



Department  
for Communities  
& Local Government

# Supporting Local Growth



**CORNWALL AND THE  
ISLES OF SCILLY**



**SOUTH WEST**



**NORTH EAST**

European Regional Development  
Fund Programmes in England  
2007–2013



**NORTH WEST**



**WEST  
MIDLANDS**



**YORKSHIRE AND  
THE HUMBER**



**EAST  
MIDLANDS**



**EAST OF  
ENGLAND**



**SOUTH EAST  
ENGLAND**



**LONDON**



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13



# Introduction

In challenging times, stimulating growth is a key priority. The Government is focused on empowering local communities to help make this happen, and is providing local councils, organisations and businesses with appropriate funds to bring new businesses and jobs to their areas. Experience shows that local organisations work well together to focus on what's right for their localities. They support local communities in developing economic strategies and improved local environments to make areas more attractive to business and visitors. This summary, for partners, businesses and local communities, shows some of the ways that the European Regional Development Fund (ERDF) has helped to boost local economies in the last five years, and demonstrates the types of projects that could benefit from the forthcoming 2014–20 funding programme.

## European Regional Development Fund

ERDF is behind many successful businesses, research projects and regeneration initiatives. It focuses particularly on activities where it is difficult to attract investment from outside. Its aim is to reduce economic disparities within and between member states by supporting economic regeneration and safeguarding jobs. Funding is targeted to meet three objectives:

- Regional Competitiveness and Employment, which aims to promote innovation, stimulate enterprise, and ensure sustainable development and communities.
- Convergence programmes, for regions with a gross domestic product below 75 per cent of the European Union (EU) average. (In England only Cornwall and the Isles of Scilly has Convergence status.)
- European Territorial Co-operation (Interreg) programmes, which involve cross-border, transnational and inter-regional co-operation and involve working with other European countries and sharing best practice.

## How were projects selected for funding?

Projects supported by ERDF have satisfied a number of criteria, both the broad EU objectives and specific regional objectives. Projects had to have clear and attainable targets and offer additional and sustainable advantages to the economic development of the area. Applicants had to show that, without ERDF support, a project would either not go ahead, or would proceed in a reduced form or at a reduced pace. Successful applications also demonstrated a measurable positive impact on the economy that would not have happened without ERDF investment.

ERDF funding has made a big difference to communities across England, boosting jobs, transport, tourism and regional growth. It has:

- encouraged industrial development and provided workplaces by reclaiming land, refurbishing buildings and providing services to open up sites
- improved public transport access as well as road, rail and inland waterway networks, to support business
- encouraged the setting-up and growth of small to medium-sized enterprises (SMEs)
- created and safeguarded jobs
- improved the local environment to make areas more attractive to business and visitors
- supported local communities in developing economic strategies.

For further information about ERDF achievements see:

**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**

# Cornwall and the Isles of Scilly

The ERDF value of the Cornwall and the Isles of Scilly Convergence programme is €458.1 million. Priorities for the Programme are innovation; research and development; enterprise and investment; transformational infrastructure; and place-based regeneration.



## Cornwall and the Isles of Scilly Convergence programme

Cornwall and the Isles of Scilly is the only area in England to qualify for Convergence funding, the highest level of European structural funding, which supports areas whose economic performance is below 75 per cent of the EU average.

## Cornish innovation centres

A network of innovation centres was commissioned by the Convergence programme to create an environment in which new entrepreneurs can be nurtured and existing high-value businesses can grow. Three centres, supported by ERDF grants of £28.8 million, offer flexible office space, access to tailored business support, conference facilities, excellent digital connectivity and the connection to a vibrant and collaborative business community.



Pool Innovation Centre, in the regeneration area of Camborne, Pool and Redruth, was the first to be built. Opened in July 2010, it is now home to 44 businesses with a combined turnover of over £12 million per annum, and 80 new jobs have been created. It was followed by the Tremough Innovation Centre, while in Truro the Health and Wellbeing Innovation Centre, close to the Royal Cornwall Hospital, opened in March 2013. The three centres are operated by Plymouth University.

## GrowCornwall

GrowCornwall is a business support programme helping ambitious businesses in Cornwall and the Isles of Scilly to realise their growth potential. Delivered by Oxford Innovation, this £7 million ERDF programme offers eligible businesses up to 30 days of fully funded intensive coaching.

