

Alongside a round-up of recent news, this edition takes a closer look at how businesses across the South West are being helped by the Programme's investment of up to £35m in business support through its "Enterprise and Growth" priority. The support is targeted particularly at high growth businesses or those in high added value sectors because of their potential to drive economic growth and create skilled jobs.

Inside this issue:

New Investments Across the South West	Pgs 2 -3
South West Manufacturing	Pg 4
High Growth Coaching	Pg 5
Improve Your Resource Efficiency	Pg 6
Managing Equality	Pg 7
About the Programme	Pg 8
Programme performance	Pg 8

Pipex px® Celebrates Royal Launch and Second Grant for Business Investment

The Pipex px® group are a family run, innovative manufacturer of thermoplastic and advanced composites based in Plymouth. In 2010, the company invested £210,000 in the construction of the Pipex px® Skills and Innovation Centre which was formally launched by HRH The Princess Royal in March 2012. The centre was part financed by £90,000 from the European Regional



Development Fund via the Grant for Business Investment scheme. It provides facilities for research and development, product testing and training, whilst also solving production bottlenecks previously encountered through multiple activities running in tandem in core manufacturing areas.

August 2012 marked another milestone for Pipex px® with a second successful Grant for Business Investment award of £150,000 towards an investment in new production processes and the installation of a state of the art, fully integrated Enterprise Resource Planning system, sophisticated



software for managing all aspects of the business. Pipex px® has just recorded its best financial year, continuing to grow through the recession. The success of this project will provide the platform for continued planned growth from £15m to £25m over the next five years and help job creation.

The South West Competitiveness Programme has made 13 investments amounting to over £2.5m through the Grant for Business Investment scheme, helping individual businesses bring forward initiatives which will improve their productivity and create or safeguard skilled jobs.

URBAN ENTERPRISE CALL FOR PROPOSALS

The Programme is running a call **from 8 October to 30 November 2012** under Priority Axis 3 "Urban Enterprise". The priority aims to address issues in some of the most deprived urban parts of the South West Competitiveness area. The Programme has some very strong investments under this theme and is looking to complement these with a further round of funding. Up to £5m ERDF is available, with a minimum ERDF investment of £250,000. See DCLG's website for details.

Full details of the Priority 3 call are on the **South West Competitiveness area of DCLG's website under**
www.communities.gov.uk/erdf



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

New Investments across the South West

Over the summer, the Programme has contracted the following new investments, all aiming to help boost the economy of the South West:

South West Energy Centre

Up to £2,559,461 ERDF is being invested in South Devon College's Energy Centre in Paignton.

On 20 September, Gordon Oliver, Mayor of Torbay, cut the turf to start the new building. ERDF is supporting not only the capital build costs but also business support and community engagement functions. There will be incubation space integrated into the Centre so those thinking of setting up businesses in the energy sector will have the expert support they need on hand. The aim is to create 400 new private sector jobs through the Centre's activities and ensure that South Devon is regarded as a hub for low carbon and renewables related businesses.



Construction is on schedule to

complete by the summer of 2013. The Centre will also provide Research & Development facilities for companies wishing to try out new products and technologies, with the opportunity to collaborate on their research with the Universities of Exeter and Plymouth.

To find out more, visit www.southwestenergycentre.co.uk.

Ready for Retrofit

The energy efficiency and micro-regeneration sector in the South West stands to benefit from the investment up to £4,000,000 ERDF in the "Ready for Retrofit" programme. This will help local businesses prepare for the eco-refurbishment of tens of thousands of homes by 2020 and take advantage of the huge opportunities presented by Government initiatives including the Green Deal, Feed-in Tariff, Renewable Heat Incentive and Energy Company Obligation. The project will invite Social Housing Providers to submit detailed proposals for home eco-refurbishment schemes targeted towards vulnerable domestic households, as well as providing business support to over 400 businesses and installers across the supply chain.

