

# SEEDA Business Support Briefing

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## Business Engagement

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Sectors and Clusters Development

[WWW.SEEDA.CO.UK](http://WWW.SEEDA.CO.UK)

# NESTA Growth Study

- ‘High Growth’ Companies are rare, but generate a majority of jobs:
  - 6% of companies / 54% of new jobs created
- High Growth definition (OECD):
  - 10+ Employees and 20% p.a. growth over 3 years
- SEEDA additional criteria:
  - Medium sized companies
    - revenues >£8m
    - 100+ Employees

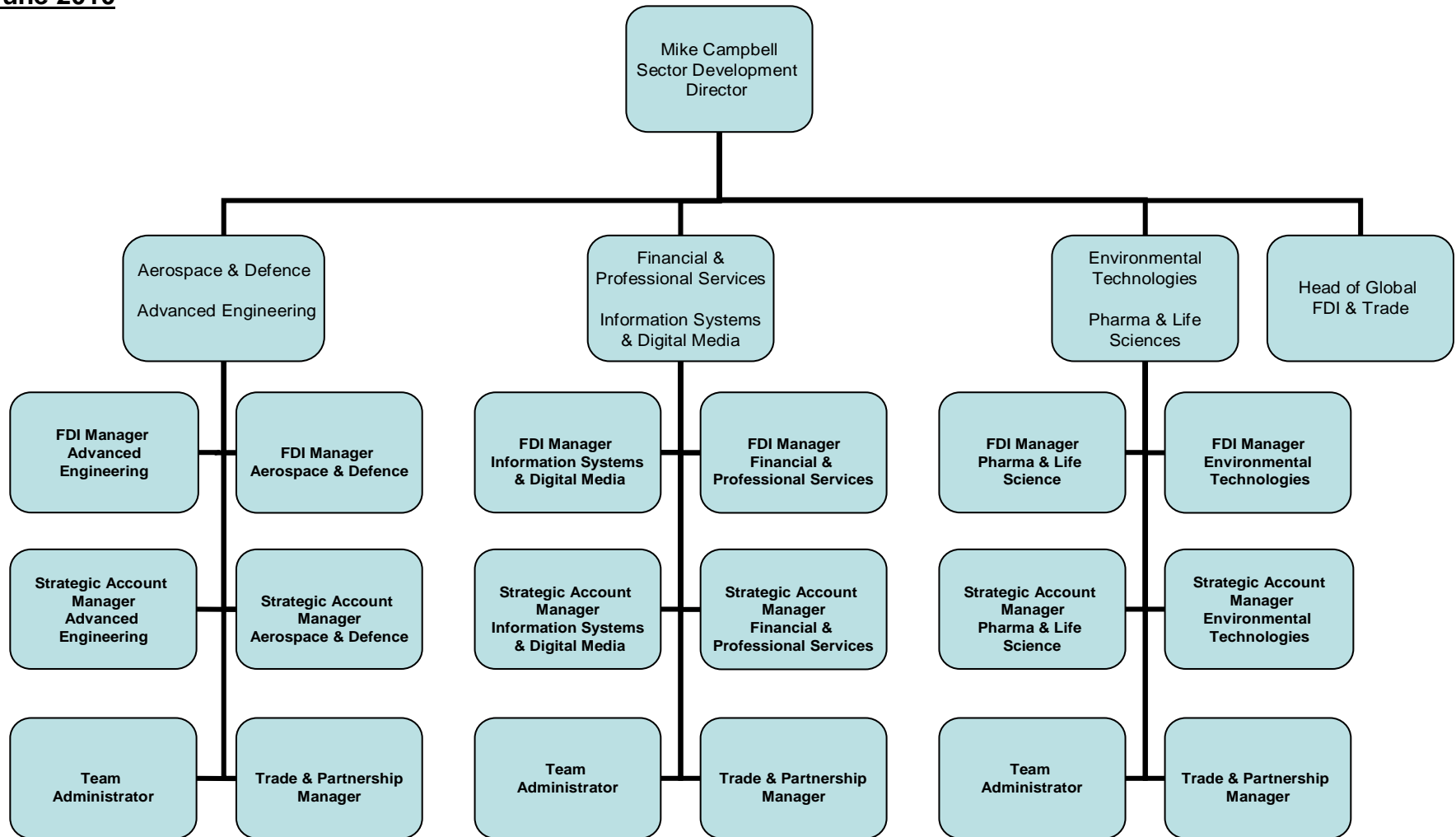
# Segmentation Strategy

## Objective:

*Focus on what's important for the South East economy, and for business success in key Sectors – a 'Growth' Agenda*

