

No.1/Aug '11

**MEDIA  
PLANET**

# SCIENCE PARK INNOVATIONS

A  
SPECIAL

**REPORT**  
ON THE REWARDS  
AND BENEFITS

Change the way  
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Creating the right  
environment for  
your company

See the benefits  
Taking advantage  
of the variety  
of services  
available, as well  
as the networking  
opportunities

Clean technology  
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## BUILDING A SMART FUTURE

**Looking ahead:** Gaining a sense of community within the workplace

PHOTO: BIRMINGHAM SCIENCE PARK ASTON (FUTURE DESIGN)



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## CHALLENGES

The United Kingdom Science Park Association (UKSPA) plans and develops the science, technology and innovation parks. It believes they are essential to support and develop innovative, high-growth, knowledge-based companies

# Supporting innovation in the growing economy

Members of UKSPA have been in the business of creating the right environments to support the creation and growth of technology-based businesses for more than 25 years. The origins of UKSPA date back to the early 1980s, when a number of universities in the UK recognised that the era of the knowledge-based business had arrived, and brought their experience so that they could guide others pursuing similar interests.

Over the last two decades, the emergence and growth of science parks throughout the UK has helped create many thousands of scientific, technical knowledge-based businesses. These companies locate in a science park (or innovation centre) to take advantage of a variety of services ranging from financial advice through to marketing support.

The advantages gained from location on a science park are manifold and include a focus for entrepreneurial talent and support for high-tech, high-growth potential companies with specialist offices, including research and development space and laboratories. The link between business and universities is also attractive, as is support in gaining access to finance.

## Supporting new companies

1 Our member parks are actively engaged in business incubation, providing space for specialist groups of large companies that want to work with the UK's research base and helping technology companies develop using the UK's immense skills in science and technology. Our members are helping to build the UK's corporate tax base by supporting the formation and growth of new generations of technology-based firms.

Science and technology parks are uniquely placed to help the



**Paul Wright**  
Chief executive  
UK Science Park Association

coalition government exploit science and technology through commercialisation. Science and technology parks perform a key function acting as an interface between business and centres of knowledge such as universities, government-funded laboratories, hospitals and, in some instances, corporate laboratories, with the purpose of helping to commercialise ideas that arise from the UK's research base.

## Creating prosperity

2 Science parks and technology-based incubators are critical

ingredients for a successful knowledge-based economy which, in turn, is crucial for the current UK economy. Evidence of this was recently provided by the influential think tank The Work Foundation whose report *A Plan for Growth in the Knowledge Economy* concluded that only the knowledge economy "can provide the jobs and balanced growth needed to secure the UK's future prosperity" with evidence that shows that the knowledge economy has contributed 66 per cent of all economic growth since 1970 and 7.3 million new jobs since 1978, more than making up for the decline in manufacturing employment.

They will continue to play a crucial part in the future growth of the UK economy by providing sustainable environments that encourage entrepreneurial enterprises that contribute to local and national economic development.



WE RECOMMEND



**Alec Hamlin**  
Development manager  
Blueprint

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'Science parks need to take a lead by showing what's possible with green technology'

**MEDIA  
PLANET**

We make our readers succeed!

SCIENCE PARK INNOVATIONS  
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► **Dynamic COLLABORATION**

► **Preferred LOCATION**

► **Inspired INNOVATION**

► **Flourishing COMMUNITY**

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NEWS

# THE BENEFITS OF NETWORKING AND ADVICE

**Question:** What do companies get from being located on a science park or incubator?

**Answer:** A lot more than a good deal on rent. Being part of a developing cluster can provide many advantages

A lasting benefit of locating within a science park or incubator has always been competitive, flexible office space agreements. However, with the downturn making affordable office space more common, the networking and community benefits of science park life are being brought into sharper focus.

Graham Hewson, manager of the Imperial College Incubator, points out there are also day-to-day management benefits of being located in an incubator or science park, which will always have an expert on hand to answer tenants' queries.

"Companies can rest reassured they're not on their own and they can ask the person running their incubator or science park for

expert suggestions," he says. "We're often asked for advice on marketing and PR companies, bookkeepers and accountants and so we can pass on details of the people we've worked with well before. Young companies are given more time to concentrate on getting going and becoming successful rather than worrying about unblocking the loo or getting the broadband up and running again."

### Sense of community

In addition to getting help in the details of day-to-day management of a business, being part of an incubator or science park comes with a very obvious benefit that companies are suddenly part of a network of like-minded professionals.



Imperial College incubator

"If you were in an office block on your own, you'd miss out on all the networking opportunities of an incubator or science park," he says.

"Companies obviously keep their intellectual property close to their chest but there's a lot of sharing knowledge. A lot of parks and incubators arrange speeches from experts and themed discussion evenings which is great for aiding knowledge transfer."

