

Insight: Convergence – Full Transcript – Tuesday 7th October 2008

- [Aren Grimshaw] 12:20PM** If you have not already done so, please feel free to introduce your business to the room.
- If you would like to talk one to one with another guest please click on their name shown on the right.
- Please be aware that a transcript of today's session will be published on the UKNetWeb blog in the coming days and excerpts may be used in follow up publicity.
- [John Thornton] 12:21PM** You may select a colour for your text. Using the colour picker above the area you type in. This will help everyone to follow conversations.
- [Aren Grimshaw] 12:22PM** We are currently awaiting more guests. The agenda (in case you missed it on log in) is as follows:
- 12.15 - 12.30 Guests Arrive
 - 12.30 - 12.45 Informal Networking and Introduction
 - 12.45 - 13.00 Josie Linton (SWRDA) - Keynote Speech
 - 13.00 - 13.15 Discussion
- [Aren Grimshaw] 12:22PM** I will ask everyone to properly introduce themselves and their businesses after 12.30pm
- [Aren Grimshaw] 12:23PM** Hello Martin
- [James Taljaard] 12:23PM** Hi
- [Martin Crump] 12:23PM** Hi Aren
- [James Taljaard] 12:24PM** I've been having computer problems most of the morning, just in case I disappear.
- [Aren Grimshaw] 12:24PM** Good afternoon Dan.
- [Dan Turner] 12:25PM** Hi Aren thanks for the invite
- [Aren Grimshaw] 12:25PM** Good to see you all here. We will start company and personal intros shortly after 12.30
- [Eddie Gilbert] 12:29PM** Green Living Energy provides Renewable Energy and Conservation advice and services, Heat Pumps, Solar and Underfloor Heating. Design, Repair, Maintenance ,Installation of Low Carbon Footprint and Energy Saving Ventilation, Heating, Cooling ,Hot Water solutions.
- [Aren Grimshaw] 12:29PM** Hello Charla
- [Helen Trudgeon] 12:29PM** Hello all

- [Charla Harris] 12:30PM Hi Aren
- [Aren Grimshaw] 12:30PM Hello Helen
- [Charla Harris] 12:30PM Hello all
- [Michael Cooper] 12:30PM Good Afternoon all,
- [Aren Grimshaw] 12:31PM I make it 12.30 so if you would like to begin posting a short description of yourself and business that would be great.
- [Julian Cowans] 12:31PM Hi, Development Manager at Cornwall Enterprise (CCC), working on the development of Cornwall's digital infrastructure under Convergence.
- [Stan Barlow] 12:32PM Good afternoon everybody my name is Stan Barlow from TEE LTD THE ELECTRICIANS: SAFE PROMPT ,RELIABLE
- [Rob Knuckey] 12:32PM My Name is Rob Knuckey, I work for A4e Pathways, I am an Employment Engagement Consultant helping a disability group back to work and we work closely with Job Centre Plus, we are a government funded organisation, we are in the process of bidding for fND.
- [Helen Trudgeon] 12:32PM Good afternoon, I'm Assistant Inward Investment Manager at Cornwall Pure Business, part of Cornwall Enterprise
- [Aren Grimshaw] 12:33PM I am Aren Grimshaw, Project and Account manager at UKNetWeb. I manage some of our more conceptual projects and look after a lot of the UKNetWeb marketing on a day to day basis. Toby (UKNetWeb MD) is currently on 2 weeks holiday in Spain and Portugal but may join us later in the event.
- [Josie Linton] 12:33PM Josie Linton Innovation and Enterprise Convergence Manager , Stephen Bohane Head of business development both at SWRDA
- [Martin Crump] 12:33PM Hi, Director of Evolution personal and corporate development - helping individuals and organisations realise their potential through strategic planning, workshops, coaching and counselling
- [Nina Matthews] 12:33PM Hi folks, I'm from Enterprise Edge, the business information arm of Cornwall Enterprise.
- [Dan Turner] 12:33PM Hi everyone, I'm Dan Turner and I run RedSugar. I'm a database consultant.
- [John Thornton] 12:33PM Hi, I'm John Thornton, lead technical developer at UKNetWeb. We provide robust and scalable ecommerce and technical web development solutions.
- [Michael Cooper] 12:33PM I see a few names in the listing that I already know, but for those that don't know me... Michael Cooper, Business Development Manager for Richfords Fire and Flood a Damage Restoration Firm based in Camborne but servicing the UK nationally with restoration and building drying resources.

