

Greater Cambridge Partnership Annual Conference
“Greater Cambridge - Launching the new Economic Strategy and
Leading in Cleantech”

Delegate Feedback

Cleantech Projects

Allow only electric vehicles in Cambridgeshire towns!

More investment and funding

 New development opportunities: solar and wind

 Funding organisations need to be influenced towards supporting cleantech

 Educational role: more people on a wider basis

 Outcomes/benefits

 More joined up regionally: how can we share ideas better?

 AUUE: Association of uni of East of England

 Regional branding

Where are we with cleantech now?

EEDA to fund green start-up grants

Make something people **want** to buy

Set up in Cambridge area the UKs solar testing and accreditation centre; solar key mark ISO12975 etc (None in the UK at present!)

Local authority as a sustainable purchaser

 GPP=Green Purchasing Policy

 Can GCP use it's leverage through ESPO

Drive change by leading on social and environmental issues before price (price can be negotiated, others can't)

Tech is not enough! How do we mobilise demand? Quality assurance needed

 Government legislation

 Money

 AND the “Call to action”

Cambridge ‘Bank’ to invest in Cleantech, retain some investment in the IP development market globally then reinvest Return on Investment locally → virtuous green circle (the Cambridge Clean Bond? Green Bond?)

Vocational skills

New business models eg. triple bottom line

Identify and tackle barriers

 Incentivise faster Cleantech development

 Create real, tangible incentives to attract more investment and talent into Greater Cambridge for Cleantech development, supported by Uni & EEDA & UK Gov

 Champion articulate proof of what we can do and deliver this sector that is world-class

Clean tech is current & emerging future focus of business development. If the Region is developed to become a leading business & tech development focal point within UK & Internationally, progression of Clean tech will naturally rise to the top; And similarly for other business focus areas in future.

Focus on

1. The "pull through" from big companies (utility/construction/rail/road) for
2. Technologies that deliver them (clean) savings
3. Global not Cambridge

Networking: Broaden outreach eg. involve professional institutes

Networking: Jointly with Peterborough (hosts regional initiative)

Projects: Support a solar band

Best practice: Encourage local authorities to market a planning priority

Networking: Roll-out to local businesses - if funding and support could be obtained to make it viable for small businesses

University of Cambridge has good links with local businesses. Can this be expanded through Association of Universities for the East of England to work with other higher education institutions and businesses across the region through a knowledge sharing network or partnership? This could make more effective use of regional R&D and clean tech strengths eg. Peterborough environment capital city (C2C/CRef - Norwich)

Best practice/Networking: Stronger links to leading centres on mainland Europe?

Projects: Linking with other regional projects

Opportunities: mindset change

Best practice: Bavaria legislation driven opportunities

Networking: Within the region and internationally

Other: Green procurement

Other: I am a newcomer to this sector

Projects: Business start up facilities

Opportunities: HIVE, market towns

Best practice: Clean tech focus

Other: Rationalisation of structures

Projects: Build a "climate change "science park

Opportunities: Better hotel standards

Best practice: Communicate/network

Technologies/sub sectors: materials and cleantech

Networking: More!

Networking: Yes

Projects: Bring manufacturers and property professionals together

Other: Crazy idea: project to enable portfolio of local churches to use big south-facing roofs and graveyards to install pathfinder community-benefiting solar and XXX energy systems

Opportunities: Work with schools and students

Projects: Planning free zones

Opportunities: Tax free zones, business coaching service

Technologies/sub-sectors: "Renewable energy/sustainable"

Networking: Sector/science focused think tank workshops

Projects: CO₂ reduction in the office environment

Opportunities: legislation lead

Technologies/sub-sectors: IT, Computing, Print

Opportunities: Demonstrating whole systems

Networking: Supply chain – national/international

Projects: The market potential needs to be better understood, especially XXX XXX ROI for individuals and businesses to take up XXX technology

Projects: Build international relationship

Opportunity: University and early stage companies

Best practice: OLED development

Other: Funding for cleantech development

Projects: All new and refurbished local government buildings to be zero carbon, solar PV roofs and then best practice examples!