Coaches can provide support at all stages of the commercialisation process, from technology audit, intellectual property protection, business planning and funding through to resource identification, manufacturing, sales and marketing. One company to benefit is *Jarrang*, an email marketing agency which has seen employee numbers grow, new premises opened and turnover increase by 40 per cent. By 2015, 280 businesses will be supported, 632 jobs will have been created and a further 200 will have been safeguarded.

## Superfast Cornwall

Superfast Cornwall, delivered by BT with support from Cornwall Development Company, is building one of Europe's largest rural superfast fibre-optic broadband networks, which will make Cornwall one of the best connected places in the world. By the end of 2014, at least 80 per cent of people in Cornwall and the Isles of Scilly will be able to connect to fibre-optic superfast broadband. Alternative technologies will increase broadband speeds for everyone else in the area. The £132 million project is the Convergence programme's largest investment.



Cornish-based business *Orbiss*, which specialises in leisure and hospitality, was the first customer to connect. Grant Cullingford, Orbiss Chief Technical Officer, said: "To upload on our original ADSL connections would have taken close to one month; superfast broadband enabled us to complete the upload within 48 hours." Award-winning Superfast Cornwall aims to connect 10,000 businesses across Cornwall and the Isles of Scilly and create 4,000 jobs, while safeguarding a further 2,000.

## Treleigh Industrial Estate expansion

Two Cornish companies, *Calidus Engineering Ltd* and *Seasalt Ltd*, have benefited from 2,745 square metres of new office and industrial space – achieving the Building Research Establishment Environmental Assessment Method (BREEAM) 'excellent' environmental standard – on the site of a former tin mine. The £900,000 ERDF investment has provided the local community in Redruth with 55 new jobs. Both companies have also received ERDF funding from the Grants for Business Investment scheme.



For further information about ERDF in Cornwall and the Isles of Scilly, see:

**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**



# South West

The South West ERDF competitiveness programme has a total value of €124.7 million for the period 2007-13. Its priorities are innovation and knowledge; enterprise and growth; and urban enterprise.



To strengthen the economy, local partners have targeted investments at increasing innovation and collaboration between businesses and higher education research capacity; business support to help high-value businesses to grow and trade internationally; and initiatives to stimulate enterprise in the region's deprived urban areas.

## National Composite Centre

The National Composite Centre (NCC), based at Bristol and Bath Science Park, was developed with ERDF funding of £9 million to put the UK at the forefront of composites technology. The NCC is a purpose-built research and development facility which brings together dynamic companies and academics to develop technologies supporting the design and rapid manufacture of composite products. Advanced composites are lightweight, high-performance materials which are transforming the design and manufacture of products –

from those used in the aerospace and automotive industries, to marine and renewable technologies. By reducing the weight of products, there can be significant reductions in carbon emissions and manufacturing costs, offering huge commercial opportunities and technological advantages.



The NCC is the hub of a network of composite research and technology facilities across the country. The NCC is also part of the *High Value Manufacturing Catapult*. Not only is ERDF investment expected to generate over 150 additional jobs, but the South West is now seen as a leader in this field, and the NCC is being expanded to attract ideas and research that will result in new products, businesses and jobs.

## Internationalisation

Nearly £10 million of ERDF funding is being invested to support businesses across the South West to develop their international trade. This investment complements the service offered to South West businesses by the government-funded UK Trade and Investment (UKTI).

The project, delivered locally through Business West, funds specialist advisors, events and activities to give South West businesses more in-depth, tailored support to help them develop and implement their international trade strategies.

One participant is *Think Research*, a Bournemouth aviation consultancy focusing on the air traffic management sector, which has increased its presence at international trade fairs thanks to ERDF support. The company has grown rapidly, tripling its business in the last few years and expanding its customer base across the globe.



Director Rob Waggitt said: “It’s no coincidence that growth has come from outside our core markets during the period we have started to exhibit and really push our brand. The funding from the ERDF and support from UKTI have been key elements of this.”

## Plymouth Enterprise Coaching

Since 2010, over 1,000 people from in and around Plymouth have been helped by the Enterprise Coaching project to explore whether starting a business is for them. Run by Working Links with ERDF funding of £456,466, the project seeks out budding entrepreneurs from any background and helps them explore their options, develop confidence and address any barriers to pursuing their ambition.

For further information about ERDF achievements in the South West, see:  
**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**

# North East

The ERDF programme value for the North East is €375.7 million, and priorities are enhancing and exploiting innovation, and business growth and enterprise.