- [Martin Crump] 12:34PM** Hi Mike
- [James Taljaard] 12:34PM** Director Arts & Business South West, we have an office in Truro.
- [Michael Cooper] 12:35PM** Hi Martin.. I trust you are fully recovered from your epic challenge on the three peaks??
- [Eddie Gilbert] 12:35PM** Good afternoon everyone Eddie Gilbert Green Living Energy Helping people save money and the planet with renewable energy solutions for homes ,businesses
- [Aren Grimshaw] 12:37PM** Hello David. Please feel free to introduce yourself and business.
- [David Armstrong] 12:39PM** David Armstrong from Ernst & Young, Chartered Accountants and Business Advisors with a keen interest in helping Cornish businesses access grant funding
- [Aren Grimshaw] 12:39PM** I am still expecting a few more guests. We will begin the keynote presentation at approx. 12.45pm
- [Aren Grimshaw] 12:40PM** Remember you can have private conversations by clicking names in the right hand window.
- [Aren Grimshaw] 12:42PM** Please be aware that a transcript of today's session will be published on the UKNetWeb blog in the coming days and excerpts may be used in follow up publicity.
- [Aren Grimshaw] 12:43PM** The last session transcript and details can be found on the UKNetWeb blog pages
- [Jemima Luckhurst] 12:44PM** Hi , I am Jemima I run Fal River Links and also work with the agricultural sector, I am interested in strategic transport and agri issues.
- [Dan Turner] 12:44PM** Aren is that true for private chats too?
- [Aren Grimshaw] 12:45PM** No, private conversations remain private
- [Aren Grimshaw] 12:45PM** We have a good variety of guests here some different sector and interests
- [Aren Grimshaw] 12:46PM** I would like to take this opportunity to welcome you all to the second UKNetWeb Insight: Session entitled Insight: Convergence.
- [Aren Grimshaw] 12:46PM** In this session we are lucky to have Josie Linton, South West Regional Development Agency (SWRDA), Innovation and Enterprise Convergence Manager.
- [Aren Grimshaw] 12:46PM** Josie will take the keynote speech, endeavouring to explain how Convergence business support will be implemented; with regards to business support the aims of the funding and how it will affect businesses operating within the county
- [Aren Grimshaw] 12:46PM** Please do not message during the presentation as this can make it hard to follow. We will allow some time after the main presentation for you to ask questions.

- [Aren Grimshaw] 12:47PM So without further ado I would like to welcome Josie to the platform for the today's keynote speech...
- [Josie Linton] 12:47PM Hi all - Firstly I should make a point to Jemima that this won't cover Agri unfortunately as that is a different EU fund
- [Josie Linton] 12:47PM Right here goes a section at a time
- [Josie Linton] 12:47PM Context: The Convergence ERDF programme is an economic development programme which will make a number of investments across Cornwall and the Isles of Scilly all of which should facilitate the transformation of the county's economy.
- Given below are a number of indicative investments:
 - Newquay Airport infrastructure
 - Next Generation Access digital infrastructure
 - Investments into Higher Education and interactions with business
 - Workspace developments (including incubation centres)
- [Josie Linton] 12:48PM The remainder of the conference will be focussed on the direct business support investments.
- [Josie Linton] 12:48PM **Some tech-y stuff.**
- The business support investment falls under Priority 2 of the Convergence Operational Programme: Enterprise and Investment. This Priority also covers the development of speculative and bespoke workspace. The stated aim is to restructure the economy to one with a higher proportion of high value added businesses, underpinned by more productive enterprises across the business base.
- This priority has a key role in addressing the low earnings, low skilled nature of the economy. The total investment across the whole priority is €184.515m (75% from Europe and 25% must be found from other public sector)
- [Josie Linton] 12:49PM **Background**
- The Convergence Partnership undertook a pre-commissioning exercise which involved workshops and one-to-ones with businesses and public sector business support deliverers. The discussions were around what business support was needed in Cornwall and the Isles of Scilly.
- The result was the identification of 11 consistent themes of business support requirements. These needs were then mapped against the stated aims of the Convergence Operational Programme.

[Josie Linton] 12:49PM Commissioning approach

Unlike the last European programme (Objective One) which was an open bidding programme, the Partnership decided that this programme should be managed as a commissioning programme with fewer, larger and more strategic investments. Therefore the commissioning teams have worked up business support projects based on the outcomes of the consultations, best practice elsewhere, central government guidelines and the requirements of the Operational Programme.

[Josie Linton] 12:50PM In some cases projects will already have an identified delivery organisation, in others the delivery will be subject to open competition.

[Josie Linton] 12:50PM The projects

1. The partnership has already invested in a more intensive Business Link service which will include more advisors on the ground in Cornwall, IOS, specialist advisors, social enterprise support and a central management information system. This is in part recognition of the fact that Business Link should be the gateway for all other publicly funded businesses support.

[Josie Linton] 12:50PM 2. Additionally the partnership has also invested in an extension to the Envision programme helping businesses to become more resource efficient. This is an area that we will continue to invest in beyond the Envision extension.

