



Liverpool Science Park Newsletter Issue one: spring 2008



Professor Michael Brown CBE DL

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Welcome: by Dr Sarah Tasker, CEO

Welcome to the first edition of Liverpool Science Park's biannual newsletter. Since our opening in January 2006 we have experienced rapid success - exceeding our hopes for the first two years. We are delighted to have 26 exciting companies already finding a home in our innovation centre facility, ic1. With the development of our second facility (ic2) underway, we will be seeking to extend the Science Park's offer to target larger companies as well as start-ups and spin-outs. More about this later in the newsletter.

The remit of Liverpool Science Park is to serve and develop Liverpool's knowledge economy, and our newsletter reflects a range of related issues. We meet with Professor Michael Brown to ask him why John Moores University is partnering with the Science Park and what his plans are for the future. Also, look out for company profiles on tenants FlaminDelux and Shipley Solicitors.

I hope that you will enjoy this first edition of the Newsletter. For more information about us please go to www.liverpoolsciencepark.co.uk



ic2: new green facility

Liverpool Science Park is expanding; its second state-of-the-art facility (ic2) is now under construction and will open its doors early in 2009. Situated in the striking environs of Liverpool's Metropolitan Cathedral, ic2 will provide 40,000 sq ft of highly specified flexible office and laboratory accommodation.

True to its hi-tech vision, ic2 has been designed to exacting environmental standards and will generate 10% of its energy requirements through a ground source heat pump. The facility will also have an excellent environmental rating performance under BREEAM. For further information contact Chloë Harding on 0151 705 3400 or Chloe.Harding@liverpoolsciencepark.co.uk

Tenant profile: FlaminDelux

Soon after the opening of Liverpool Science Park, Phil Matthews moved in his company FlaminDelux, bringing with him a very intriguing bag of hi-tech tricks, with a Fine Art degree from Newcastle University and experience working for the BBC and Liverpool design company Splinter.

Matthews set up his own company in response to a specific need in the intelligent multimedia programming market.

In his work with the BBC covering game development and providing an ideas factory for anything from pictures to game show concept, Matthews saw that multimedia education programming was five years behind what was happening in the games sector. Combining his abilities in design and technology with imagination and humour, Matthews created new educational games for the BBC such as its popular 'Denise Lewis Heptathlon'.

Now, with the freedom to put his talents to projects that best use his skills, Matthews has worked with Merseyside Disability Forum, Merseyside Police, developed a green screen 'Videoke' for an events company and, most recently, collaborated with the director of the Shankly Show, a play about the much loved football legend Bill Shankly.

With all clients, whether it is the need for visual communication, interactive learning or just plain fun, FlaminDelux has imagined a solution and delivered a programme tailored specifically to their needs. The results have been outstanding, particularly in the case of the 'Videoke', which is now being requested by theme parks across the world!

To experience some of the work of the talented Mr Matthews go to:
www.footballinglegends.com





What can an innovation centre do for you?

By: Dr Sarah Tasker

Starting up a business is an exhilarating and exhausting process. Getting your fledgling idea into the commercial market can be a thrill, but administrative and operational challenges are ever-looming and can gobble up resources better spent in the development and growth of your business.

With growing recognition of the value of micro and start-up businesses, and in response to their specific problems, innovation centres and business incubators were conceived as places where you can focus on getting your company off the ground - places with affordable rent where help, business advice and social networks are provided on-site.

Numbering over 2,500 worldwide, innovation centres and business incubators are a proven concept. Research by the National Business Incubation Association (NBIA) says that more than 87% of companies are still in business five years after moving on. However, innovation centres are not a panacea for every fledgling company; more often they are what you make of them. Understanding what's on offer and how you fit in will increase your chances of success.



How to choose:

The goal of innovation centres and business incubators is to help your company successfully graduate to full commercial independence. However, their objectives, operations and quality vary widely, according to the focus of the management team and the market they are targeting. Some centres are commercially driven; others have a more ideological stance in terms of promoting innovation. Many now focus on particular single sectors, such as biotechnology.