For more information, visit www.energysavingtrust.org.uk

Go Green for Bristol

Up to £180,000 ERDF is being invested under Priority 3 (focusing on Urban Enterprise) in a Bristol based project which compliments the Improving Your Resource Efficiency service outlined in this newsletter. The new project focuses on the needs of micro and small businesses in Bristol's deprived communities and wards. Eligible businesses can attend one of a series of workshops focusing on identifying measures for improving environmental performance whilst targeting savings, and find out about the potential for grant funding to help deliver the improvements. To find out more, visit www.businesswest.co.uk/gogreen

For a full list of Programme beneficiaries visit the South West Competitiveness link under www.communities.gov.uk/erdf



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

New Investments across the South West

Expansion of Kawasaki in Plymouth



Leading manufacturer Kawasaki Precision Machinery Group is expanding its Plymouth factory by 40 per cent, with the help of a Grant for Business Investment. The European Regional Development Fund will contribute up to £1 million to the £6 million total investment. The expansion is the first phase of a five-year plan aimed at increasing the company's sales turnover by 60 per cent and should create 100 new jobs by 2015. A ceremonial ground-breaking ceremony was performed in July by KPM president Mackie Sonoda from

Japan. KPM's Plymouth plant makes equipment including hydraulic pumps and motors and it currently employs around 300 staff.

Design and Innovation for Business Sustainability

The Programme is investing up to a further £499,999 ERDF in extending until June 2015 the Design and Innovation for Business Sustainability project (DIBS) run by The Design Programme. The first phase project was highly successful, creating and safeguarding over 150 jobs and generating an increase of over £2m GVA for the local economy.

The new money will support the "Less=More" project which makes sense of sustainability and design for small businesses. Businesses are increasingly aware of the need for sustainability, but may not always know where to begin or how to get the best returns. Less=More helps businesses create greener packaging, develop more sustainable products and services, embed environmental and social credentials into their brand, respond to supply chain demands for sustainability credentials, and use sustainability as a driver for innovation and a route to new markets. Forward looking businesses should be asking "what should our design strategy be, given the environmental and social issues out there?" Answering this question will help them find more ways to be successful in the future.

For an overview of The Design Programme, visit www.thedesignprogramme.co.uk and to find out more about Less=More, visit <http://www.thedesignprogramme.co.uk/Sustainable-Design.asp>

Wiltshire Incubation Centres

With the help of up to £743,305 ERDF, a network of enterprise centres is being developed across Wiltshire, providing supported incubation environments for start up and early stage businesses. The project, led by Wiltshire Council working with Wiltshire Strategic Partnership and Wiltshire Association of Chambers of Commerce, will include the conversion of three Council owned properties into business space, linked with existing innovation and enterprise facilities to build an integrated network. Clients will be encouraged to engage in networking activities and collaboration opportunities particularly with HE and FE partners including Wiltshire College, University of Bath, Bath Spa University and Swindon College. The aim is to help 300 businesses to grow and create 114 new jobs by 2015.

For a full list of Programme beneficiaries visit the South West Competitiveness link under www.communities.gov.uk/erdf



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

Business Support—South West Manufacturing Advisory

The national Manufacturing Advisory Service (MAS), funded by the Department for Business, Innovation and Skills, has been a valued source of impartial advice and practical support to manufacturing businesses since 2002. Between 2009 and 2012, the South West Competitiveness ERDF Programme has invested over £2m in extending and intensifying the support MAS is able to offer to manufacturing businesses across the South West. MAS has worked with over 500 businesses across the South West, exceeding its ERDF targets.



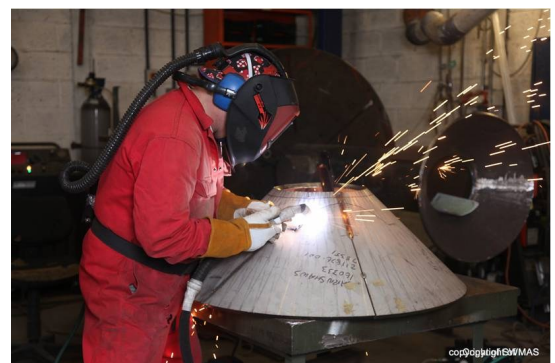
One company to benefit from the comprehensive service offered by the Manufacturing Advisory Service is **Arc Energy Resources Ltd**, a Gloucestershire-based engineering company specialising in weld overlay cladding and fabrications for the oil and gas, water and defence industries. MAS has supported the company several times in its development, initially in 2005 when it helped the company to implement a lean manufacturing programme. Subsequently, it provided advice and support on restructuring the company to support its growth plans.

More recently, global economic uncertainties prompted the company to approach the Manufacturing Advisory Service again. With the support of ERDF funding, South West MAS worked with Arc Energy to implement four projects between 2009 and 2012, which have again resulted in improved efficiency and helped sustain the company's growth.

