospitality and Catering.



#### Frigosped

German based Frigosped GmbH have chosen Rotherham to set up their UK arm – FrigoLogistics Consulting Limited. JOBMatch has been working with Frigosped and will assist them in the recruitment of their initial **1** member of staff, but as they expand will offer further assistance. English language training for the new

Director's partner (who will be employed by the organisation) was an important issue and through their contacts, JOBMatch has helped the organisation to identify a suitable training provider.

### **Recycling Company**

A Nottinghamshire based consultancy has submitted a grant application for Dinnington to establish a state of the art recycling plant under the WEEE recycling directive. The facility would incorporate the latest environmental technology and be constructed from sustainable materials. **80** people are anticipated to work across a range of roles including engineering, logistics, sales and administration. JOBMatch are working closely with the company on sourcing the Senior Management team (**7** roles) in anticipation of securing the grant funding.

### **Structural Construction Components Company**

JOBMatch have also been working closely with a Finnish owned company also considering the Dinnington area for a distribution unit. Through working in partnership with a private sector recruitment agency, JOBMatch have assisted with the recruitment of the senior management team who will take the project forward in South Yorkshire. The company will be recruiting **70** staff in the first eighteen months.

## **5.2 Start-up Support**

During the Summer JOBMatch ran two Recruitment & Selection Workshops for Start-Up companies in the three Business Centres. Feedback from those who attended was good and they found the events useful.

The JIGSAW wage & training subsidy programme has now finished, however JOBMatch are hopeful that this will reopen later this year or early in 2007. This funding was of significant importance to the Start-up companies which JOBMatch work with, as it could make the difference between whether or not they are able to take on a member(s) of staff.

## **5.3 Aftercare/Ongoing Investor Development**

Both JOBMatch Consultants attended a training course regarding Key Account Management (KAM) run by Yorkshire Forward. A new KAM system has been introduced in the Yorkshire & Humber region. In relation to Rotherham companies, JOBMatch are working closely with colleagues in Yorkshire Forward and Renaissance South Yorkshire to ensure they provide a first-class aftercare service to those companies locally identified as Key Accounts.

JOBMatch have been working with E.On (Powergen) – to recruit **120** additional roles for their Contact Centre in the Dearne Valley. JOBMatch have been involved in raising awareness of these vacancies with local partners and community groups. Contact was also made with community groups in the Barnsley & Doncaster Dearne areas, due to their proximity to the E.On site.

## 5.4 Employability/Community

JOBMatch continue to be represented on the Rotherham Employability Group and have recently become a member of the Dinnington Employers Forum Steering Group. They continue to build successful relationships with local partner organisations and are working closely with the Chamber in relation to their NRF funded Chamber Jobs Brokerage. This joint working will ensure that the same employers are not targeted by both the Chamber and JOBMatch.

JOBMatch continue to work with the AMP Monitoring group. The Local Employment Strategy is now in final draft format, and ensures the connection is made between those companies setting up in the Advanced Manufacturing Park and the local community. This can then be rolled out for the borough to be included in Section 106 agreements.

## 5.5 Additional Projects & Company Closures/Downsizing

JOBMatch continues to work closely with Jobcentre Plus as a key partner in supporting companies who are downsizing or closing their sites. Through their local partner contacts and the JOBMatch South Yorkshire network they help the affected staff to find new opportunities, subsequently ensuring that employment levels in the borough remain constant. These include Laycast (-150 Staff), Beatson Clark (-137 Staff), Stanley Tools (-117 staff), Amaro.(-82 staff). Indeed, the good availability of jobs for most workers ensures that they are quickly helped back into employment.

Earlier this year JOBMatch worked with UPM Wood (-34 staff) in Dinnington and linked them to Johnston Press. As a result of this 7 UPM staff went to work for Johnston Press. The HR Manager from UPM stated that 'without your (JOBMatch) mention of Johnston Press, I would not have pursued this avenue, so a big thankyou'. She also advised that the majority of staff who wanted alternative work found this immediately after the closure.