[Josie Linton] 12:51PM 3. Internationalisation - this is at development stage utilising existing UKTI delivery mechanisms, enhancing the support available to businesses looking to explore new markets, export overseas and to attract businesses from overseas to invest here. It is anticipated that this will be available to businesses to access early 2009.

[Josie Linton] 12:51PM 4. Mentoring & Coaching - this is also at development stage but the intention is to invest in a world class coaching programme to help businesses to accelerate their growth. The coaches could vary in intensity and duration with an individual business and is designed to be very much led by business demand. We will be launching a call for expressions of interest for delivering this programme next week and it should be available to business to access early 2009.

[Josie Linton] 12:51PM 5. Business collaboration networks - also at development stage this is designed to encourage and facilitate business collaboration to exploit and explore new opportunities. We will be launching a call for expressions of interest for delivering this programme next week and it should be available to business to access early 2009.

[Josie Linton] 12:51PM 6. Business start up: high growth - this will be a tailored, specific support project for particularly dynamic business ideas which have the potential to be fast growing successful business. We will be launching a call for expressions of interest for delivering this programme next week and it should be available to business to access early 2009.

- [Josie Linton] 12:52PM 7. Business start up in underrepresented groups - this will be a project to look at reducing barriers to self employment or business ownership for individuals in deprived areas or underrepresented such as women, disabled, ethnic minorities etc. We will be launching a call for expressions of interest for delivering this programme next week and it should be available to business to access early 2009.
- [Josie Linton] 12:52PM 8. Elsewhere within the Convergence programme the partnership are looking to invest in Next Generation Access, digital infrastructure for the next generation. Once this is in place we will look to invest in a business support project to help business maximise this investment in terms of business processes and efficiencies. This will be available to businesses as soon as the infrastructure is in place to enable it.
- [Josie Linton] 12:52PM **How this affects you?**
- If you are looking to express an interest in delivering any of the open competition projects listed above, you will need to look out for the call for expressions of interest. These will be advertised on the South West Regional Development Agency's website. We will also include information on the Convergence newsletter, press release etc. to drive traffic to the website.
- [Josie Linton] 12:53PM If you are a private sector business interested in accessing the business support -they will be available early next year but in the meantime if you have particular business issues especially around growth contact Business Link.
- [Josie Linton] 12:53PM That was a whistle stop tour happy to take any questions
- [Aren Grimshaw] 12:53PM Thank you Josie. Does anyone have any questions for Josie?
- [Aren Grimshaw] 12:54PM I understand that was quick so you may want to read back through the presentation and then pose questions
- [Josie Linton] 12:54PM Sorry for the speed!
- [Aren Grimshaw] 12:55PM No problems. There are a lot of areas covered and it may take a few moments for everyone to catch up.
- [Helen Trudgeon] 12:55PM How long would you expect the identification and selection of suitable delivery bodies to take, prior to the general availability to businesses in 2009?
- [Josie Linton] 12:56PM This should take around 3-4 months. The private sector are involved in designing projects and selecting delivery organisations
- [Dan Turner] 12:56PM Josie, thanks for the info. I've read a bit and an initial question is how can a small business engage in this?
- [Helen Trudgeon] 12:56PM Thanks Josie

- [Josie Linton] 12:56PM Do you mean delivery or as business support?
- [Josie Linton] 12:57PM Small businesses will be able to access all the support projects - we are taking great care to ensure that mechanisms are in place to allow even micro businesses access to support to grow.
- [Rojer Isaacson] 12:57PM Regarding Collaborative Networks, does this idea include separate businesses working together under one 'umbrella' to supply services that would normally be beyond their individual capabilities... without losing their separate identity?
- [Josie Linton] 12:58PM Rojer - it could well mean this
- [Josie Linton] 12:58PM I can't go into too much detail of the project specs until we have been through the bidding process
- [Rojer Isaacson] 12:58PM Therefore it may not?
- [Josie Linton] 12:59PM The collaborative project will facilitate businesses working together to exploit opportunities that they could not do alone but not necessarily forming a permanent network
- [Dan Turner] 12:59PM Well from my perspective I see a number of businesses that are unable to benefit properly from managing their data. Whether its CRM type data or more specific to their needs. Sometimes they need help to do it themselves. I can provide this help but can I deliver this through a funded project?
- [Josie Linton] 01:00PM The best way to do this is to get on the Business Link supplier matching service - businesses with needs as you described can then be referred to you sometimes with a subsidy
- [Dan Turner] 01:00PM I mean can a small player like ourselves wouldn't look to take ownership of delivering but could provide resource to do so
- [Rojer Isaacson] 01:01PM I'm in total accord with Dan
- [Josie Linton] 01:01PM If this was part of the coaching programme then the coach would need to be aware of your services in order to facilitate the referral
- [Dan Turner] 01:02PM I have worked with a number of other providers (some in the room) and between us helped businesses out. Shooting from the hip, is there room for us to package that support up?
- [Josie Linton] 01:02PM We will publish all the products and who is running them so you can be proactive in making your skills known to them
- [Dan Turner] 01:02PM cover all bases for a business