Focus	Organisation
<b>1: Sector Approach</b>	<ul style="list-style-type: none"><li>• 6 target sectors</li><li>• 'Top 25' by sector – a key communications channel</li><li>• 'High growth 50' by sector – targeted interventions</li></ul>
<b>2: Partnership</b>	<ul style="list-style-type: none"><li>• UKTI - joint business development</li><li>• Companies, Government Agencies, Sector Consortia</li><li>• Universities, other HEIs</li><li>• Functional integration – within / between teams</li></ul>

**Sector and Cluster Development Team**  
**Operations Directorate –**  
**23<sup>rd</sup> June 2010**



# Key Partners?

Function	Who	Key points
Foreign Direct Investment (FDI)	From 1st May 2011: PA Consulting Services Ltd. - in partnership with OCO Consulting and the British Chambers of Commerce – delivers a <b>national</b> service for UKTI	<b>UKTI</b> Is still the brand
Sector Support	<b>Sector Consortia</b> <ul style="list-style-type: none"> <li>•Marine South East</li> <li>•Envirobusiness South East</li> <li>•Security Innovation and Technology Consortium</li> <li>•South East Centre for Built Environment (SECBE)</li> <li>•South East Healthcare Technologies Alliance (SEHTA)</li> <li>•South East Media Network (SEMN)</li> <li>•Farnborough Aerospace Consortium (FAC)</li> </ul>	All have sought commercial income to replace SEEDA funding