Because of their differing objectives it is not unusual for innovation centres or incubators to assess your business to determine whether it fits their entry criteria or particular philosophy. Liverpool Science Park for example has a 'gateway policy' to ensure the integrity of its knowledge focus. When considering an innovation centre, you should be ready to articulate your business' goals and vision and to demonstrate how you 'fit'. Just as important, however, is what the incubator is offering you.

Questions to consider:

Value versus Cost: Not all innovation centres and incubators offer the lowest rent on the market, but added services and flexibility on leases and rents may provide additional value not achievable in the commercial lettings market. However, make sure that any 'business support' charged as part of the package is relevant to your company, and always negotiate the deal that suits you best.

Additional Services: A comprehensive list of services and amenities should be made available; if they don't provide the services that you need then ask.

Other Tenants and Business Networks: Innovation centres and incubators should provide a community of interest and run events to enable you to find like-minded companies important to you and your work colleagues.

Understanding the Rules: Find out about the innovation centre's policies and procedures before you commit. Some provide more flexibility in terms of rents and leases than others; some have limits to how long a company can rent space. Others don't allow companies above or below a certain size.

Moving On: Although you might be in start-up phase you should expect your company to grow and so should they. Find out what support you can expect when the time comes to take the crucial step of moving from the innovation centre into your own independent premises.

Conclusion:

Entrepreneurs and innovators starting new businesses are faced with a raft of challenges. The challenges of business development and administration cannot be taken away by innovation centres and incubators, but the best ones can, and should, lighten the load.

Professor Michael Brown CBE DL



Earlier this month we met up with Professor Michael Brown CBE DL, Vice Chancellor of Liverpool John Moores University and Chairman of the Science Park.

As Chairman of the Science Park Board, we asked Professor Brown for his views on the Science Park, the role of the universities and how Liverpool is emerging as a knowledge economy.

As an important partner and champion of Liverpool Science Park, what would you define as John Moores University's role in the development of the Park?

I can't see a Science Park ever working in isolation; there needs to be a flow right through from supplier to customer. There is a process of development, which made it critical for Liverpool right from the start to have buy-in from all necessary partners, not only from the universities but also the City Council, North West Regional Development Agency, the Government Office for the North West, and other key stakeholders such as Liverpool Vision and The Mersey Partnership. Happily that support has been given and we are now in the position of reaching many of our aims first conceived over seven years ago.

Through your experience and research into business incubators across the world, what do you believe is the key purpose of LSP's Innovation Centre?

The purposes of a university are to teach, to research and then to transfer knowledge to the outside world. An innovation centre is designed to capture and harness the learning and research that comes out of a university and to grow businesses based on knowledge gained through learning and research.

These businesses take that knowledge into the marketplace, adding value to the sector in which they work, along with providing employment and bringing income into the region.

How do you believe the development of the Science Park will impact the region?

A successful Science Park creates conditions for companies to start, grow and prosper, providing the city with strong businesses which feed back into the economy of the region. I feel very confident that the team who are leading Liverpool Science Park, with their incredibly positive experience of Cambridge Science Park, will create these conditions and see many companies come right through the incubation process.

What companies at Liverpool Science Park particularly interest you?

Of the current tenants, I am especially proud of Mando Group as they epitomise what we are aiming for, graduates of our university setting up a company that has been dreamed up from the knowledge and confidence they have gained whilst studying for their degree. They are now investing back into the university and the city which is, of course, our hope for every company that goes into the Innovation Centre. I'm also very interested in the work of Nano Imaging, Neat 3D and Playbox - fantastic examples of knowledge being transferred into the commercial market.

Since coming to Liverpool and taking up your role at JMU, what do you believe are the significant achievements of the university?