## 6. Incubation, Enterprise and Business Support

### 6.1 *Moorgate Crofts, Century & Brampton Centres*

The Business Centres' operation has had another successful six months, with staff currently working with 132 businesses over the three sites.

Both Century and Brampton Business Centres are almost full, following a continuous trend throughout the year, with the new Moorgate Crofts Business centre currently achieving 75% occupancy.

There has been several clients at both Brampton and Century who have expanded their operations on site during the past six months and this is reflected through the number of new jobs being created; Century alone creating 65.

Lack of grow on space in the Dearne Valley area has however continued to hinder clients moving out of the centres. Despite this, the new Langtree development is due for completion November 2006, and several occupants from Century have registered an interest to move into the new units. This should hopefully start to increase the throughput of companies, with more space becoming available in the centres.



Moorgate Crofts is currently achieving its Business Plan targets and has seen the conference and board room space proving to be extremely popular with both tenants, and organisations outside of the centre.

Brampton Leisure Centre (adjacent to the Brampton Business Centre) ceased to operate as from the 30<sup>th</sup> September 2006. Management are investigating the options available to convert this space to lettable business units.

## **6.2 Enterprise & Incubation**

### **Business Advisor Team**

The Business advisor team have developed and launched an extranet for the RiDO Business Centres, to enable all the centre tenants and virtual clients to access information on latest news, events, advice tips and a facility to communicate with one another. An electronic newsletter has also been developed, distributed every fortnight to highlight events and activities that are coming up.

Special surgeries on finance and legal issues have also been set up, in collaboration with a professional accountancy practice and a legal firm. This has proved to be very popular, and a regular monthly programme of these continues.

The team have now reached 90% of their targeted activity on numbers of new business assisted, and the Enterprise project (RED) has been extended to the end of March 2007. Further funding for this activity has also been secured from Yorkshire Forward to extend through to March 2009.

### **Rotherham Enterprise Network**

Work has continued to extend the network to community enterprise groups in conjunction with the work that has been done to develop the LEGI bid.

The group has also been supporting a special award scheme for young entrepreneurs in Rotherham. The Young Entrepreneur Award 2006 was launched in June 2006 culminating in the finalists being honoured and attending a presentation at the recent Chamber Business Awards dinner.

### **Business Incubation Development (UKBI)**

The new Business Advisor, Rachel Clark, was recruited in June. She has now started to network with a number of local groups to raise awareness.

Leaflets and posters have also been distributed and adverts put in the local papers to promote awareness events for businesses. As well as these awareness sessions having taken place, a training course was also set up.

The following progress has been made against targets:

➤ Number of pre-starts assisted with advice	21
➤ Number of individuals started on training course	0
➤ Number of new business started through the facility	6
➤ Number of jobs created	9

### **Local Enterprise Growth Initiative**

A great deal of time has been spent on contributing to the LEGI bid, which has now been submitted. The decision on this £12.8m bid will not be known until December 2006.

### **6.3 Beacon Status: Supporting New Business**

During the year of 2005-06 RiDO were awarded Beacon Status for Supporting New Business. This was as a direct result of the excellent work they undertake within the borough, to encourage entrepreneurship alongside the help and support they offer new businesses.

Work involved the production of literature & supporting material including a DVD and Website, as well as the organisation of many events across the country. This resulted in approximately 825 delegates from varying authorities and organisations hearing or seeing RMBC's work.



**2002-2003**

*Fostering Business Growth*

**2003-2004**

*Removing Barriers to Work*

**2005-2006**

*Supporting New Businesses*

Around 30 events took place during the year, including Moorgate Crofts opening and a presentation to the Treasury. PR was also a key focus and articles were published in the Sheffield Star, Regeneration & Renewal Magazine and Public Servant Magazine, as well as internal council publications.

Overall, the year was heralded a success, thanks largely to the staff who put in such a large amount of effort to make it happen, both in the organisation of the events, and the best practice development that enabled the project to happen in the first place.



