

# ParkLife

Winter 08

4  
phase

## Open for business

Stage One of the Park's exciting new Phase 4 development is now open for business, with the official handover of the buildings from main contractor Morgan Ashurst having taken place in mid October.

The multi-faceted £35m Phase 4 project ensures that the Park, currently the only science park in the South West, continues to play a pivotal role in the economic development of Plymouth and the South West region.

Stage One, costing £11.5m and funded primarily by the South West Regional Development Agency (SWRDA) and EU Objective 2 funding (GOSW), incorporates a state-of-the-art Data Centre, pre-incubation space, Bistro ('ParkCentral'), Travel Hub, including showers, and further lettable space.

Realisation of the Phase 4 project will effectively double the Park's size in terms of occupiable space, providing accommodation for a further 30 companies. In addition to 89,100 square feet of extra space, Phase 4 clients will benefit

from crucial business support incorporating pre-incubation, technology transfer, product design, laboratories and research areas.

Such services bring increased 'added-value' to the range of services already available to Park clients which, in addition to closely mirroring the key sector thrusts of Plymouth's economic development strategy and those of the SW Regional Development Agency, are already reaping the added-value benefits of operating from within a dynamic, interactive and conducive environment.

**"This is an exciting time for us and we are seeing the fruition of a year's hard work,"** said Nigel Halford, Park Chief Executive.



"Plans for Phase 4 are far-reaching and will provide for a 'total business environment' which will see, for the first time, the convergence of science, education and industry on one site. Phase 4 takes us one step closer to realising our aspiration of being acknowledged as 'the' most outstanding science park in the UK."

Ian Thompson, Area Director for Devon and Somerset for the South West RDA, said: "Tamar Science Park has been pivotal

■ Story continued on page 2

### In this issue

**Staff appointments**

Three new staff join us at the Park

**ParkMentor**

For expert business advice

**NOW Awards**

The sweet smell of success

**VIP visit**

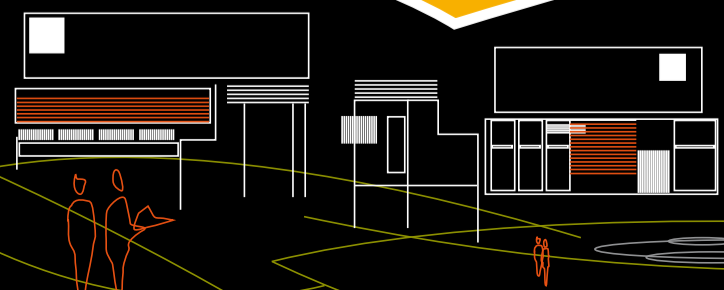
Minister stops by

**Foodbank**

Park sponsors community project



a total  
business environment





# Welcome

Welcome to this Winter edition of Parklife. Handover of Stage 1 of Phase 4 has now taken place. The development has met with all of our expectations and keen interest is being shown by both internal and external clients. The new Bistro ParkCentral, which is centrally located in the Drake building adjacent to the water feature, will be opening its doors for business very soon, so watch out for the marketing information and special offers.

Congratulations to Dr Sam Lavender of Argans who recently scooped the Network of Women Science and Innovation Award and to Richard George and Nikki Sanders who ended their second season in the Honda Powerboat 500 series with a credible fifth place in the league standings.

On a sadder note, I would like to extend heartfelt sympathies to the wife and family of

Mike Gilbert who has sadly passed away. A staunch supporter of TSP, Mike up until very recently was the sector lead for Marine Plymouth.

Finally, a very warm welcome to new client companies, Breathe Business, AAPEC, One2Three Group and South West Care Homes.

Nigel Halford, Park CEO. ■

## 4 phase

# Open for business

■ Continuation from front page



in establishing the Derriford area as a centre of excellence for knowledge-based industries and a great place for innovative businesses to locate and grow. It continues to deliver Plymouth's and the region's ambitious agenda

to develop new and cutting-edge businesses that will provide economic and productivity growth in the future. "We want to see the Park build on that success and that is why we are supporting the latest phase of development as a key element of our work to unlock the business potential of Plymouth and the wider region."