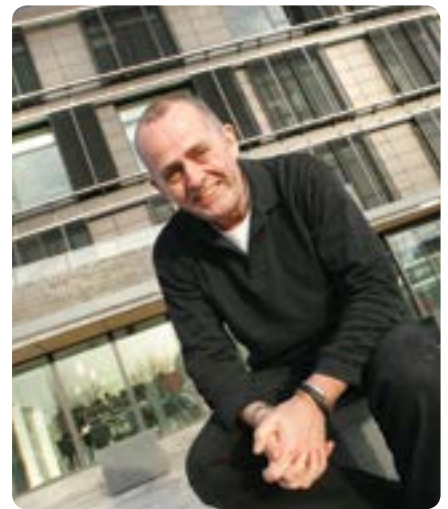
## DigitalCity

ERDF is helping DigitalCity achieve its aim of becoming a vibrant, successful and self-sustaining super cluster in the information and communications technology sector. It has already created 474 jobs, with a long-term aim of creating 3,000 by 2022.

This Tees Valley-based project is a partnership between Teesside University and Middlesbrough Council, who are growing an initial concept developed nine years ago to create jobs, businesses and wealth in the North East.

The Institute of Digital Innovation was built with ERDF funding of £1.94 million and provides a home for the DigitalCity innovation and growth programme. This received a further ERDF grant of £1.85 million.

New businesses are supported by DigitalCity Business (awarded an ERDF grant of £816,000), an initiative based at the flagship development Boho One. This is part of the exciting Boho Zone, the digital and creative hub dedicated to offering world-class support to businesses across the North East. It has helped to create 148 businesses so far.



**Mark Elliott, CEO DigitalCity Business**



## One Trinity Green

One Trinity Green is a £5.3 million development in South Shields. Part of the South Shields Riverside regeneration area, it benefits from £2.5 million of ERDF funding, and won the top prize for greenest office development at the 2012 international BREEAM Awards. A total of 28.5 jobs have been created and nearly a quarter of the units were tenanted within the first six months.





## Sunderland Software City

Sunderland Software City is poised to be a leader in software innovation, thanks to a £6.5 million ERDF grant. Since 2008, Sunderland Software City has helped around 200 local companies, generating nearly 100 new, high-value jobs. It has helped some 40 businesses to start up in the North East, and has supported over 130 collaborations between businesses and universities to improve performance and innovation.

In 2011, ERDF investment of £1.86 million was secured to support over 350 software and related businesses, and a further £4.7 million was awarded to build the Sunderland Software Centre, creating a location for local software companies to grow, innovate and collaborate. The 5,000 square metre incubator and workspace facility in Tavistock Place, Sunderland opened in summer 2012.

David Dunn, Chief Executive of Sunderland Software City, said: "Sunderland Software City isn't an organisation, it's a statement – our mission is to make Sunderland and the wider North synonymous with software." This latest phase will help establish 60 new software companies, support a further 200 new or existing software businesses, and create 366 skilled jobs.

## The Toffee Factory

The former Maynard's toffee factory, an iconic Victorian building with a distinctive 30 metre high chimney, had stood derelict for 20 years. However, securing £3 million of ERDF funding has resulted in a stunning transformation. Newcastle City Council, Sunderland-based Brims Construction and Creative Space Management worked together to create around 1,500 square metres of new office space, comprising 26 fully serviced offices, a shared office space and virtual office services. In June 2012, the Toffee Factory won a national Royal Institute of British Architects award for architectural excellence. It has made NewcastleGateshead a strong location of choice and a nationally recognised cluster for the creative industries.



For further information about ERDF achievements in the North East, see:  
<https://www.gov.uk/erdf-programmes-progress-and-achievements>

# North West

The ERDF programme value for the North West is €755 million, and priorities are stimulating enterprise; exploiting innovation and knowledge; creating the conditions for sustainable growth (gateways, sites and visitor offer); and growing and accessing employment.



## The Landing

Opened for business late in 2012, The Landing (also known as the Media Enterprise Centre) at MediaCity, Salford Quays is a state-of-the-art space offering the very latest in media technologies. A £20 million project managed by Salford City Council (including £6.85 million of ERDF funding), it combines studio and lab services with high-value managed workspace and fantastic connectivity.

