

Innovation in the East of England



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Background

- The East of England is rich both in the scale and in the quality of its research.
- The regional R&D base is dominated to an unusually high degree by business rather than Higher Education Institutions (HEI) or other public sector activity.
- The availability of mechanisms for technology transfer and exploitation varies widely across the region and between sectors. The strength of the science base is not altogether matched by the extent or the effectiveness of exploitation support.
- Overall the region's performance in attracting research and development funding are strong and its performance in attracting EU funding is sound.
- There is scope for stronger R&D activity and improved industry links across the HEI sector, and for fuller recognition of the sector's diversity.
- EEDA is in a strong position to capitalise on the research and innovation base of the region to attract investment.

Innovation strategy

- Three Strategic RES Themes
 - Fostering a culture of innovation
 - Exploiting regional knowledge strengths
 - Improving access to, and use of, innovation and technology support
- A focus on strands of innovation, such as:-
 - Policy Development
 - Hard Infrastructure
 - Soft Infrastructure (eg Networks)
 - Support and Brokerage programmes
 - International Networking and Benchmarking
 - Future planning

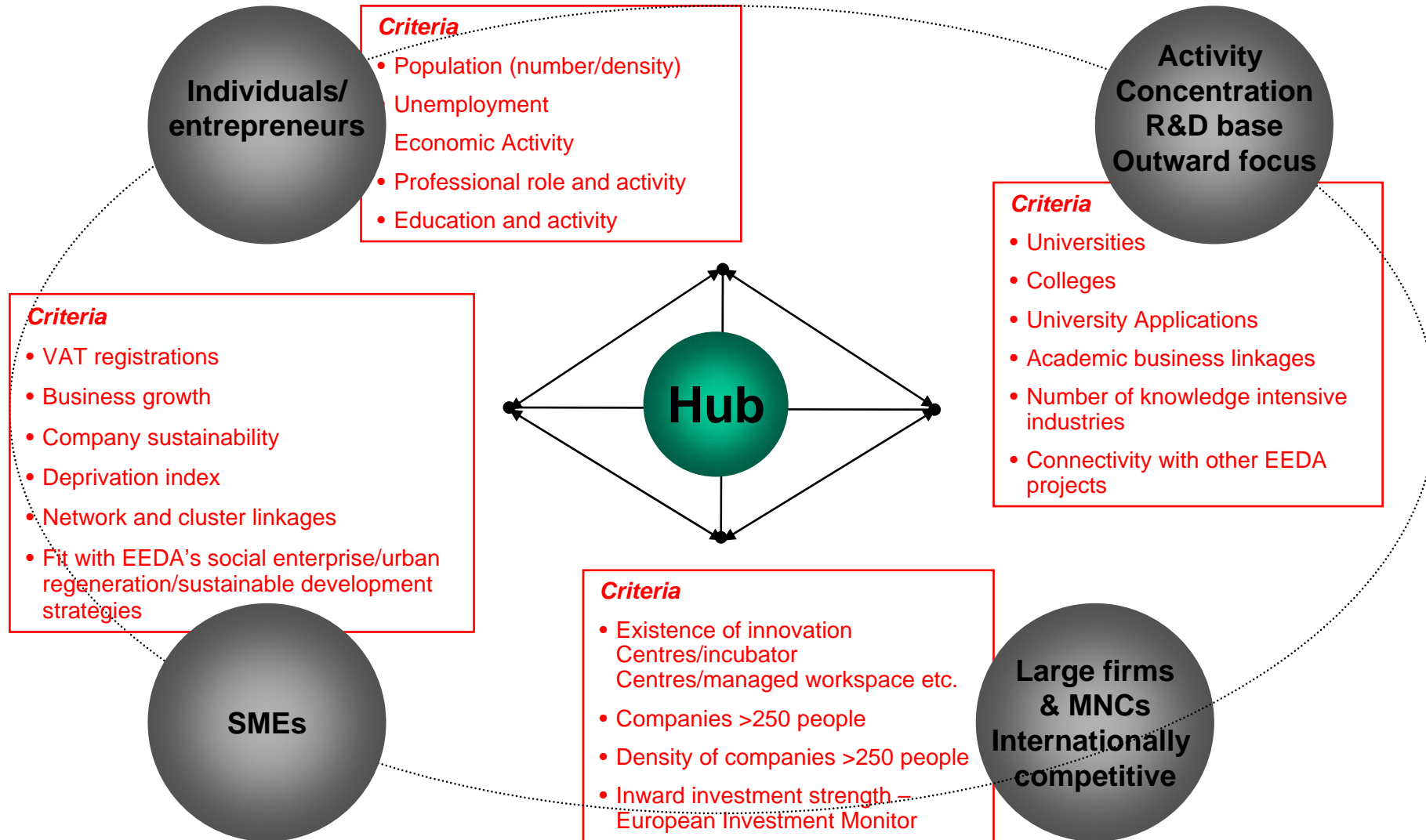
Reviews

- Innovation Report
- Lambert
- Innovation and Technology Audit
- Revised RES

Regional initiatives

- Enterprise Hubs
- MAS-East
- Innovation Hub
- Innovative Actions Programme
- European Thematic Networks
- Innovation Centres
- Framework 6 Advisory Service
- Innovation and Technology Audit
- Regional Networks (Sector / Thematic based)
- Access to Finance
- Design Advisory Hub