The projects covered all aspects of the company's business, from improving manufacturing processes to reviewing its business strategy to supporting staff development. They include implementing a Six Sigma programme – a rigorous and systematic programme for improving quality by eliminating the potential for defects in business processes. MAS also provided support for the company's review of its welding performance which resulted in the company investing £500,000 in two new rotating head welding machines to increase productivity and extend the scope of work it can handle.

The company has continued to grow despite the challenging business environment, recording the second highest annual turnover in its seventeen-year history.

Managing director Alan Robinson commented, "I don't think that any manufacturer could fail to benefit from MAS. They provide support from both the top down and the bottom up and gave us the confidence we needed to go forward and grow the business."



To find out more visit
<http://www.mymas.org/>



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

Business Support—High Growth Coaching

Coaching can provide business leaders with support, new sources of knowledge and ideas and, perhaps most critically, an independent sounding board to help them develop their business. It can offer help with all aspects of running a successful business – from refining the business model to identifying new markets, developing new products and services to raising finance and developing the team.

The South West Competitiveness ERDF Programme is investing up to £2.2m in coaching support targeted at businesses with high growth potential. Alongside this, up to £1.6m is targeted particularly at supporting new start businesses with high growth potential. These services form part of a suite of business support services delivered by Business West.



One company to appreciate the benefits of the high growth coaching service is **Fowlers of Bristol (Engineers) Ltd**, a manufacturer of sheet metal components, precision machined parts, welded fabrications and pressings for the aerospace, commercial and automotive industries. Following the retirement of the managing director, the business passed to three directors who enlisted the help of the Business West Growth Ser-

vice. Corine Watt, Growth Coach, worked with the company alongside a second coach with an engineering background, helping them to spot a gap in the business for a new direction and way of working.

Justine Witherden, Finance Director, explained: “Fowlers Engineering has been around since the 1960s, so as a very traditional company it was easy to get into a routine way of working. As directors, we needed help to step back and take a strategic look at our business. Business West helped us to develop a series of objectives and met with us regularly to ensure we achieved all our goals to fulfil our strategic direction. Corine offered us the vital encouragement we needed to make management changes to use our people in the best way and drive the business forward.”



Coaching for High Growth currently offers 12 hours of free support from a dedicated business coach or mentor for firms that meet key criteria, and there is the potential for additional subsidised support. The coach typically works with the business leader and the management team over a 9 to 12 month period. This involves an independent review of the business and support in identifying and implementing strategies for growth.

For more information visit
www.growthsouthwest.co.uk



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

Business Support—Improve Your Resource Efficiency

The South West Competitiveness ERDF Programme is investing up to £5m in this free, impartial advisory service which helps businesses save money and reduce waste by improving their environmental performance. Now around half way through, the service has already helped over 600 businesses across the South West to improve their resource efficiency.

The service is delivered by Business West and Peninsula Enterprise via a network of environmental advisors across the South West Competitiveness area. Eligible businesses may attend workshops or receive free on-site support to help them identify opportunities to save money, develop an action plan prioritising improvements and find out about opportunities for funding. The project may also offer some support to help businesses achieve ISO14001, the Environmental Management System.

Wickwar Brewery in South Gloucestershire has increased its production by over 200,000 litres following advice received from the programme. The company began an ambitious new phase of growth in 2008 but needed to update its machinery to keep up with its expansion plans. Barnaby Watts, assistant, explained: “We had several production issues that prevented us from increasing our output. Our mill was very inefficient and we were using vast quantities of raw materials to be able to meet our orders. We also use a fuel oil boiler to heat water for three parts of the brewing process, but it had become unreliable which we found incredibly frustrating.”



In 2010, Chris Springett, environmental adviser at Business West, undertook a comprehensive assessment of the site, identifying key areas for improvement. Barnaby said: “We discovered that our mill was actually unsuitable for milling grain for brewing. We were advised to install a new mill to reduce the raw materials we were using. The report also identified that treating our inefficient fuel oil boiler was essential to reducing the brewery’s energy consumption. Chris advised us to have the boiler descaled and to introduce water softening equipment that would significantly reduce the build up of scale. He talked us through the ways in which IYRE could assist us in making these changes – from sourcing suppliers to accessing grant funding.”

Wickwar Brewery invested in a new grain mill, boiler reconditioning and water softening equipment after receiving a grant of £10,345 through the IYRE programme. The grant was match funded by the company. As a result, annual costs per barrel have reduced by 10 per cent and the company has been able to increase production well above its target.