The Landing houses the region's only usability rooms for testing and analysing games and interactive technologies, as well as the UK's only digital workflow centre. It also features a screening room – part of its Media Lounge – and managed office space.

The ultimate aim of the facility is to support the local growth of the media sector and place it on the world stage. Early indications from this highly impressive facility are that it will swiftly achieve this goal.



## Unite with Business

The Unite with Business programme provides eligible SMEs in the North West with a free business support programme to increase business innovation, performance and productivity. It also offers paid work experience opportunities for graduates and undergraduates to deliver skills, knowledge and resource to businesses. The appointments are in the form of short-term business engagements and are targeted to address a skills or resource shortage within a company.

The programme is delivered via a consortium of six North West universities, thus assuring local support is available to North West businesses, and is led by the Preston-based University of Central Lancashire.

The programme, which runs until June 2013, is open to graduates, postgraduates and final year undergraduate students residing within the North West area.

## Museum of Liverpool

An ERDF investment of £3.4 million, which supported the fit-out and exhibits of the museum's four galleries, has enabled the brand new museum to tell the story of Liverpool from a local, national and international perspective.

Since opening in July 2011, the museum has attracted 1.6 million visitors, providing a major boost to the local economy and local businesses. It has also won the Council of Europe Museum Prize for 2013 and has been shortlisted for the European Museum of the Year award.



## Regional Business Start Up

The focus of this £9.8 million project (including ERDF funding of £4.9 million) was to provide intensive and specialist services and support for people considering setting up in business. It also aimed to improve the survival rates of businesses through targeted support for up to 36 months, and to contribute towards increased levels of enterprise activity. To date 4,661 businesses have been created, 2,640 individuals helped to start a business, and 7,000 jobs created.

For further information about ERDF achievements in the North West, see:  
<https://www.gov.uk/erdf-programmes-progress-and-achievements>



# West Midlands

The ERDF programme value for the West Midlands is €400 million, and priorities are promoting innovation and research and development, stimulating enterprise development, achieving sustainable urban development and developing inter-regional activity.



## Enterprise Programme

£3 million has been awarded to a business support service for young people in the West Midlands which is being delivered by The Prince's Trust. The initiative will support over 2,000 young entrepreneurs and aims to create hundreds of jobs through the youth charity's Enterprise Programme. The programme works with disadvantaged young people aged 18–30, helping them set up their own businesses and move into employment and jobs. Practical courses and mentoring can be followed by available loans of between £1,000 and £5,000 to help start a business.



**Drew Roper of Yamination Studios**

Drew Roper from Walsall benefited from the work of The Prince's Trust after taking part in the Enterprise Programme, where he learned about business planning. After receiving a £3,000 loan and a £1,000 grant, he turned his passion for animation and illustration into a business. He was also matched

with a business mentor to help with his queries and, not long after, *Yamination Studios* was set up. The business is going from strength to strength and Drew is now a key mentor within the programme for other young people.



## Innovation First

Based at Wolverhampton Science Park and the Telford Campus of the University of Wolverhampton, Innovation First will allow 450 local businesses to explore new technological ideas that will help improve their business performance. They are also given introductions to technology opportunities, including links to companies and universities, and helped to create an action plan. ERDF has provided £1.7 million of funding for this project.





## CASiM<sup>2</sup>

Manufacturing businesses in the West Midlands are now able to try out and test new product prototypes and ideas through virtual simulation technology.

The innovative technology on offer at the University of Birmingham and the Manufacturing Technology Centre in Coventry will help businesses save time and money by using simulation to test concepts rather than costly repeat experiments. Known to businesses as CASiM<sup>2</sup>, with the help of £2.6 million of ERDF funding the project brings together public and private sector organisations, providing businesses who participate in the project with access not only to the technology, but also valuable market credibility from leading companies Airbus and Rolls-Royce.



## Centre of Refurbishment Excellence

£4.5 million of ERDF funding has helped to create a nationally recognised Centre of Refurbishment Excellence (CoRE) in Stoke-on-Trent. A 6,000 square metre purpose-built complex housing a national training facility, the centre will provide the opportunity to demonstrate new sustainable technologies, techniques, materials and skills used in the construction refurbishment industry.

By the end of June 2015 CoRE will have assisted at least 205 businesses.