Part of being involved in a community of similar businesses are the possibilities to share bulk orders on expensive equipment as well as everyday office items, which Hewson believes saves young companies a small fortune every year.

Raising revenue can also be made easier by fellow entrepreneurs passing on tips on how they overcame financing issues and offering introductions to investors who keep an eye on the science sector.

SEAN HARGRAVE

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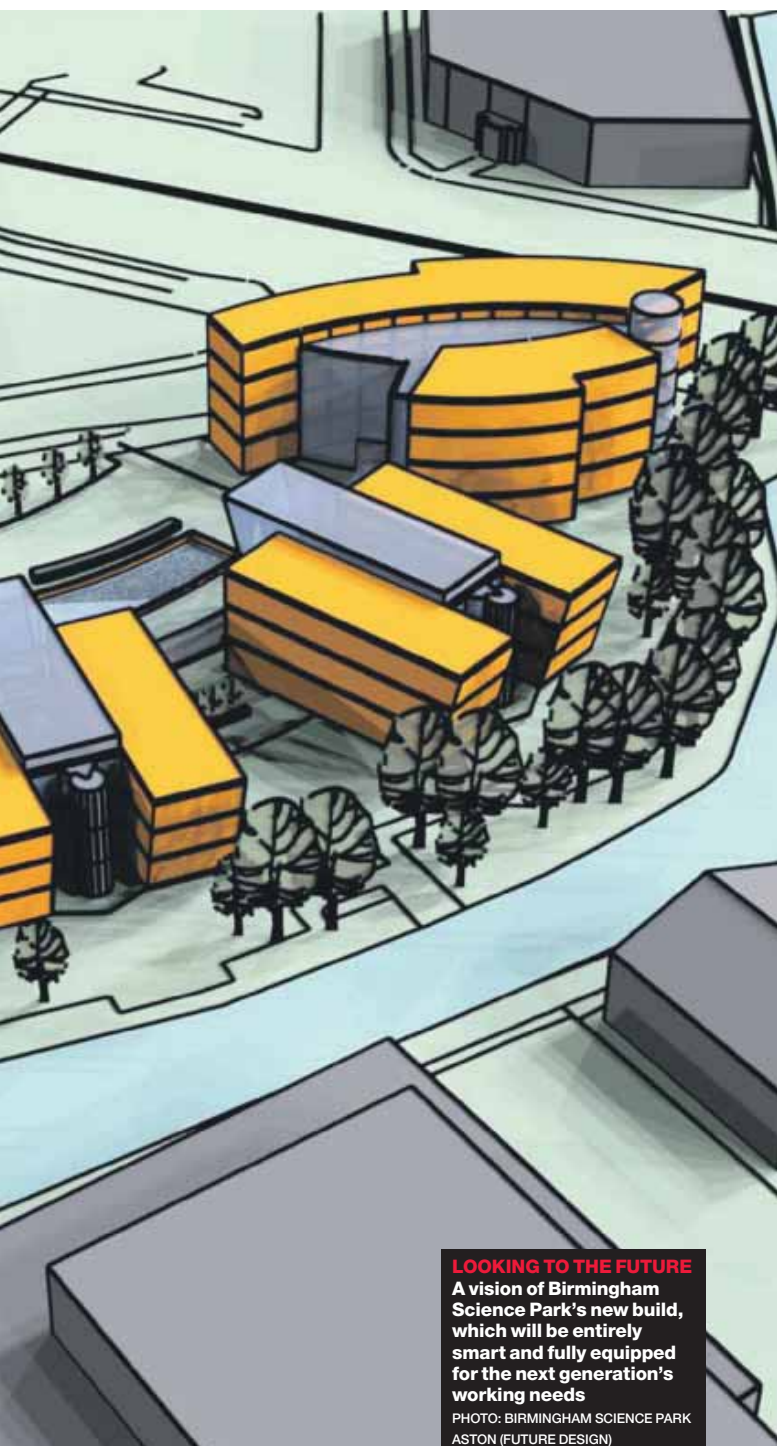
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**LOOKING TO THE FUTURE**  
A vision of Birmingham Science Park's new build, which will be entirely smart and fully equipped for the next generation's working needs  
PHOTO: BIRMINGHAM SCIENCE PARK ASTON (FUTURE DESIGN)

# Smarter science emerging from cleaner technology

**Science parks are not only set to remain at the cutting edge of science and technology breakthroughs in the UK, they are also going to play a major role in demonstrating how development can be sustainable and environmentally friendly.**

At the Nottingham Science Park a new 12-acre extension is demonstrating how success can soon follow when sustainability is the central focus of a new development. Alec Hamlin, development manager for Blueprint, which is building and operating the new site, claims occupancy levels will soon hit 90 per cent of the space so far available.