## 7. The Buy-Local Scheme – see [www.buy-local.co.uk](http://www.buy-local.co.uk)



### 7.1 Growth

During the 6 month period details of an additional 31 South Yorkshire organisations have been entered into the on-line directory at [www.buy-local.co.uk](http://www.buy-local.co.uk), of which 17 are based in Rotherham. During the same period 86 tender and news items have been posted to the Buy Local website of which 42 were via the South Yorkshire Portal.

### 7.2 Activity

The Business Advisers continue to promote the Buy Local service to the Council's Business Centre tenants as a way of helping to promote these new businesses and to help them gain access to local supply chains.

Buy Local is also offered as part of the package to encourage inward investment to the borough, with activity focussing on helping these inward investors and established local businesses source goods and services locally.

## **8. Business Conferencing, Meetings, Events & Corporate Hospitality**

Business Tourism Figures for half year report April – Sept 2006.

### **8.1 Promotion & Marketing**

National marketing:

- National Venue Show (first exhibition as part of South Yorkshire DMP)
- NHS e-procurement website
- YTB Business Tourism Campaign

Regional advertising:

- Rotherham Accommodation Guide
- Rotherham Attractions Guide
- First for Business
- Midland Business Today
- Lifestyles Today

### **8.2 Events Having Taken Place**

Events that have taken place in this period include a reception for visitors from Hong Kong, seminars, a video conference to Australia, and a two day event for business students. Venues that have benefited are the Unity Centre, Arts Centre, Cent @ Magna, Swinden House and Rother Valley Country Park.

### **8.3 Conversion Rate**

A total of 74 enquiries have been received, of which 40 were specific enquiries - the conversion rate from these currently runs at 17.5%. Six events have taken place within this period and have generated revenue of approximately £3380.

### **8.4 Additional Statistics** – specific enquiries (figures in brackets = same period 2005)

- 65% (70%) specific enquiries came from Yorkshire & Humber region
- 30% (58%) of Yorkshire & Humber enquiries from Rotherham (20% of all specifics)
- 38% (48%) of enquiries generated by clients or colleagues
- 52% (86%) had less than 100 delegates

## 9. RiDO PR/Marketing

### 9.1 Overview

During the past six months the key focus has been to build on Rotherham's growing reputation as a great place to do business – supporting both enterprise and inward investment through a consistent and co-ordinated media relations and marketing campaign.

Media relations continue to be targeted mainly at the local and regional media – and have gained regular coverage in everything from the Rotherham Advertiser and The Star to the Yorkshire Post, Yorkshire Business Insider and South Yorkshire Business. But we have also increased Rotherham's presence in the trade press, including Estates Gazette, Property Week and Regeneration and Renewal.

All marketing activity has aimed to promote Rotherham, both in itself as a business location and by positioning RiDO as being in a class of its own as the council's regeneration arm, demonstrating that the service it provides – at all levels – is ahead of the rest. This process has been helped by focusing on the following:

- Beacon Status
- UKBI Business Incubation Champion
- Yorkshire & Humber's Most Enterprising Place
- Positive Royal Mail and Barclays Bank survey results
- Recent stats demonstrating that business growth in Rotherham is well ahead of the national average

### 9.2 Support for Enterprise

Enterprise has continued to be a key feature of the RiDO PR and marketing activity. This has broken down into a number of areas and is linked to several of the themes:

- **Media Relations.** Press coverage has focused on Rotherham's approach to enterprise, as evidenced by RiDO's activities, with consistent media coverage in key publications. In addition to general stories, there has been regular coverage for businesses in the three RiDO-run business centres. Press coverage has played an important role in the Moorgate Crofts letting process (*Achieving, Learning, Proud*)
- **Advertising.** The Think Big Campaign has been developed further, helping encourage potential entrepreneurs to turn their dreams into reality. Recent Sheffield tram-stop adverts take this to the next phase. In addition, a specific *Cutting It* advert for Enterprise has also been developed (*Achieving, Learning*)
- **Communicating Success.** The Moorgate Crofts newsletter has now been developed into a general business centre newsletter, focusing on new businesses and business success stories. This helps to build pride and creates good internal PR (*Achieving, Learning, Alive*)