For further information about ERDF achievements in the West Midlands, see:

**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**

# Yorkshire and the Humber

The ERDF programme value for Yorkshire and the Humber is €583.6 million, and priorities are promoting innovation and research and development; supporting and stimulating successful enterprise; sustainable communities; and economic infrastructure and place-based regeneration for the development of a knowledge-based economy within South Yorkshire.



## Nuclear Advanced Manufacturing Research Centre/Knowledge Transfer Centre

The University of Sheffield's Advanced Manufacturing Research Centre received £15 million European investment for two new buildings: the Nuclear Advanced Manufacturing Research Centre and the Knowledge Transfer Centre. These provide facilities to increase manufacturing research and development and knowledge transfer activities with regional companies, giving them access to world-leading research.



**Nuclear Advanced Manufacturing Research Centre**



The new facilities will help local manufacturing businesses seize the huge supply chain opportunities arising from new investment in nuclear power and other innovative energy technologies.

Construction of the 8,000 square metre centre was completed on schedule by October 2011. It is based around an open-plan 5,000 square metre workshop, containing a range of state-of-the-art manufacturing equipment tailored for nuclear industry applications, and is now home to a growing team of engineers and researchers.



This is just part of £32.9 million of ERDF funding invested at the Advanced Manufacturing Research Centre since 2007. These investments have delivered 21,650 square metres of new business space, created 1,476 new jobs, safeguarded 1,018 jobs, assisted 470 SMEs and led to £85.7 million of additional gross value added.



**Knowledge Transfer Centre**

## Finance Yorkshire

Finance Yorkshire is a venture capital and loan fund that uses the JEREMIE initiative to secure investment from the European Investment Bank. The fund is split into three to invest in businesses that are already in, or relocating to, Yorkshire and the Humber. There is a £27 million business loan fund offering loans of between £15,000 and £150,000; a £15 million seedcorn finance fund investing up to £780,000; and a £48 million equity-linked finance fund investing between £100,000 and £2 million. To date the fund has made

206 business loans, 26 seedcorn loans and 14 equity investments, committing over £27 million to local businesses. Investment has led to over 1,200 jobs being created and nearly 4,000 being safeguarded.

One success story is Xeros Ltd, a University of Leeds spin-out in which Finance Yorkshire has taken an equity stake. Xeros has established a laundry process using polymer beads that delivers superior cleaning performance using less detergent and water than traditional methods. The firm now employs 20 scientists, engineers and support staff in Sheffield.

**Bill Westwater (CEO Xeros); Ashwin Kumaraswamy (Finance Yorkshire) and Julian Viggers, Head of Technology Investment, EV**



## Community Development Finance Institution (CDFI) loans for SMEs and social enterprises

CDFI uses an ERDF grant of £9.9 million to provide small loans of between £1,000 and £50,000 to SMEs and social enterprises that are unable to access mainstream funding sources. The project works alongside the Finance Yorkshire project but targets different businesses. To date it has provided loans for 166 SMEs or social enterprises worth around £4 million of ERDF. A total of 159 jobs have been created or safeguarded.

**Doncaster Refurnish, a CDFI Social Enterprise**



### Doncaster Civic and Cultural Quarter

£2.4 million of ERDF investment has funded an exciting project to provide infrastructure for a regeneration programme to develop a civic and cultural quarter in Doncaster. This is the first phase of a comprehensive redevelopment of 25 acres of brownfield land, comprising a third of Doncaster's town centre. It includes a new town square and road improvements and extensions. This initial scheme will create over 1,200 jobs.



**Doncaster Mayor Peter Davies opens the new town centre square**

For further information about ERDF achievements in Yorkshire and the Humber, see:

**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**



# East Midlands

The ERDF programme value for the East Midlands is €268.5 million, and priorities are increasing productivity through innovation and sustainable business practice, and increasing sustainable economic and enterprise activity in disadvantaged communities.



## Environmental Technology Centre 4

The Environmental Technology Centre (ETC) at the University of Nottingham helps small and medium-sized businesses become more resource efficient, develop environmentally friendly working practices, and use more sustainable technologies. The ERDF grant amount for ETC 4 is £1.9 million. Its predecessor, ETC 3, delivered 109 projects, including detecting the health of horses' teeth, prolonging the burn rate of solid fuel, and extending the life of concrete structures.