Technologies/sub-sectors: Local innovation “Drop in centre” where ideas can be debated

Other: Try telling people to invent and make things other people want to buy

Networking: Think LG conferences for members would be advisable

Projects: Eco homes exemplar projects with RSLs

Opportunities: Housing growth agenda

Best practice: Stansted Area Housing Partnership

Major issues and opportunities to be featured on GCP website

Projects: More attention to recycling

Opportunities: IT exchange and disposal

Best practice: Secure Destruction of hard-drives etc

Technologies/sub-sectors: Battery disposal

Networking: FSB representation

Projects: The Hive Centre

Opportunities: Social enterprise doing cleantech

Best practice: Maximising employment in installation etc

Networking: Set up a group?

Best practice: Visible examples to view

Technologies/sub-sectors: High profile PIR-promotion of local cleantech businesses and successes

Other: Impact of “smart meter” initiative by utilities? –opportunity

Projects: Talk to young people attending schools and colleges in the region

Opportunities: Simplify the planning process for projects

Best practice: Apply technology in public findings

Opportunities: Awareness → Go around local businesses → use parks to promote ideas

Best practice: Communicate proudly across the city and districts

Other: I think that Parkers Piece provides a central focus point perfect to exhibit plans, technology and ideas

Networking: Create opportunities to share ideas

Other: Help SMEs by more incentives to change

Technologies/sub-sectors: Energy-harvesting – using nano-materials

Networking: More coordinated cleantech group

Projects: Competitions

Other: Proper finance

Ideas: All local authority projects must maximise cleantech

Best practice: Building regulations to change to include more cleantech technology

NISP is working to address this issue under all these headings. We’d welcome the chance to discuss with GCP how we can better integrate our activities with GCP’s vision, aims and objectives and brief GCP on our work to date and future plans

Networking: Perhaps

Projects: Look beyond GCP

Opportunities: Specifically in India

Opportunities: Provide funding

Networking: Encourage converging technologies

Projects: Push solar-based technologies

Opportunities: Northstowe?

Best practice: Less waffle, more delivery
Networking: Focal point for seeking advice/contacts
Opportunities: Green procurement by local authorities and public bodies
Other: Links with design and creative industries
Networking: ✓
Projects: Reboot – help to re-finance
Opportunities: Xanfeon – help to market
Projects: Public access ‘show’ style sites
Opportunities: Grants/encouragement
Best practice: Guidelines /legislation?
Technologies/sub-sectors: Domestic (Huge)
Networking: Publicity – communicating the resource to potential clients – it needs centralised publicity **with** local support network
Other: Identify Accountants/Business Angels specifically XX and able to support XX
Projects: Create IP that can then be reinvested locally – virtuous circle
Cambs bank to invest in Cleantech
Best practice: Champion innovation
Technologies/sub-sectors: Align cleantech and Cambs brand
Best practice: Stop subsidising dirty tech
Technologies/sub-sectors: Facilitate access through wholesalers, builders merchants etc
Projects: Demo projects to let people see what is possible
Opportunities: Link business and private sector (and especially environment agency) to develop shared views on development
Networking: Key to all of this – networking will help GCP keep ahead of the pack
Other: Marketing/information sharing – and proactively reaching out to SMEs
Other: Raised profile in schools with guidance as to the routes available and opportunities. Also conversion of existing skills base to work within it
Projects: Active demonstration
Opportunities: Household knowledge
Technologies/sub-sectors: Metering
Projects: Use of renewable techs in development of Northstowe et al
Other: Needs awareness raising in first instance
Skills development in cleantech and related areas
Knowledge transfer – university and business collaboration across **all** universities in the area
Support for high growth innovation led businesses
Other: More awareness raising – where are we now?
Opportunities: Tell the region, the nation, the world about this
Networking: Greater XXXX of university and industry
Other: Longer term perspective - ROI based vision is short sighted
Projects: Equine project
Opportunities: Horse racing industry
Best practice: Publicity of examples, especially if **outside** Cambs city e.g. St Neots, Wisbech
Projects: Mandate green housing standards
Best practice: Set examples in government spending
Networking: Cleantech conference?
Projects: SmartLife
Opportunities: Northstowe ecotown example

Best practice: ----“---

Technologies/sub-sectors: Solar thermal co

Networking: Renewables trade fair

Opportunities: Engage young people outside school context as well as in school

Recession

Lobbying for funding to improve the infrastructure problems everyone knows about!

Work hard 100% of the time

Control costs and talk to customers; without them you are dead!