Driven by the Chief Executive's vision to establish a 'classroom without walls', another exciting element of the future Phase 4 development will, it is intended, be the establishment of a Science Education Centre to stimulate and encourage young people to embrace science and technology in its broadest forms.

The University of Plymouth is a key partner with the Park and Vice-Chancellor Professor Wendy Purcell said: "This is an important milestone in the further growth of the Tamar Science Park that provides a vital resource for Plymouth's economy. The new Phase 4 development will increase the opportunities for transforming knowledge into high-value jobs, drawing from the links between education, science and business that will have really positive benefits for our city."

The architect of Phase 4, which reflects contemporary design, flexibility of use and high quality public space, is Lacey Hickey Caley. The project has been managed by Cyril Sweet and site-managed by Morgan Ashurst. The mechanical and engineering contractor was Faber Maunsell, the cost surveyor was Davis Langdon and Jubb Consulting was the civil/structural consultant. ■



## News in brief

### A winning team

Existem Affiliate Management has won the award for the 'Best Affiliate Marketing Agency' at the annual affiliates4u awards, claiming the accolade for the second year running. The awards ceremony took place in London and was attended by a number of the team. Mark Russell, Managing Director, said: "We are really pleased to have won the award for the second year and believe this is due to the hard work we put into managing our clients." Existem Affiliate Management believes in the added-value of affiliate marketing which involves generating sales online through third parties. The company has been established since 2006 and moved to the Park in 2007.

### CEO Forum

Another successful CEO Forum has been hosted by Nigel Halford with client managers. The Forum introduces client companies that would not necessarily meet and aims to encourage new synergies and the sharing of best practice. Sam Gray, of studiospaceone, was a recent attendee and said: "The CEO Forum is a useful event which gives you the opportunity to share any business concerns you may have."

If you are interested in attending a CEO Forum, please contact Thea Reade on 01752 764201 or email: [treade@tamarsciencepark.com](mailto:treade@tamarsciencepark.com).

### Science at work

Park client ARGANS has provided expertise for a maths and science event at Ridgeway School, another example of how the Park is helping youngsters to embrace Science in its broadest forms. Rabiah Nasir-Habeeb from ARGANS, a specialist research company, attended the event to demonstrate how science can be applied in the workplace. Park Chief Executive Nigel Halford sits on the Ridgeway School's advisory group for maths and science.

### Fast Physics

Following the success of last year's 'Fast Physics' workshop, the Park will host the event once more in November. As part of its Physics Forward campaign, the Institute of Physics will again work with Year 11 students and businesses from across Devon and Cornwall as part of its aim to encourage students to actively engage with Science.

### Date for your diary...

The next Client Showcase, with presentations by the Email Protection Agency and ICO3, is planned for 12.30pm on Thursday 4th December.

# Park news:

## 'ParkMentor' at TSP

The last three months have seen the new ParkMentor scheme really take off, with many client businesses taking advantage of the added-value service.

The Park's mentor, successful businessman Simon Chamberlain, has also recently been appointed to the Park's Board. Simon has an impressive business background including the role of Founding Partner of J. Rothschild Assurance, Development Director of Zurich Advice Network, and Founder and CEO of Thinc Group. Following the successful integration of Thinc into AXA, Simon developed a holiday property business and now holds a number of non-executive and advisory positions throughout the South West.

Simon provides Park clients with one day a month of his time for a confidential business discussion. With his strong business background, Simon is well positioned to be able to discuss company growth and exit strategy, company structure, share disorder and fundraising. Two fully booked days of surgeries have already been held and there

are six more sessions planned over the next six months.

Simon said: "I hope we have been able to add real value to the Park's client businesses and, in many cases, challenge and solve many real issues that occur in growing businesses."