- **Rotherham Enterprise Network (REN) Awards.** These have provided another vehicle to focus on young entrepreneurs and demonstrate that Rotherham has a wealth of talent. Positive press coverage of the awards has increased their credibility and provided a good base to build on in 2007 (*Achieving, Learning, Alive, Proud*)

### 9.3 Support for Inward Investment

During the last six months Inward Investment has been given a stronger emphasis. This allows RiDO to reach wider audiences and position Rotherham as a viable commercial location. Key activities have included:

- **Media Relations.** Regional and trade press have been targeted, including international media. Press releases have focused on key benefits of locating in Rotherham, with case studies including Johnston Press, Next, etc. New investors have also been used – all highlighting the positive support they have received from RiDO. This third-party endorsement helps add credibility (*Achieving, Proud*)
- **Advertising.** A new *Cutting It* advert has been developed that provides a strong vehicle to communicate current successes. This is now being developed further to cut across all inward investment marketing activity, helping communicate strong brand values (*Achieving, Alive*)
- **Brand Building.** Material is being developed using the *Cutting it* theme. This will include cuttings boards, exhibition stand, cuttings book (*Achieving, Proud*)



### 9.4 Support for RiDO Services

PR and Marketing activity continues to focus on RiDO services provided on the council's behalf – helping demonstrate the range of services offered, including JOBMatch, conference facilities, and free property searches and business advice. Positive press stories have helped highlight the value of these services.

## 9.5 Image Building

All the PR and marketing activity has aimed to develop Rotherham's image further, using a combination of targeted press relations, advertising and support material to position RiDO as an expert provider of business support services. This has been driven forward with:

- Press stories that include details of Beacon status, UK Business Incubation success etc
- Press stories that show others following Rotherham's lead – eg, the Bosnian visit
- Press stories that highlight Rotherham's strong position in the UK – using current stats to hammer home the message
- In-depth features that demonstrate Rotherham's ability to deliver big projects
- Positive trade stories and features that show Rotherham's big ambitions
- A new DVD that focuses on current successes and future plans

## 9.6 Intra-council working

The April-September period also saw continued development of the meshing of RiDO's PR-marketing work with other EDS and council-wide activities, as evidenced by intensive partnership working on the likes of Rotherham Show and Rotherham Renaissance. Generally, communications between EDS's communications manager and similar teams within the council have never been better. The manager is increasingly involved in helping non-RiDO teams, such as Streetpride and Emergency & Safety, achieve positive results.

## 9.7 Rotherham Renaissance

Renaissance continues to be included in much of the media relations work as it helps demonstrate Rotherham's ability to attract inward investment. The scale of Renaissance also provides a strong media hook, which helps in terms of relationship building with key press.



Work around the Renaissance Day also helped to reach potential and current investors and developers - and helped clear up a few myths and misconceptions among the public. The daytime event attracted good numbers from the public, and between 90-100 people, mainly from the development, construction, property and similar sectors attended the evening dinner in the extraordinary Spiegel Tent in All Saints' Square.

**RiDO Head Richard Poundford at the 'Renaissance Day' event.**

## **10. Education Project**

### **10.1 Overview**

The RiDO Business Development Team has been leading the way to link regeneration with education, building upon the work of 'Rotherham Ready' and 'Investors in Education'.

Significant progress has been made with the joint SLA between RiDO and RMBC's Children and Young Peoples Service.; through the work undertaken in the following sections:

#### **Geographical Association**

RiDO have been actively involved in liaising with the Geographical Association on delivering their 'Living Geography' project. Through this project, RiDO, in association with the Rotherham branch of the GA, have provided local school teachers with information about various key regeneration projects throughout the borough. This information has then been developed into a series of teaching materials and lesson plans, based around key regeneration projects in Rotherham (Brinsworth - AMP; Wickersley - Moorgate Crofts; Pope Pius - Brookfields Park/Manvers; Swinton – Town Centre Renaissance).

Work developed through the support of RiDO is to then be added to the 'Living Geography' part of the GA website, helping to highlight key regeneration activities as case studies for students in Rotherham to learn what is happening across their borough. As a direct result of this project, year seven students at Brinsworth School are currently being taught about the proposed developments at the AMP, as a direct result of the work undertaken by the GA.