Continuing to press for improvements to infrastructure: roads, rail, water, power etc!

Better leadership, management and specific skills training to help businesses deal with a changing business world

Key to this is to get the housing market going again

Jobclub (local) to include advice on training

Flexible/fluid

Redundancy – managers to S/E EMT

Time banking – volunteer time – swap shop for skills

Close international cooperation hi tech area

Establish hi tech international forum

Achieve a greater degree of “joined up” government that would then enable public/private sector interface to operate more effectively

Keep investing in the Cambridge brand, especially championing success at national (government) level and globally

Think seriously about how the creative economy can play a part in Cambridge business future

More support for SMEs, now not later

Welcome the ‘positive stories’ approach of GCP

Flexibility in employment opportunities – secondments – move the brains and innovation around!

Financial support for companies to convert low-energy product ideas into properly engineered commercial solutions

Mentoring and support from other businesses for a start-up company. Sharing if ideas

More joined-up support for start-ups driven by people **who understand business and have actually done it!** – not government agencies

Tailored training programmes for the GCP network to share best practice ideas and strategic direction of the common goal

Create an environment of 'best business practice', including:

- ideas nurturing: build new & extend exiting pier-networks & communities.
- significantly increase availability of finance/(equity) loans, from within the region. Particularly lower end up to 'friends & family' scale as other finance is available above this.

Consideration for '(equity) loans' size-portfolio: £4-9k, 10-17k, 25-50k, 70-150k, £200-300k.

- reduce barriers to starting business for individuals in the region - eg aIDEAS concept described in <http://aideas.org/media#150million>. This concept can generalised for most types of SME businesses:

"...support could promote this inclusion through establishment of a community resource base for peers and mentors, where individuals can gather support,

resources or expertise to develop their ideas and personal competencies, or simply contribute to existing teams, on an ad hoc basis, as their time, interests and other commitments allow. Such an innovation-hub would fuel the technological growth of the region and devise revolutionary solutions to improving many existing products and services, as well as develop many new ones."

- Nurture & build best practice examples of businesses who have transitioned ideas generation through to successful new businesses.

- Showcase examples - ongoing, as part of best practice.

The consequence will be that ideas from within region will grow; and engagement for 'ideas-exits' & new ideas will gravitate to Cambs from Worldwide

1. Bring big companies here to meet our innovators

2. Invest in clean infrastructure to create "pull through"

Ideas: Encourage tourism and visitors to the area

Examples: Regional advertising to promote some of the highlights - market towns, countryside etc.

Coordination: Bring together different town/invest groups

Ideas: Commercialising ideas through AUUE of HEZ innovations, particularly growing clean tech sector

Coordination: Knowledge sharing with other organisations (eg. RCE) on activities undertaken eg. Ipswich Fighting Back Seminar 16/06/09. Please see article in RCE issue 8 newsletter on related subject (www.rce.org.uk/coredocs)

Best practice: Don't forget micro businesses!

Other: Looking outside short term trend/bubble phenomena and identifying/anchoring longer term strategies in sustainable criteria

Ideas: Don't allow businesses to completely 'stick to the knitting'. Now must be the time to invest in risk to enable new ways forward to be nurtured, supported and trialled.

Other: Not sure - we look to you for ideas

Ideas: Look at the EEDA region as a whole to benefit of it

Practical: Make choices and not replicate what is already in the region

Coordination: Combine efforts with Peterborough, Hethel, Renewables East/Orbs

Practical: You need a group which perhaps already exists

Other: We should be organising local services both of start up finance and banking

Ideas: Help develop market towns

Coordination: Close working with Horizons and other organisations

Ideas: Promote local business

Best practice: Drive events to support public procurement opportunities and case studies

Examples: Supply London Programme

Practical: Yes

Examples: Promote them

Practical: Focus on our issues in our land economy not Europe's.

Web-based 'register' of technology companies, delivery engineers potential consumers interested in following through new business ideas once environment is less threatening

Ideas: 'Dealmaker' awards etc, publish successes on website as a feed for good news stories

Ideas: Groups of professionals providing free loss leader advice ie. Bank, solicitor, accountant etc

Coordination: I'll do it!!