- [Josie Linton] 01:03PM Previously there has been over 300 different types of business support we are packaging this Convergence portfolio into around 10 so it should be much more joined up
- [Josie Linton] 01:03PM and therefore more accessible and understandable to businesses
- [Dan Turner] 01:03PM Excellent. Thanks Josie
- [Josie Linton] 01:03PM We haven't gone live yet but you can get more info through the <http://www.southwestrda.org> website
- [Dan Turner] 01:04PM I think that has been an issue previously. Identifying which door gets you involved
- [Aren Grimshaw] 01:04PM Are there any more questions for Joise?
- [Josie Linton] 01:04PM The door to get you involved is Business Link
- [Josie Linton] 01:04PM They are the routeway for all publicly funded business support
- [Dan Turner] 01:05PM Ok that makes sense. We have been on the approved list for some time now. I suppose the answer is making the personalities there more aware of our intensions which is different from our profile of 'what we can do for you'
- [Josie Linton] 01:06PM Yes I agree and making yourself known to the deliverers of the projects once they are announced
- [Dan Turner] 01:06PM Excellent. Thanks for that Josie.
- [Jemima Luckhurst] 01:07PM Thanks Josie, I presume we can subscribe to the newsletter via the same website.
- [Josie Linton] 01:07PM No the newsletter subscription is from the Partnership office which is I think <http://www.objectiveone.co.uk> if Aren gives me your email I'll ensure you're on it
- [Stan Barlow] 01:08PM Is there any funding for Green Energy type project?
- [Josie Linton] 01:09PM We have invested in an extension to the Envision project and are now looking at how we support energy efficiency going forward
- [Josie Linton] 01:09PM And our ambition for the programme to be low carbon - one of the big Convergence investments is likely to be wavehub
- [Stan Barlow] 01:09PM Thank you perhaps you can keep us updated?
- [Josie Linton] 01:10PM Updates will also be on the partnership office newsletter.

- [Aren Grimshaw] 01:10PM** How might this affect a private enterprise offering green services or products? Can they get funding to offer services to other businesses?
- [Aren Grimshaw] 01:10PM** Or is that Envision's role?
- [Josie Linton] 01:12PM** Again they need to be on the Business Link supply matching service so that if a business is diagnosed with environmental / energy needs they can be referred maybe with a subsidy to a private sector supplier. Also they could bid to deliver any project though as this is quite specialist it would probably be with another type of organisation.
- [Aren Grimshaw] 01:13PM** Ok, thank you Josie.
- [Dan Turner] 01:14PM** One last from me. Can we gain from this that the projects are larger but there is space for small businesses to be involved both as recipient and in delivering help?
- [Aren Grimshaw] 01:14PM** Last question.
- [Josie Linton] 01:14PM** Yes exactly that!
- [Dan Turner] 01:15PM** ;Excellent! That's cleared it up for me. Thanks Josie
- [Aren Grimshaw] 01:15PM** Thank you all for coming
- [Aren Grimshaw] 01:15PM** Please feel free to hang around and network if you need to speak to anyone.
- [Dan Turner] 01:15PM** Do we have to help with the washing up before we leave?
- [Aren Grimshaw] 01:16PM** No Dan you're OK
- [Aren Grimshaw] 01:16PM** leave that to us
- [Aren Grimshaw] 01:16PM** Have a good rest of the day everyone
- [Aren Grimshaw] 01:16PM** I will publish the transcript in due course
- [Dan Turner] 01:16PM** Thanks Aren it was useful.
- [Aren Grimshaw] 01:17PM** Glad you found it useful.
- [Aren Grimshaw] 01:18PM** If anyone has ideas for the next session please email me
- [Aren Grimshaw] 01:18PM** aren@UKNetWeb.com
- [Josie Linton] 01:21PM** Are there any more questions before Stephen and I sign off?
- [Aren Grimshaw] 01:21PM** Last chance for questions..

- [Aren Grimshaw] 01:23PM** Once again thanks to Josie and Stephen for taking the time to speak. Remember the next CCCI Breakfast will carry more information on Convergence Business Support. details at ccci.org.uk
- [Josie Linton] 01:23PM** Well goodbye from us. Any questions - we'll both be at the October Chamber breakfast so you can store them up for then!
- [Dan Turner] 01:23PM** Thanks Josie
- [Dan Turner] 01:25PM** Thanks again Aren. I am going to dramatically exit stage left. Bye
- [Rojer Isaacson] 01:26PM** Thanks Aren and UKNetWeb