Residents of the Park interested in this service should contact Rebecca Tamblin (email: [rtamblin@tamarsciencepark.com](mailto:rtamblin@tamarsciencepark.com)) as places are awarded on a first come, first served basis. ■



## Art at the Park

The striking work of fine art photographer Mark Highton-Ridley has been on show at the Park over the last two months as part of ParkArt – a rolling programme of exhibits by local artists including 'Meet the Artist' events.



Mark says: "I was first taken by the magic of black and white photography and the alchemy of the wet darkroom as a teenager at school. Now, with digital technology, I can achieve the sorts of images I could see in my mind's eye, but that were beyond the reach of chemical-based photography."

More of Mark's fine art photography is on show at [www.highton-ridley.co.uk](http://www.highton-ridley.co.uk).

The next exhibition will feature a wide range of work by Mark, contemporary abstract artist Martin Bush and creative wedding and commercial photographer John Miles. ■

Left: 'Balcony tree shadow' by Mark Highton-Ridley

## Guru's top tips

Park clients have been lucky enough to benefit from some top sales-boosting tips from Sandler Training's MD, Andy McCreddie.

Over a dozen Managing Directors and sales staff from around the Park attended the breakfast meeting (complete with bacon butties and pastries!) to discuss a number of issues and look at ways of overcoming them. One of the issues addressed included winning a new client – from the point of view of the businesses selling and those buying – and this produced some interesting results.

Following the event, Andy commented: "We saw some interesting businesses doing very well but, like many businesses at this time, facing various challenges. Some people were frustrated with putting time and resources into trying to win a new client without

knowing the outcome. Others are just not getting in front of sufficient new opportunities so we had a fun session looking into why issues come up and touched on some alternative approaches on how to fix them."

Stuart Calvert, Managing Director of MGB Signalling, attended the event and said: "Andy's presentation was interesting, informative and stimulating. He challenged the way that people think about the sales process and gave some useful pointers on how people can deal with some of the difficult situations they face when trying to manage that process." ■

## City on the up

City Development Company (CDC) Chief Executive Paul Carroll has unveiled the much awaited CDC Work Plan to a packed audience, including Park CEO Nigel Halford, on Plymouth Hoe.

The CDC's mission is to provide the lead for a step-change in the delivery of Plymouth's economic growth in order to create a place where people choose to live, work, study and play.

In terms of action criteria, the CDC operates within a framework set by the Local Development Framework, the Local Economic Strategy, in which the Park itself features prominently, and the Local Transport Plan.

Long-term goals for the CDC include the creation of 42000 new high-earning jobs; an increase in population by approximately 100,000 and in gva (gross value added) from 90% to 100% of the national average by 2016, as well as development and strengthening of Plymouth's key priority sectors: Marine; Media; Creative; Advanced

Engineering; Tourism; Business and Professional Services.

In respect of functional focus areas, the CDC will lead on Economic Development, Marketing and Promotion, Inward Investment and Global Business Development, plus both leading and providing a supportive role in Physical Regeneration and Tourism/hospitality and major events. Finally, the CDC will also have a supportive role in Skills Enhancement. ■

For further information visit [www.plymouthcdc.org.uk](http://www.plymouthcdc.org.uk)



## New appointments

There have been three new staff appointments at the Park.

Tony Brown has joined as Estates and Premises Manager, bringing to the role his extensive senior project management experience with both Midas and Lovell Partnerships. Secondly, Peter Newcombe is the Park's new Facilities Assistant. Peter brings

to the post considerable experience, having held a number of operational positions at British Telecom. Finally, Hailey Cattle joins as the Park's Business Development Manager, having previously worked as a Business Advisor for Business Link. ■



L-R Tony Brown, Peter Newcombe, Hailey Cattle

## New directors

Charles Tharthong, Chairman and MD of Jubb Consulting, and Simon Chamberlain, ParkMentor and Principal of management consultancy Succession Consulting, have joined the TSP Board of Directors.