Ideas: Speak to more businesses

Ideas: Harness the skills of member businesses to support others in the region needing to adjust to a changing business climate

Best practice: Stimulate more sharing of best practice between successful enterprises in the cleantech sector

Ideas: Old hands to support new business development

Practical: Mentor small businesses to help them thrive

Ideas: "Perhaps" more smaller events based around the region based on local cleantech possibilities PLUS more stringent requirements on new build utilising non- carbon energy

Other: Persuade authorities of all sorts to reduce spending on non-productive activity

Ideas: Put sustainability issues high on the agenda – our well-educated public want better (much better!) public transport infrastructure

Other: Encourage media to be more positive

Ideas: Press ahead with statutory development plans for growth

Shared on website maybe?

Other: Regular press releases highlighting examples

Ideas: preparedness for inflow as well as outflow ideas

Best practice: Cultural ideology 2nd to political

Examples: Human rights v political economy

Practical: Free up exp/imp red tape

Coordination: International trade group development

Ideas: Local loan fund/bank!

Best practice: Developing strong social enterprise sector

Examples: Essex Council

Practical: Rates reduction

Best practice: Share positive stories

Other: Need for funding for start-ups and hi-tech -> pressure on bank required

Ideas: Provide financial support for redundancy skills - updating

Ideas: Make it easier for companies to interact with private inventors

Practical: Simplifying the application process for funding

Ideas: Link local networks, GCP, EEDA, Technology Partnership etc

Best practice: More communication between public and businesses

Examples: Use professional services to spread opportunities for future

Ideas: More in-depth research of companies – know your market better

Best practice: Develop case studies

Practical: Develop membership FAST!

Coordination: On-line networking amongst members

Other: "A Facebook" for member businesses but also encourage public sector members

Ideas: Look at the creative industries

Best practice: Compare to other tech clusters (Barcelona, Helsinki etc)

Practical: Provide more incubator space/support

Other: Good PR for area

Ideas: Cambridge and Oxford colleges should seed fund Oxbridge Boring Bank

Practical: Ask Steve Bowler at Bowler XXXX about his solar panel business experience and difficulties of making solar viable

Ideas: Encourage and support more start-up companies, keep business local and skill swap within business sectors

Ideas: Share ideas

Best practice: Monitor

Coordination: Make sure that business activities benefit the community – not necessarily the case!!

Ideas: GCP should help local businesses build partnerships with businesses outside GCP, eg. India, specifically in renewable energy there are huge opportunities

Practical: Provide capital builders

Ideas: Train people/management for the upturn

Practical: Maximise funding for SMEs

Other: Work more with HEIS to develop business support and start-up training

Ideas: Set up a bank

Coordination: Lobby central government – role of GCP/Horizons merge??

Ideas: Address 'valley of death' problem in biotech companies

Other: chaplaincy at work

Ideas: Start doing business again

Coordination: Network communication of services

Other: A methodology to allow the timing of a need for services and an ability to provide services being syncopated

Ideas: Develop weather the storm – outreach links to businesses

Best practice: Preparing for economic upturn

Other: Putting pressure on banks to lever support

Other: Keep investing in Cambridge brand internationally and lobbying nationally

Best practice: Align democracy and planning by effective lobbying/communication

Ideas: Fuelling innovation by sharing ideas

Examples: Again important to highlight green business opportunities created by recession

Practical: promotion of opportunities

Ideas: Local money for local funding

Practical: Just make it happen

Ideas: Promoting further the idea of buying co-ops formed by business groups across the area

Skills development

Coordinate efforts to increase impact and focus marketing on support available

Networking events and informative sessions

Ideas: Continue with the local banking initiative

Other: Anything that can be done to stimulate the housing market will be key

Ideas: Offer support to small businesses to increase employment

Ideas: Networking public and private sector

Best practice: Regional bank

Best practice: Consolidate and maximise use of resources (financial and human) – funding will be tougher in years to come – but GCP must continue with this essential work

Ideas: Support small business

Practical: Press banks harder to lend

Ideas: promote low carbon/renewables

Other: Increased opportunity for focussed cross-sector thought leadership meetings

Comments

Consideration should be given to adding more existing examples of business success stories - people who have already done/are doing it from within region.