## Institute for Aerospace Technology

£3.5 million of ERDF funding has helped to create the Institute for Aerospace Technology, based at the University of Nottingham. This flagship institute will increase aerospace innovation and long-term capacity for research and development in the East Midlands, retaining and growing its position as one of the leading areas for the UK aerospace industry. The Institute brings together manufacturing research and development with innovation and leading industrial businesses working within this field.

The flagship of the Institute will be the Aerospace Technology Centre, a prominent, industry-facing knowledge and technology transfer facility that will provide a focus for aerospace innovation in the East Midlands. The Centre's unique research and development space will deliver advanced research at a size and complexity demanded by the industry but not currently possible within any UK research institute. It will



**Central Grinding Ltd is just one local company to have been helped through the ERDF project**

function as a 'research hotel' to support a wide range of research projects in aerospace and related technologies, including the testing and development of aeronautical components in conjunction with commercial partners.



## Boston Market Place

Hailed by English Heritage at the end of 2012 as the best market place refurbishment in the country, Boston Market Place, supported by £1.1 million of ERDF funding, has transformed the local area and created a hub of thriving activity. A number of bespoke features capturing the character of the area – such as the Five Lamps lighting column, created using traditional materials – have also been added to the market place, creating interest for visitors and the local community.

The initial regeneration of the area has already helped to kick start other improvement schemes, which will encourage new businesses to locate and invest in the area and local economy.



## Campus for Learning and Development 'Enterprise Plus' project

From providing housing, training and sports facilities to supporting young people and their families, YMCAs in England encourage, support and challenge young people to become all that they can. The 'Enterprise Plus' project is a capital build project which will form part of the Campus for Learning and Development in Derby, the YMCA's flagship facility. The building comprises a campus café and training kitchen, the Enterprise Zone workspace and interview space, a training/conference suite and a training office space. The project aims to provide an area to stimulate enterprise within disadvantaged communities.

The campus café is a vibrant space where young people are learning and working towards qualifications. Run by trainees, it serves the residents, staff and visitors to the campus, and is operated by the YMCA's existing trading arm. The conference facilities are being used by various organisations for a range of purposes. The Enterprise Zone supports fledgling entrepreneurs seeking to start their own businesses.

ERDF funding is £333,222 for the project, which has levered £404,024 in public and private sector investment.



For further information about ERDF achievements in the East Midlands, see:  
**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**

# East of England

The ERDF programme value for the East Midlands is €110.9 million, and priorities are promoting innovation and knowledge transfer; stimulating enterprise and supporting successful businesses; and ensuring sustainable development, production and consumption.



## Low Carbon Innovation Fund

The Low Carbon Innovation Fund is a venture capital fund which has received £20.5 million of ERDF funding.

The fund makes early stage equity investments into SMEs within the East of England that are developing new products or processes in a low carbon way. Turquoise International is managing the fund in partnership with the Low Carbon Innovation Centre at the University of East Anglia.



LEFT: *TeraView Limited* is a leading innovator of 3-D imaging and spectroscopic systems which exploit the properties of terahertz light to characterise a wide range of materials.

RIGHT: *Bactest Limited* has developed the CYTOMAIA technology platform to incubate bacteria and detect and measure biological activity and contamination in liquids.



LEFT: *CPT (Controlled Power Technologies)* was established in 2008 to help car makers improve fuel efficiency without the need to redesign the car or engine.



RIGHT: *Syrinx* develops and sells 'electronic ears' – sophisticated sensor and signal processing devices used for monitoring water trunk mains.



## InCrops

The £4.06 million InCrops project, based at the University of East Anglia, includes an ERDF investment of £1.15 million, and aims to stimulate commercial activity in the alternative and non-food crop sector by establishing business networks for sharing research knowledge. The InCrops e-hub is perfectly situated to connect entrepreneurs with researchers in an area that is home to the world leaders in plant bioscience research. The e-hub exists to help turn innovative ideas into commercial successes.

The InCrops work will investigate how future crops can be used for fibre, high-value chemicals and extracts, protein and starch.

InCrops has 13 regional project partners, including major research institutes, universities and environmental partners. The project aims to assist 200 businesses, leading to 50 new business start-ups and 70 jobs being created or safeguarded. One such business is run by Mike Weaver, who is working to commercialise Pyreg – a technology that processes biomass waste into biochar, which is similar to peat.