Barnaby said: “I was impressed at how sensitive Chris was to the needs of the business. He was interested in working with us to come up with a solution, rather than dictating prescriptive solutions. We really appreciated his expert advice and would definitely recommend the IYRE programme to other businesses.”

For more information visit www.iyre.co.uk



EUROPEAN UNION
Investing in Your Future

European Regional
Development Fund 2007-13

Focus on Equality



There are many traditional misconceptions about equality. Some say it's about illegal preferential treatment of particular groups, others see it as a hurdle and say it's about political correctness or "ticking the box". In fact, equality is actually about none of these things. It's about respect and not treating an individual or group of people unfairly – it's about not discriminating but giving people equality of opportunity to access services in order to fulfil their potential. So within the South West Competitiveness Programme we get each project to consider their potential equality impacts and put in place actions to mitigate equality risks and maximise opportunities. Yes, this means completing a form in the planning stages, but in doing so really makes projects think about their equality impacts. Importantly, this is also used to fully inform the decision of whether or not to fund the project.

Great examples of equality focused ERDF projects are the Outset projects in Bristol, Torbay and Plymouth, which provide tailored support for under-represented groups to start their own businesses. They use a variety of methods, including women-only workshops and provision of free crèche facilities to make sure women and parents can participate. As a result, one client with a long term health condition started a business that provided less structured working hours, thereby enabling her to manage her condition, while others have set up businesses after being made redundant from long term jobs, and many more have been able to structure their work flexibly around family lives.

Even in the large number of projects which don't have such an obvious focus on equality, the Programme aims to support project partners in identifying opportunities to embed good equality practice. For example, is there scope to offer posts as part-time or job-share, which may positively impact on loyalty to the organisation and provide a wider skills base in the role? How do organisations ensure they work with businesses with appropriate equality credentials – do they put equality clauses into contracts and ask for contractors' equality policies? And when it comes to capital builds and refurbishments, the European Regional Development Fund can provide the opportunity for projects to surpass basic legal compliance to achieve truly accessible buildings - including looking at colour contrasts for people with visual impairments, installing hearing loops for people with hearing impairments and ensuring level access to the whole site so that people with mobility impairments can fully benefit from the project. The European Regional Development Fund can offer project partners opportunities to improve the quality of projects beyond what could otherwise be achieved, benefiting businesses and individuals alike.



For project-holders needing more information contact Lisa.Sandercock@communities.gsi.gov.uk



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

About the South West Competitiveness Programme

The South West Competitiveness and Employment European Regional Development Fund Programme 2007-2013 is managed by the Department for Communities and Local Government, following a transfer of responsibilities from the South West Regional Development Agency in July 2011. The programme of investment from the European Union aims to improve the competitiveness of the local economy through investments which help businesses increase their productivity and by encouraging enterprise. The Programme's allocation for 2007-13 is €124.7million.

The Programme has three "priority axes":

- The business support projects outlined in this newsletter were delivered through **Priority Two—Enterprise and Growth** which provides business support targeted at high growth businesses and those requiring a highly skilled workforce.
- **Priority One - Innovation and Knowledge** aims to increase business innovation and encourage collaboration between businesses and higher education.
- **Priority Three - Urban Enterprise** - aims to stimulate enterprise in deprived urban areas.

Programme Performance at 1 October 2012

The Programme has now contracted 77% of its allocation and has a healthy pipeline of commissioned projects in development, giving confidence that it will spend its full allocation. Following an open call for Expressions of Interest in the summer, a number of new projects in urban areas are in development under Priority 3 and there is a further opportunity for projects to be considered under the current Priority 3 call. Good progress is being made against the Programme's targets.

Through the Local Management Committee, the Programme continues to work with partners across all three axes to ensure that projects of the right quality are developed which make a real difference to the businesses and individuals in the South West Competitiveness area.

All calls for expressions of interest are promoted on the South West Competitiveness pages of the DCLG website at www.communities.gov.uk/erdf. This is where the current Priority 3 call can be found.

All figures are £ million at 1 October exchange rate	ERDF
Programme allocation—fixed in Euros so subject to exchange rate fluctuations	99.8m
Value of investments contracted	77.3m
Actual project spend to date	40.9m
Cumulative spend target by end 2012	48m

For general enquiries about the Programme or to be added to the mailing list for this newsletter, please email **SWcomp.ERDFenquiries@communities.gsi.gov.uk**



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