Enterprise Hub Evaluation Criteria



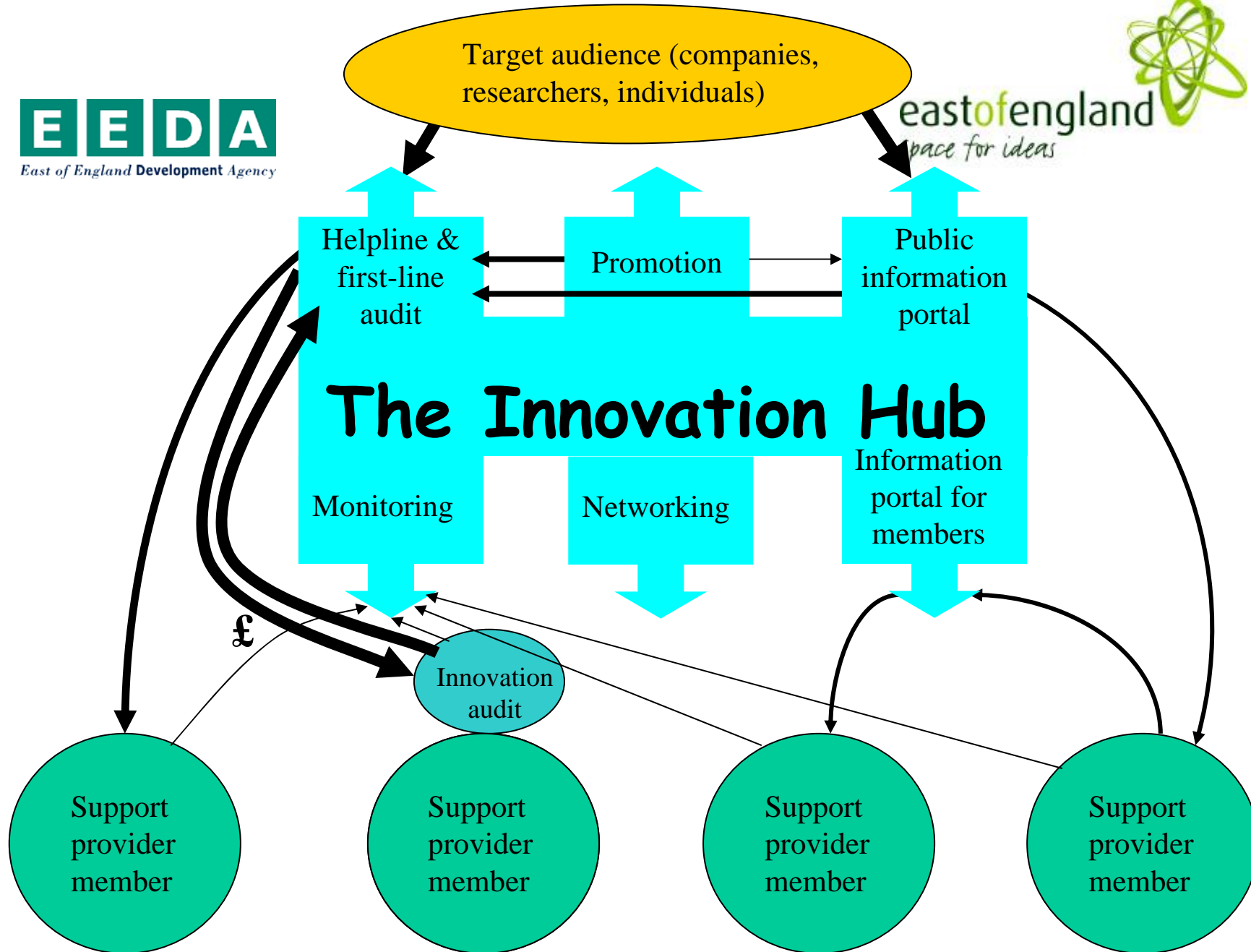
Potential hubs



- Legend
- 'Success' Locations

Innovation and Technology Audit

- Selected industry sectors of importance to the region:
 - Bioscience and pharmaceuticals
 - Food
 - Automotive
 - Creative, culture and media (CCM)
 - Photonics
- Innovation and technology strengths within the region, mechanisms for technology transfer and exploitation, funding, how the East of England compares internationally and EEDA's role for the region
- Interviews with a variety of key stakeholders including companies, universities, research institutes, network and support groups and government organisations



Future focus

- Concentrate on a limited number of areas for action where it can make a material difference. The agency's role should be a catalytic one, doing a few things well rather than trying to spread itself too thinly.
- Private sector should have a stronger voice in providing leadership on regional innovation matters. EEDA should facilitate this, particularly given the dominant role of the private sector within the region's R&D base.
- Inward investment specialists need to be fully engaged with the regional strategy work of the agency

Possible future steps?

- Increase influence of innovative regions in Europe
- Use the global brand of Cambridge to achieve success for rest of region
- Work to invest in success with other RDAs
- Life Science 'super-cluster' from London to Norwich
- Increased private sector engagement
- Engage international countries, regions and locations applicable to East of England's situation