## REV ACTIVE

The thermal imaging of 2,500 businesses in Norfolk has led to the launch of a new initiative designed to help them access expertise to cut their operating costs by reducing their carbon footprint. REV ACTIVE was created to help businesses access valuable information, products and services to reduce their carbon emissions and help them secure grants of up to £1,500 to implement the advice. The new £3.2 million initiative was awarded £1.25 million of ERDF funding, and uses a range of innovative tactics such as thermal imaging and data analysis to identify, target and support those businesses with high energy bills. It then provides advice and guidance to help them improve their efficiency.

Over the course of the three and a half year project, an estimated 2,000 small businesses, particularly those in the manufacturing sector, will be helped to access essential products and services.



**ABC and Green Frog taxis run more fuel efficient fleet cars**



Three hundred of these will also benefit from an environmental survey and action plan. REV ACTIVE expects to reduce CO<sub>2</sub> emissions by 150 tonnes and create £1.35 million in efficiency savings.

For further information about ERDF achievements in the East of England, see:

**<https://www.gov.uk/erdf-programmes-progress-and-achievements>**

# South East England

The ERDF programme value for the South East is €47.4 million (€23.7 million ERDF, €23.7 million public/private match), and priorities are innovation, technology transfer and sustainable productivity.



## Pathway to Zero Waste

The European Pathway to Zero Waste (EPOW) is a partnership with the Waste and Resources Action Programme aimed at demonstrating the zero landfill approach in the South East of England. Pathway to Zero Waste, EPOW's forerunner, secured ERDF funding of £966,816 in 2010. It used the additional ERDF support to accelerate and expand delivery of many key projects, concentrating on construction and demolition waste, and to promote the outputs to a much wider audience.

## Sustainable Routes

Sustainable Routes offered a grant of up to £1,000 to businesses (excluding franchises) with a turnover of at least £40,000 to cut travel costs by adopting new ways of working. ERDF funding of £941,833 ensured that businesses employing fewer than 250 people that had been trading for at least a year and were located in the South East of England (Berkshire, Buckinghamshire and Milton Keynes, Hampshire and the Isle of Wight, Kent and Medway, Oxfordshire, Surrey and Sussex) were given the opportunity to save money on travel.

Businesses who signed up benefited from a free staff survey, a personalised Travel Efficiency Plan and a match-funded grant of up to £1,000.

The project encouraged businesses to impact the bottom line, save money and help employees and the environment.



From left to right: Tim Fenn – Green Factory Ltd, (Beneficiary of one of the Sustainable Routes grants and owner of the Velomobil), Luke Faulkner – Sustainable Routes Project Manager, Ralph Baker – Sustainable Routes Administrator and Heather Dean – Head of Business Support.





## Design and Innovation for Business Sustainability (DIBS)

DIBS works with SMEs across the South of England, helping them access the sustainable supply chains of larger organisations through £470,000 of ERDF funding. Advice covers optimising packaging impact, lifecycle analysis of the product or service, and optimisation of resources.

*Epicurean Europe Ltd* needed to refresh their packaging designs to meet sustainability standards for their leading clients. DIBS funded expert help which enabled them to win new business by improving their packaging designs, reducing packing waste by using lighter card, and sourcing material that could be printed on on both sides. DIBS also helped horticultural business *Eric Wall Ltd* to save the equivalent of around 306 tonnes of CO<sub>2</sub> and 28,000 cubic metres of water every year, as well as diverting 1,300 tonnes from landfill.



Eric Wall tomatoes

## PLATO: Sustain

PLATO: Sustain is a business and personal development programme that helps SMEs to improve their business sustainability through peer group learning. Successes have included Premier Contract Supplies, which used to pay £7,000 per annum to send waste to landfill and now makes a profit from selling it. And Ellis Transport Consulting Ltd turned round two businesses after PLATO: Sustain helped them win global contracts.



Left and above: Waste recycling



For further information about ERDF achievements in South East England, see:  
<https://www.gov.uk/erdf-programmes-progress-and-achievements>

# London

The ERDF programme value for London is €181.9 million, and priorities are business innovation and research; promoting eco-efficiency; access to new markets and finance; and sustainable places for business. The programme is administered by the Greater London Authority.



## Ecovvenue

Ecovvenue is an environmental business support project which aimed to achieve quantifiable improvements in the environmental performance of 48 theatres across London. £375,628 of ERDF funding helped the Theatres Trust to reduce carbon emissions across these venues by 240 tonnes, diverted two tonnes of waste from landfill to recycling and saved 400 cubic metres of water and two tonnes of materials. This pioneering project had a wider impact as practices and knowledge accumulated by involvement in Ecovvenue spread beyond the assisted venues into the industry and community at large.