RiDO are also actively involved along with RMBC GIS and Children & Young Peoples departments to develop a simple GIS system for use by Primary and Secondary schools aiming to further engage other teachers and schools in the borough.

Articles like the 'Living Geography' article, written and published in the Geographical Association Magazine Summer 2006, has helped to spread awareness of the work undertaken by RiDO on a national scale, both in terms of the work undertaken with the GA and the proposed regeneration activity that is occurring in the borough.

#### **Education Website**

RiDO have also been actively involved in developing an Educational resource through the current RiDO website. This educational 'portal' will contain information, facts, figures and images of key regeneration activity in the borough (AMP, Manvers, Dinnington & Town Centre Renaissance), helping to provide students in Rotherham with an insight into the history and development of key sites, together with baseline information on growth sectors, trends and employment opportunities surrounding these sites. The education website will be regularly updated to provide students with a useful and up to date resource.



Information on...

[Rotherham's Economy](#)

[Key Sites](#)

[History of Rotherham](#)

[Links & Other Resources](#)

Wednesday October 18 2006

You are here > [Education Homepage](#)

## Regeneration in Rotherham

Rotherham has a long and proud industrial history, with coal and steel production providing large-scale employment in the borough for many decades. However, with the decline in these traditional industries, Rotherham has had to reinvent itself.

### News

21.09.06  
**GERMAN COMPANY OPENS UK BASE IN ROTHERHAM >>**

18.09.06  
**Rotherham Unveils Ambitious Plans For The Future >>**

[More news >>](#)

### Featured Development

**Express Park - Waterfront development**



[View site >>](#)

t: +44 (0)1709 372099  
f: +44 (0)1709 837953  
e: [info@rido.org.uk](mailto:info@rido.org.uk)

## Advanced Manufacturing Research Centre



The AMRC Facility.



The first machines going into the AMRC.



Boeing's latest aircraft to be developed, the 787.

### Background

The Advanced Manufacturing Research Centre (AMRC) with Boeing is a £60-million partnership which builds on the shared scientific excellence, expertise and technological innovation of the world's leading aerospace company and the world-class research within the University of Sheffield's Faculty of Engineering.

### Vision

The AMRC's Vision is to become a world-class global research facility developing innovative and advanced technology solutions for advanced materials forming. Building upon Sheffield's historic and indigenous expertise in metal development and processing, the University, Boeing and the AMRC are also keen to build upon their internationally acknowledged research into other materials such as composites. Novel and new materials will form an integral part within the development of Boeing's new generation planes.

### Future

The AMRC is already set to expand, with a second phase 'Factory of the Future' planned for the Waterley Site at a cost of £65.5million.

Information communications technology and "virtual" manufacturing will be key components of the facility, as will alternative manufacturing methods, such as additive manufacturing processes which grow three dimensional parts - considerably reducing waste and increasing design flexibility.

More than 100 researchers will also be stationed at the facility, who will be responsible for transferring knowledge of the industrial techniques to manufacturing companies throughout the region.

Sources: [www.amrc.co.uk](http://www.amrc.co.uk); Yorkshire Post, 07 AUGUST 2006  
See [www.amrc.co.uk](http://www.amrc.co.uk) for education related resources and details.

...cases, and  
...able to create a

...and how the  
...developments  
...re!

...ark in  
...otorsport

**Draft content from the RiDO Education Website extension**

**How much have Johnston Press invested in their new facility?**

**£60 Million**

**£6 Billion**



**C: Over £60,000**

**D: Over £600 Million**

## 11. Priorities for 2006/07 October – April

A number of key priorities for the next six months and continuing longer term have been identified. These are outlined below:

- Identify key strategic activity and develop sustainable forward funding proposals for delivery
- Continue focusing inward investment activity to align with changes resulting from the development of the sub-regional economy and with key strategic and transformational projects e.g. town centre renaissance.
- Complete negotiations on the Brampton Centre and implement a forward strategy
- Strengthen the Investor Development Programme and successfully roll out the Key Account Management Programme
- Draw on the JOBMATCH service links with employability partners to increase awareness of future job opportunities and skills requirements within the local community.
- Support the successful implementation of major regeneration initiatives e.g. Dinnington, Beighton, Brookfield Park, Waterside and YES. This includes identifying and securing end users and linking job opportunities created by investors to the local community, by pro-active engagement with the investor and community partners.
- Complete and implement a business plan for the extension of the Rotherham Enterprise Development (RED) Project.
- Support the development of new business centres at Magna and Templeborough and strengthen links with the ITC centre at AMP.
- Integrate grow on space at Century Business Park and Moorgate Crofts with existing incubation centres.
- Deliver a Business Conferencing service that is integrated with the sub-regional Destination Management Partnership
- Promote Rotherham as an attractive and successful business location through PR and marketing.
- Contribute to the CPA and other assessments.
- Preparing to implement the LEGI proposals subject to favourable outcome of our LEGI bid, expected December.
- Successfully deliver externally funded projects: -
  - ☼☼ SRB6 – South Yorkshire Investor Support
  - ☼☼ Objective 1 (Measure 30) South Yorkshire Aftercare
  - ☼☼ Objective 1 (Priority 1) South Yorkshire Inward Investment Project
  - ☼☼ Objective 1 Incubation/Enterprise
  - ☼☼ DTI/UKBI Business Incubation Development
  - ☼☼ Education SLA



<b>Appendix A Table 1 Key Performance Indicators</b>	<b>2005-06 Full Year</b>	<b>2006-07 6 Months</b>
<b>Inward Investment</b>		
New jobs created	960 <sup>1</sup>	<b>2100<sup>1</sup></b>
Jobs Safeguarded	1115 <sup>2</sup>	<b>474<sup>2</sup></b>
Number of enquiries	1025	<b>530</b>
No. of RiDO actions / work carried out on enquiries	2729	<b>1179</b>
No. of start-up enquiries (excl. Business Centres)	203	<b>100</b>
% of satisfied business customers (=75%+)	83.9% <sup>3</sup>	<b>88.8%</b>
Total companies starting-up, relocating or expanding	196	<b>233</b>
<b>Business Conferencing, Meetings, Events &amp; Corporate Hospitality</b>		
Number of brochure enquiries received	N/A	<b>34</b>
No. of detailed enquiries received	65	<b>40</b>
Known Conversions from these enquiries	16	<b>7</b>
% of detailed enquires converted	24.6%	<b>17.5%</b>
Revenue from events held in current year	£22,000	<b>£3380</b>
% increase in revenue on '05-'06 vs. '06-'07 6 months	375%	<b>-69%<sup>4</sup></b>
<b>Buy Local</b>		
Increase in no. Rotherham companies registered on directory	43	<b>17</b>
No. tenders posted on bulletin board	241	<b>86</b>
No. networking events attended	3	<b>0</b>
Supplier Searches	14	N/A

<b>Business Incubation Centres</b> (incl. Moorgate Crofts 'MGC' results where specified)		
New Jobs created	79 (173 incl. MGC)	<b>104</b>
No. companies moving into centres	17 (40 incl. MGC)	<b>18</b>
Ratio companies surviving 52 weeks	97% (excl. MGC)	<b>97%</b>
Companies moving to commercial property	17 (excl. MGC)	<b>14</b>
Business Centres occupancy rate	95% (MGC 65%)	<b>99% (MGC 75%)</b>
No. start ups from young entrepreneurs	27 (incl. MGC)	<b>20</b>
New young entrepreneur companies surviving 52 weeks	39 (excl. MGC)	<b>25</b>
<b>JOBMatch</b> (Due to changes in structure of service, some PI's have been removed)		
No. of companies provided with basic level of assistance <sup>5</sup>	105	<b>19</b>
No. of companies provided with higher level assistance <sup>6</sup>	N/A	<b>30</b>
No. of job vacancies/opportunities created by companies <sup>7</sup>	N/A	<b>265</b>
No. of referrals made to individual partners per job opportunity <sup>8</sup>	N/A	<b>1987</b>

<sup>1</sup> 581 new jobs originated from directly assisted companies 05-06, 1176 new jobs originated from directly assisted companies 06-07 6 months. RiDO has contributed more jobs assisted to the total than before, due to assistance provided through JOBMatch to large scale contact centre recruitment. Also, new tracking methods have vastly increased the number of companies found to be relocating/expanding in the borough, although many of these are small or start-up companies.