The new 12-acre site is adjacent to the existing science park, as well as the University of Nottingham. At one end there is a nature reserve and at the other a brook which are linked through a green passageway, which people walk above on decking designed as lily pads.



**Alec Hamlin**  
Development manager, Blueprint

The main building, which houses a clean technology cluster, has been designed to consume as little energy as possible.

"We have one of the first buildings in the area to get an 'A' energy performance certificate," says Hamlin.

"We think that science parks need to take a lead by showing what's possible with green technology which, in turn, can also be very appealing in attracting clean technology companies.

"To reduce heating and cooling we have a biomass boiler which can burn either wooden pellets or chippings. Although we're burning wood, the amount of carbon released is less than the amount the tree has soaked up while growing, so it's sustainable. We've also got a photovoltaic solar array on the roof which contributes to some of the electricity used in the building.

"For cooling we have natural ventilation as well as a system which uses water vapour to cool hot air leaving the building. On its way out, it goes through a heat exchange system which cools down the air coming in, which is hugely more energy efficient than using refrigeration systems for air conditioning."

SEAN HARGRAVE  
info.uk@mediaplanet.com



## QUESTION & ANSWER



**Greg Russell**  
Media coordinator  
Edinburgh Science Triangle

### ■ What advantages do science parks offer companies?

! Unlike traditional landlords, park managers operate in partnership with tenants providing assistance and support. Technology and bioscience incubators offer an environment where businesses can thrive. Set-up and running costs are predictable and generally lower than they would be outside of this environment.

### ■ What economic impact do science parks make?

! A recent report from the Mobius Life Science Fund highlighted that companies based in a bioincubator are almost twice as likely as those outside to have obtained investment and the amount invested was almost double that of non-incubator businesses.

Another report from Midlothian Council showed that the science parks and institutions forming the 'Midlothian Cluster' generated around £115 million for the local economy.

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Blueprint, the developer behind No.1 Nottingham Science Park, is just one of the growing number who has seen the benefit of installing solar PV panels. 'It's been a pleasure to work with EvoEnergy. They answered any questions or queries I had throughout the project quickly and comprehensively and proved to be extremely efficient PV providers. I am very happy with the results.'

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## NEWS



**MAKING IT WORK**  
**1. A testing laboratory at The Wilton Centre**  
**2. A modern design of Stevenage Science Park**  
**3. Bristol and Bath Science Park**

PHOTOS PROVIDED BY UKSPA AND BRISTOL AND BATH SCIENCE PARK

# Science parks boost local and national economies

**Question:** What advantages beyond networking and open innovation can science parks offer to businesses?

**Answer:** They are centres of job creation and innovation which are essential in the age of the knowledge economy

## SHOWCASE

As the UK begins to pull out of a recession brought about by the global financial crisis, it is clear that a decreased reliance on financial services will mean science and innovation will be at the heart of the new knowledge economy.

This will put science parks at the forefront of a drive to create jobs and opportunities in clusters that will create tens of thousands of jobs. The good news for those without a science degree is that many of these jobs will not be based in life sciences, explains Martino Picardo, CEO of Stevenage Bioscience Catalyst.

The project is a new type of incubator and accelerator park due to be launched in January. It will be located next to pharmaceutical giant GSK in Stevenage and has ambitions to develop into a full



‘At a science park or incubator people know one another, they talk about what they’re doing and the ideas they have’

**Martino Picardo**  
 CEO, Stevenage Bioscience Catalyst

science park in the future.

“In most science parks you find that roughly a third of the jobs created are not in the sciences” he says. “These tend to be the administration staff, security guards and people working for accountancy, PR and marketing firms. There

## FACTS

■ **UKSPA has** nearly 70 operational science parks with nearly 2 million m<sup>2</sup> of property space.

■ **More than** 3,000 companies are located in these science parks, providing nearly 70,000 jobs.

■ **The start-up** nature means two in three of the companies in science parks occupy up to 150m<sup>2</sup>.

■ **Companies tend** to be small. Half employ one to five people and a further

are also, of course, all the jobs that a science park helps to create in its supply chain to consider.”

## Recruitment drive

The obvious additional benefit of a science park or incubator is that companies, or rather the entrepreneurs

quarter have between six to 25 employees. There are some multinationals – one per cent of science park companies employ more than 300 staff.

■ **The two largest** industries from which science park companies are drawn are computing and telecoms and bio-related fields. These account for a third and a quarter of companies respectively.

SOURCE: FACTS PROVIDED BY UKSPA

behind them, are able to network with one another. With a high concentration of skilled staff on the same site, scaling up is made much easier. At the same time, scaling down can also be less harmful on the local economy, Picardo has found.

“If you were in a city centre in an office on your own you’d find it difficult to find the people with the skills and interests needed to take a company forward,” he says.