**Johannes Hahn, EU Commissioner for Regional Policy, Mhora Samuel, Director The Theatres Trust, and Alex Conway, European Programmes Director, GLA**

## Access to new markets for the fashion sector

A £150,000 ERDF grant has helped to promote designers and introduce them to new markets. Run by the East London Small Business Centre, the project offers the clothing industry intensive business support via sector-specific fashion business counsellors, as well as help with marketing and events, export advice, loans and introductions to manufacturers.



**Harriet Vine and Rosie Wolfenden of Tatty Devine**

The project has helped 106 businesses, created 13 jobs and safeguarded another 55, while the target of £1.7 million set for new sales has been substantially exceeded, standing at £2.5 million.

One success story is Tatty Devine, an independent handmade jewellery brand whose sales have grown by 34 per cent, creating an additional 16 jobs. They are frequently featured in high-profile magazines.

## Sustainable Sales Growth Challenge

The Sustainable Sales Growth Challenge helped SMEs to identify and exploit new market opportunities in South East London, the Thames Gateway and beyond. The opportunities included under-served markets and populations, environmentally related opportunities, local regeneration opportunities and international sales opportunities. A £241,000 ERDF grant to South East Enterprise Limited assisted 124 businesses, created 112 jobs and safeguarded a further 151 jobs. The SMEs helped by this project were successful in generating £4.3 million in new sales as a result of bespoke support, master classes and coaching.

One success story is CamperVantastic in Forest Hill, started by Steve Lumley. The company is now a leader in VW California campervan hire, offering an extensive range of options and with campervans fully equipped to customer requirements for adventures in the UK and Europe. Two years after starting the business, Steve and his wife Kate have moved into bigger premises. They have expanded their fleet of vehicles and taken on new staff to cope with the demand.



Steve Lumley, Owner of CamperVanTastic

## Ravensbourne Eco Incubator

Ravensbourne is a world-class higher education institution based in London's Greenwich Peninsula, innovating in digital media and design. The Ravensbourne Eco Incubator is a new building which incubates new digital media, design, broadcast and fashion SMEs. With £1.5 million of ERDF funding, the project set out to deliver a 'future-proofed' workspace, with a cutting edge design that contributed to the regeneration of a strategic London brownfield site adjacent to the O2 Arena. It was the first facility of its type in South East London, creating over 600 square metres of workspace and support facilities.

The Eco Incubator enables SMEs to serve creative, design, fashion and broadcast technology businesses throughout East and South East London and beyond, and to benefit from a programme of mentorship, business development and support activities, focused on the digital, design, broadcast and fashion sectors. The successful completion of the space has established a digital development brand that has led to the creation of the Greenwich Digital Enterprise Centre, and the possibility of further investment.



For further information about ERDF achievements in London, see: <http://www.london.gov.uk/priorities/championing-london/london-and-european-structural-funds/erdf>



## Places for business

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- Cornish innovation centres
- Treleigh Industrial Estate expansion
- DigitalCity
- Sunderland Software City
- One Trinity Green
- The Toffee Factory
- The Landing
- Doncaster Civic and Cultural Quarter
- Boston Market Place

## Business Support

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- GrowCornwall
- Internationalisation
- Plymouth Enterprise Coaching
- Unite with Business
- Regional Business Start Up
- Enterprise Programme
- Innovation First
- Centre of Refurbishment Excellence
- Finance Yorkshire
- Community Development Finance Institution (CDFI) loans for SMEs and social enterprises
- Environmental Technology Centre 4
- Campus for Learning and Development 'Enterprise Plus' project
- InCrops
- Low Carbon Innovation Fund
- REV ACTIVE
- Pathway to Zero Waste
- Sustainable Routes
- Design and Innovation for Business Sustainability (DIBS)
- PLATO: Sustain
- Ecovenue
- Access to new markets for the fashion sector
- Sustainable Sales Growth Challenge
- Ravensbourne Eco Incubator

## Communications

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- Superfast Cornwall

## Research and technology

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- National Composite Centre
- CASiM2
- Nuclear Advanced Manufacturing Research Centre/Knowledge Transfer Centre
- Institute for Aerospace Technology

## Visitor attractions

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- Museum of Liverpool