<sup>2</sup> 739 safeguarded jobs originate from directly assisted companies 05-06, 464 safeguarded jobs originate from directly assisted companies 06-07 6 months.

<sup>3</sup> Customer satisfaction is based on an average score of four questions: the lowest score 05-06 was surrounding accessing RiDO services, attributed to a period when no local advertising was carried out. This in turn contributed heavily to the previous year's downturn in customer satisfaction, despite the score for 'politeness' being over 90%. Therefore, 2006 6 month figure has returned to a more normal level.

<sup>4</sup> The figure for '05-'06 was abnormally high, based on average trends over a number of years. This increase (375%) has therefore given a negative impression of the level of income generated in the first 6 months of '06/'07.

<sup>5</sup> Under two hours assistance provided.

<sup>6</sup> Over two hours assistance provided.

<sup>7</sup> Each vacancy/opportunity is only counted once.

<sup>8</sup> One job opportunity may be referred to 3 partners to fill, therefore this would count as 3 referrals. This output demonstrates to what extent we have provided the community with access to individual vacancies through distributing to partners as widely as possible.

## Appendix B

### Business Development Manager

Tim O'Connell (Secondment)

#### Investment & Development Office

\*Temporarily Vacant Post, Development Negotiator  
Anne Grayson, Conference Co-ordinator  
Peter Hunter, Economic Development Officer  
Andrew Nettleton, Business Investment Manager  
\*Katy Jones, Business Support Assistant  
\*Paul Johnson, Business Support Assistant  
\*Andrew Klinkenberg, Research & Database Co-ordinator  
\*Simon Spode, Seconded to RSY

#### Business Centres

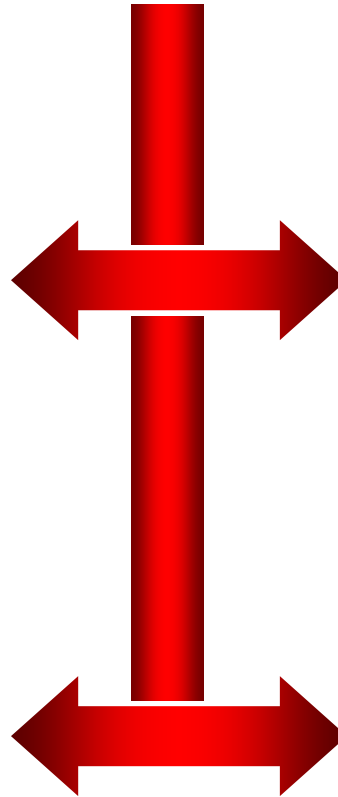
\*\*Amanda Parris, Centres Manager  
\*\*Anne Adderley, Business Centre Co-ordinator  
\*\*Mel Linney, Caretaker  
\*\*Dave Findley, Premises Manager  
\*\*Jacqueline Reading, Clerical Assistant  
\*\*Sarah Hanson, Business Support Assistant  
\*\*Amelia Gascoigne, Business Centre Co-ordinator  
\*\*Mick Allison Caretaker

#### JOBMatch

\*Clare Warne, HR Business Advisor  
\*Sarah Wilkinson, HR Business Advisor

#### Enterprise & Business Incubation

\*Geoff Link, Enterprise Manager  
\*Robert Langley, Business Advisor  
\*Graham Hales, Business Advisor  
\*\*Martyn Benson, Business Advisor  
\*New Business Advisor Post (Dinnington)  
\*Tracey Parker, Business Support Assistant



\* Externally funded posts

\*\* Posts funded through the operation of business centres at no cost to RMBC revenue budget.