“At a science park or incubator people know one another, they talk about what they’re doing and the ideas they have. It means companies know where to look for people and the brightest talent will come knocking on their doors regularly because of the halo effect of being on a science park.

“I’ve also seen the other side where companies have failed right at the last hurdle, with phase three trials, and within a few weeks all the staff have managed to find other jobs within the same science park.”

SEAN HARGRAVE

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## QUESTION & ANSWER



**Georg Toufar**  
 Director of sales and marketing  
 Mundipharma

■ **What is the main benefit of being located on a science park?**

By far the biggest benefit for us is talent. The beauty of a science park is there are already a lot of top people in the area and people are willing to relocate to the cluster because it’s great for their careers. If you’re a pharmaceutical company located in the middle of nowhere I think you’d struggle to attract the people to help your company grow. We’re lucky being in Cambridge because it’s probably the best-respected cluster in Europe, alongside, perhaps, Basel in Switzerland.



**David Hardman**,  
 CEO,  
 Birmingham  
 Science Park Aston

■ **What economic contribution are science parks making?**

Science parks should be viewed as critical to a knowledge-based economic recovery for the UK as they are the natural home for technology-based businesses.

By bringing together talent, expertise, experiences and funding successful science parks create sustainable wealth and promote economic growth.

■ **What location advice would you offer a start-up?**

Don’t locate your new business in a barren landscape. Establishing a new tech-venture is fraught with challenges. By locating on a science park, innovators and entrepreneurs can manage such risk more effectively and they are more likely to deliver their commercial aspirations.

# The Value of Difference

## Pharma Finds The Final Frontier

**S**et in the green and spacious surrounds of Cambridge Science Park, Mundipharma International provides marketing and commercial support and expertise to a wide network of European associated companies that specialise in analgesics, oncology, respiratory and rheumatoid arthritis.

The company attracts the best talent in the industry with a unique business proposition, which it calls Pharma sans frontiers. Bypassing traditional structures and processes associated with the industry, employees are given the flexibility and freedom to define their own roles and career success. This entrepreneurial freedom ensures that the business is responsive to opportunities to grow and remains at the forefront of challenging industry conventions and delivering innovative solutions across its business lines.



Employees flourish within this dynamic environment, and routinely translate the entrepreneurial spirit that it fosters into challenging all aspects of the business. Mundipharma's strength is in its associate network, which collaborates sans frontiers within a global entrepreneurial culture that defines its shared growth potential. As a result of this, many of Mundipharma International's associates are bucking the industry trend and outgrowing their peers across Europe.

The company's location in Cambridge Science Park provides a critical competitive advantage. For more than 40 years, the science park has been a cradle of leadership and innovation and is currently Europe's largest centre for commercial research and development. Mundipharma sits in the very centre of this innovative heartland, with state-of-the-art open-plan offices and glass walls that creates a working environment sans frontiers that reflects the company's approach to business.

## Case Study



Director European Marketing & Sales  
Georg Toufar.

“The dynamic environment nurtured by Mundipharma International provides an irresistible challenge for potential recruits, who recognise the opportunities that working for an international pharma hub can have, but with all the added benefits of facilities and connections that a leading science park location has. The park is just outside of Cambridge centre, where I relocated to start working

at Mundipharma International in 2008. The university makes the city a vibrant, cosmopolitan and intellectually stimulating place to live, as well as a great diving board from which to jump into London or the continent to do business but also see friends, family and colleagues. Just like Mundipharma, Cambridge is a city with no barriers – just opportunities. All this combined with Mundipharma International's innovative approach to flexible, self-defined career paths and bringing out the best in its employees, it forms one of the most desirable packages in the industry.”



## Cutting-Edge And Well Connected

Cambridge is a famously beautiful medieval city with quick and easy access to the rest of the UK and Europe. Located 45 minutes from central London and key transport hubs including Stanstead and London City Airports and the Eurostar service at St Pancras, Mundipharma has the space to grow its business and people as well as communications and transport to co-ordinate and support their associates across Europe. All employees are fully equipped for remote working and a flexible approach to working life that enables them to be on the ground in-market at a moment's notice.

Cambridge has a rich heritage of pharmaceutical innovation, with a global reputation as a leading science hub. It is also a vibrant place to live, with a diverse artistic and cultural scene and a wide range of shops, restaurants and bars, making it an enjoyable and easy transition for many employees who choose to relocate to the area and often from more remote locations.

For more information about Mundipharma International Limited and career opportunities in the company, please contact Georg Toufar through executive search company Odgers Berndtson. [nathaniel.hook@odgersberndtson.co.uk](mailto:nathaniel.hook@odgersberndtson.co.uk)



# Looking for the cutting edge? Look no further.

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