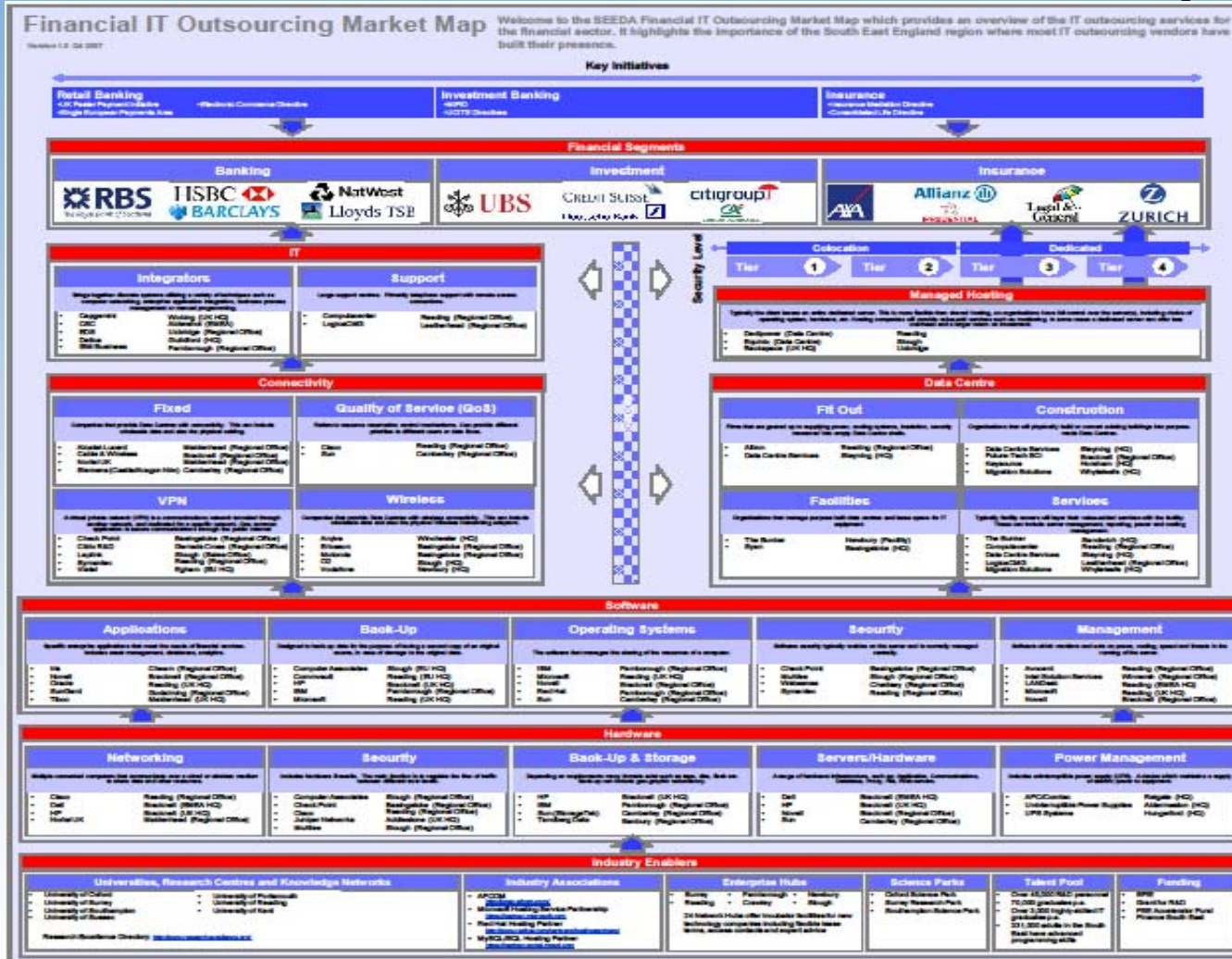
# Lessons Learned

- Be selective - know what **not** to do
  - Target use of available resources – clear roles
- Clear, concise ‘Offer’ – deliverable value
  - Invest time to build trusted relationships
  - Understand companies’ Supply Chains – identify gaps
- Don’t reinvent the wheel
  - Align goals with companies’ ambitions
  - Work and share intelligence with better placed partners (e.g. UKTI / PA on FDI)

# Available Information

- Companies assisted by SEEDA in 2010/11
  - by name, location, sector
- SE region sector analysis
- SE sector propositions
- Market maps (supply chains)
- NESTA report on high growth companies
  - [http://www.nesta.org.uk/publications/reports/assets/features/measuring\\_business\\_growth](http://www.nesta.org.uk/publications/reports/assets/features/measuring_business_growth)

# SEEDA Market Map



**SEEDA** SOUTH EAST ENGLAND DEVELOPMENT AGENCY  
Marketing for England's World Class Region

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**Introduction**  
The South East is one of the UK's prime locations for financial companies and provides the second largest contribution to the UK GDP (Direct Domestic Product) for Financial Information.

**Key Facts**

- The South East is the largest region by size of population & workforce.
- 25% of the working population holds an academic degree or equivalent.
- 27 Universities and higher education institutions.
- University of Oxford is located 80 miles in the north of university centres.
- Over 1,500 international companies are based in the region.
- Over 1,200 South American companies are based in the region.
- Business spent over \$1.5bn on R&D in 2005.

**Global IT Outsourcing Market Overview**

- The consulting and systems integration market will grow from \$244.1 billion in 2002 to \$320.2 billion in 2010. This reflects a compound annual growth rate of 2.3% (2002-2010).
- Workforce IT spending to increase at a compound annual growth rate (CAGR) of 11.3% for the 2008-2010 forecast period, with slightly higher growth rates each year (10%).
- By 2008, the ITMS region will have the largest market for IT consulting spending, a position currently occupied by the Americas (ITC).
- The Worldwide Server Procurement Software market grew to \$277 billion in 2005, an increase of 28.2% from 2004 (2002).
- The financial services is the second largest of outsourcing services, with the main driver being the need for cost-effective processing of financial regulatory and compliance data, and increasing pressure on the competitive efficient globalisation.

**Operational Layers**

Business Process Layer  
Application Layer  
Application Software Layer  
System Layer  
Operating System Layer  
Data Centre Layer

**Major Financial & Business Services Companies in London & the South East**

**Disclaimer**  
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