Both successful businessmen, they bring a wealth of experience to the Park. Charles (pictured right), who has led a wide range of regeneration and landmark leisure projects such as the National Marine Aquarium, is also Chairman and Executive Director of Tipner Regeneration Company Limited and recently accepted an invitation from Plymouth City Council to join the Wealthy Theme Group of the Local Strategic Partnership alongside Park Chief Executive Nigel Halford. ■



A leading light both for the community  
established at the Park and wherever its influence extends

# Community



## The sweet smell of success

Dr Sam Lavender, director of Park-based scientific research company ARGANS, was presented with the prize for Science, Technology and Innovation at the annual Women of Achievement Awards.

The Tamar Science Park-sponsored award was presented to Sam by Park CEO Nigel Halford. The event, which recognises the tremendous success of women in Plymouth, is now in its eighth year and took place in September.

Sam has been an earth observation expert for 15 years and is involved in both the UK and international research community. ARGANS (Applied Research in Geomatics, Atmosphere, Nature and Space) has won funding from the European Space Agency (ESA) to research evaluation of new 'ocean colour' products alongside current projects.

In second place was Karena Pring, Chief Executive of the Park-based Diving Diseases Research Centre (DDRC). ■



## A Ministerial visit

The Park welcomed Yvette Cooper MP, Chief Secretary to the Treasury, in October as part of her whistle-stop tour of the leading organisations in Plymouth.

Park CEO Nigel Halford briefed Ms Cooper on the role of the Park in developing the knowledge-based economy and supporting development of medical and other primary sectors.

Ms Cooper also visited the Royal William Yard, for a meeting with the City Development Company, the University of Plymouth, and Devonport Naval Base. ■

L-R Yvette Cooper MP with Park CEO Nigel Halford and Plymouth MP Linda Gilroy.



## Park sponsors Foodbank

The Park has given back to the community by sponsoring the Plymouth Foodbank, which aims to feed the hundreds of people who are thought to be going hungry across the city every year.

Thanks to the Park sponsorship, the Foodbank is now a member of the national network of Foodbanks and city volunteers are on hand to provide information and advice.

Park CEO Nigel Halford sits as a member of the Steering Group of Oasis Café in Union Street, which runs the Foodbank project. ■

## Measuring the economic fallout

**The spate of rescue packages announced in Britain and many other countries has finally brought a modicum of stability to the banking system. Attention has now turned to gauging the fallout on the real economy of spending, growth, and jobs.**

As it turned out, the British economy was already shrinking before September's crisis struck. The preliminary estimate of economic growth in the third quarter showed a decline in Gross Domestic Product (GDP) of 0.5%. This was the first contraction in 16 years, and the largest since the recession of the early 1980s. The events of the past two months will only make matters worse, at least in the short term.

Amid the gloom, however, there is an important silver lining. Since the summer the price of crude oil has more than halved, adding weight to the view that inflation is now yesterday's story. In the light of this, the way is open for a series of aggressive interest rate cuts by the Bank of England, with Bank Rate expected to be at 2% by the second quarter of 2009.

In any case, it isn't just monetary policy that will be deployed. Over and above the assistance to the banking sector, the Government has made it plain that it intends to provide a fiscal boost to help the economy through the recession.

## Park Profile: Ian Pearce | Finance Manager



### What does your role at Tamar Science Park involve?

I oversee the management of the Park's finances dealing with its monthly accounts, budgets, grants and cash management.

### What is the most interesting part of your job?

The completion of the first stage of Phase 4 has made this an exciting time to join the team. I have enjoyed meeting new people and learning about what the various companies on the Park are involved with.

### What is the most challenging part of your day?

Making the tea for the finance team.

### Tell us something we don't already know about you.

Outside of work my friends and family call me Tom - it's a name I acquired at primary school.

### Where would you like to see yourself in five years?

Sitting in a café on an Italian hillside with a glass of Prosecco.

### If you could meet anyone, who would it be?

Forever changing, but at this moment in time it would be Anna Netrebko, the soprano, or Nicolas Sarkozy.