Excellent organisation **BUT**

Too few real companies in private sector (especially "pull through" big companies (as previous) - too heavy public sector feel

Too little promotion of **actual** technologies or companies

No focus on deliverables of the day/next steps (and terrible waste of food "clean" sustainability starts with reduction of waste, wherever it is)

Develop evidence to identify market failures which are affecting the development of clean tech and low carbon businesses

Excellent speakers this year

More links between financing, innovation and adoption of clean technologies:

Welcomed Elizabeth Garnsey's mention of low-tech and sustainable consumption

Good as always

A very helpful and informative conference.

Concerning regional branding, GCP may care to promote itself more through the Regional Promotional Steering Group, Cambridge City Council, East of England Tourism and East of England International are already members.

Good venue and refreshments.

Excellent. This is a formula that works - don't tinker too much! (venue, format etc.)

Perhaps some more international models that we can learn from.

Great conference. Thoroughly enjoyed it - especially the wonderful presentation on St. Edmundsbury!

A more concrete explanation of the cleantech approach of the 3 years strategy

A most interesting conference, beautifully organised

Cultural tourism and sport

Agree with comment about making things more "joined-up" for new start companies.

Availability of funding

1. Nigel ignored me when I put my hand up but I'll forgive him

2. Less area focused promotion -> emphasis on identifying problems and solutions

Mainly public sector in audience. If you want change/improvements speak to more business leaders, they drive your economy

Would have liked more on specifics of developing a cleantech, competitive cluster.

Infrastructure, demonstrations etc. Why it will be competitive – and where it needs to be complementary nationally and internationally

Enjoyed the conference

Would like to see more local manufacturing or similar businesses who demonstrate the cleantech or growth opportunities in this region

Excellent format of conference and selection of speakers. Will certainly look to become more involved in GCP and would welcome any monthly/periodic updates on how GCP is progressing

Good presentations from all speakers. For the future perhaps more reference to local companies and their involvement

All presentations good – enjoyed the local authorities element. Would be good to have local companies saying/presenting Why Cambridge; Why Haverhill; Why Bury St Edmundsbury etc and how did they do it?

Conference is well organised and presented – thank you!

Slightly bigger print on name badges may help

Where was the private sector today?

What was the point of today, and was it achieved?

PS A very good location and venue, and well organised and chaired and run
Felt sustainability should have figured more strongly. Sustainability doesn't come cheap so more effort needed

Good to see such business interest in the issues

Excellent morning and venue

Good presentations and networking opportunities

The GCP should consider the commercial opportunities which the Olympic Games might provide and stand up to LOCOG to make the most of those

Breakout sessions would be good if time/format allow

Very informative update on projects/activities in the region, and the appropriate positive tone – which is fully justified

Another excellent conference. The keynote speaker was very good

Good table of content and speakers

Excellent location; Good speakers; Pity about microphones for Q&A section as couldn't hear a lot of what the panel said

Much better speakers and content than last year!

Sent delegate list out in advance – have a website to let people hook up before – like Destination Growth!

I liked the vision from the other “greater” parts of the region; Overall very good

Look at Jon Moon for presentation on improvement

Very well organised

Excellent structure – concise nature of presentations

High quality speakers

Perhaps better facilitated networking opportunities

Very interesting – what can be done to help?

I am happy to engage with GCP to provide information on these opportunities

Stimulating presentations, good organisation and networking opportunities – one of the more valuable events in the Cambridge Business Calendar

Tourism – Light up the city at night to enhance the architecture, jointly promoting the huge festivals and regional events. A proper marketing strategy and identity.

Work with arts and culture

Well organised – super speakers

Excellent as always

Very useful events covering issues effecting our area

All excellent. Good London Standard speaker

Excellent half day

Good conference

Comments on the ‘Social Mix’ better reflected here

Anything that encourages ‘networking’ on the day itself

Informative thank you!

Very useful day

It could do, next time, with some American experience and attitude

Excellent conference, lots and lots of valuable information to take back

Keep venue same, speakers excellent

The content and delivery of this years conference exceeded last years

Excellent conference some great innovative ideas, FD of Evening Standard excellent speaker

Content was weak – maybe asking speakers to address difficult questions rather than give sales pitches

Elevator pitches should have been 2-3 mins to help them stay focussed

All v good but Anthony Hilton and Matt Meyer extremely good speakers

Very well organised

Excellent presentation

V good as always – content type and range excellent

More central government participation

PR about conference **post** event

Highlight and promote importance of environmental sustainability and GCP

addresses of results env constants eg water resources, water quality, flood risk and green infrastructure

Thank you