I think what has been wonderful to see is how the university has transformed culturally; we are now working to a clear plan to create a unique university and have achieved all goals to date. Some clear achievements for the university in the last seven years are: becoming the only university in the UK that has successfully used the European Foundation for Quality Management (EFQM) Excellence Model as its management framework; already achieving the Investors in Excellence standard; as well as winning the Queen's Anniversary Award for Higher and Further Education.

John Moores University reached the top 1% of institutions in the field of space science research earlier this year. What new ambitions in the area of science and technology does the university have?

The quality of the research papers published by John Moores University is well recognised across the globe and we will continue developing and advancing in research, certainly in the areas we are already strong in - sport science, engineering, astrophysics, health research and IT. Added to this, in 2008 we will launch our new Screen Academy alongside our new Art & Design Academy, further exciting progress against plan.



Name your top five things about Liverpool:

- The people
- The people
- The Superlambanana
- The theatres
- The waterfront

Tenant profile: Shipley Solicitors

On the face of it, Shipley Solicitors is one of the more curious inhabitants of Liverpool Science Park. Curious that is, unless you own a business affected by intellectual property (IP) and information technology laws, then the presence of Shipley makes absolute sense.

The boutique practice specialises in the protection and commercialisation of trademarks, patents, design rights, know-how and copyright, and in this day and age barely an organisation exists that does not need expert advice on IP issues.

Managing Director Mark Shipley amassed a wealth of knowledge from years working at large law firms in Liverpool, Manchester and in the South and returned home to offer his expertise to the city's business community. From the beginning, Mark took a less traditional approach to client relationships, preferring to view clients as partners and his role as business advisor. He said:

“One of the unique parts of what we offer is that we are business advisors as well as IP specialists. It's not enough to talk to our clients about the intricacies of IP law, we have to understand their industries and challenges and know what makes them tick too.

Intellectual property rights are those lesser-known business, financial or competitive assets that are in an increasingly converging marketplace and must be protected and maximised. Whether it's protecting against copyright infringement or negotiating the distribution terms of a product, we are invariably supporting our clients on sensitive issues that could make the difference between business success and failure.”

Being located in the Science Park certainly works well for Shipley Solicitors' seven-strong team and already they've shared their IP expertise with neighbours Rippleffect, GVC and Playbox. Well placed to capitalise on the city's innovation, it seems Shipley is the must-have professional neighbour.

shipley solicitors

protecting & empowering
your business

For more information on
how IP affects your
business, call Mark on:
0151 705 3440

Liverpool Science Park partners:



The City of Liverpool

Liverpool Science Park is supported by:



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Liverpool Science Park conference facilities

“The purpose of our first visit to Liverpool Science Park was to hold a launch event for Merseyside Innovation Awards.

We were impressed with the open space available and the attitude of the staff, who were always helpful and willing to accommodate any requests we made...”

Brian McCann - Vanguard Corporate Finance

Liverpool Science Park’s architecturally designed Innovation Centre has a stunning location at the foot of Liverpool’s world-famous Catholic Cathedral. In the heart of the city centre, the Science Park is ideally placed for conferences, board meetings, networking events or informal gatherings.

“We were delighted with the event management service at LSP that ensured our event ran smoothly. The venue is superb and suited our requirements perfectly. We would not hesitate to recommend LSP to others for events.”

Pamela Carroll - Liverpool Vision
(Knowledge Quarter launch)



Facilities and amenities include:

- Capacity for up to 200 people in modern, light conference rooms
- Boardrooms
- Break-out meeting rooms
- Wide range of catering, audio visual and furniture hire contacts
- Friendly and professional in-house team

Details of rates, menus and equipment are all available on request.

For further information or a tour of the building, please contact:
Primrose Carney on 0151 705 3400 or email
Primrose.Carney@liverpoolsciencepark.co.uk

For a virtual tour of the facilities please visit the LSP website:
www.liverpoolsciencepark.co.uk