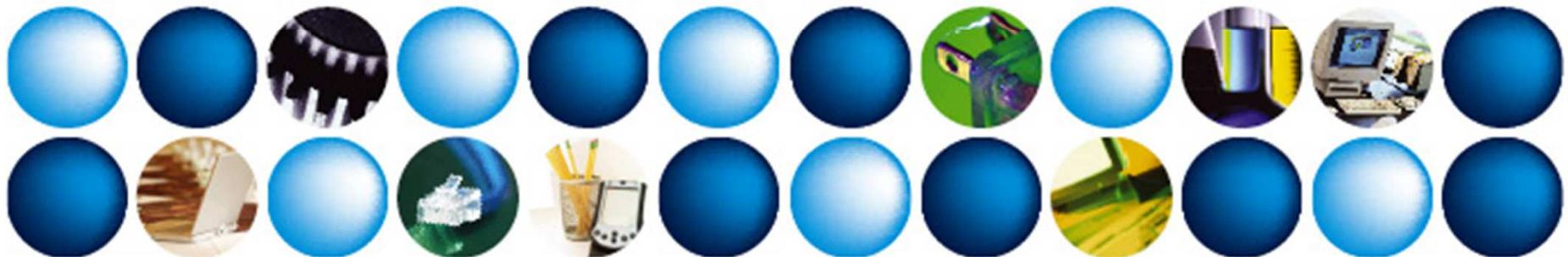




## An overview of progress and activity 2014

Jo Willett, Marketing and Business Development Director



# Our Approach

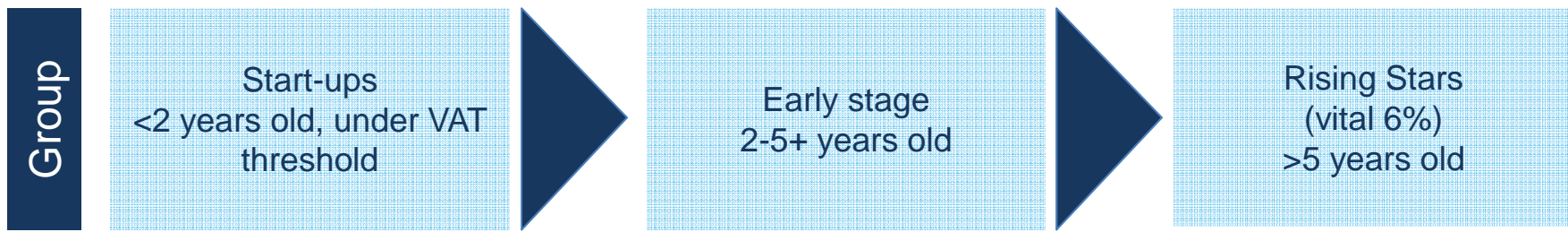


Oxford Innovation is uniquely positioned to operate successful business and innovation centres through our delivery of:

- Best practice operational and facilities management
- Effective business support and inspirational working environments
- Commercially sustainable centres delivering long term financial returns



# Mapping Our Support – Who, What & When?



Tactical / Owner  
(Manager) Driven

Strategic / Management Team  
Driven



Launch & Secure

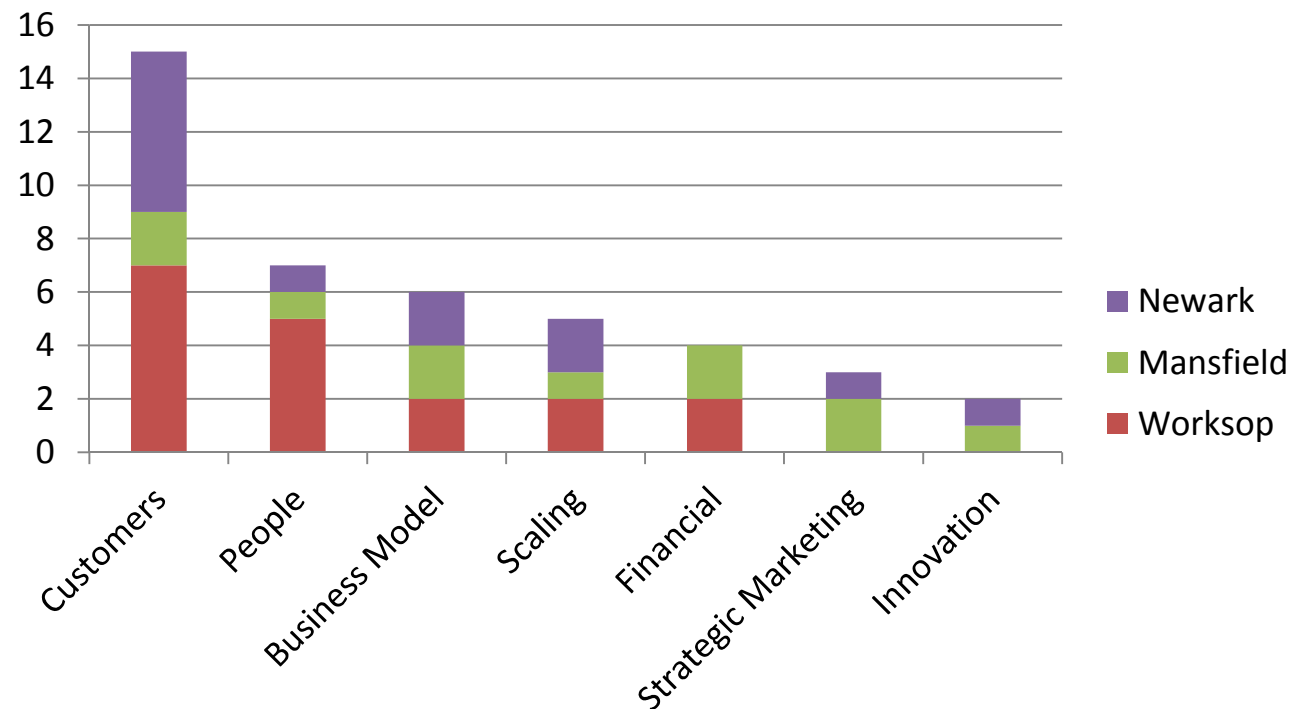
Innovate & Compete

Lead & Dominate

# Innovation Centres Business Support



46 Businesses accessed the Business Support Service, delivering over 600 hours of support in a range of business areas:



# Direct Outputs

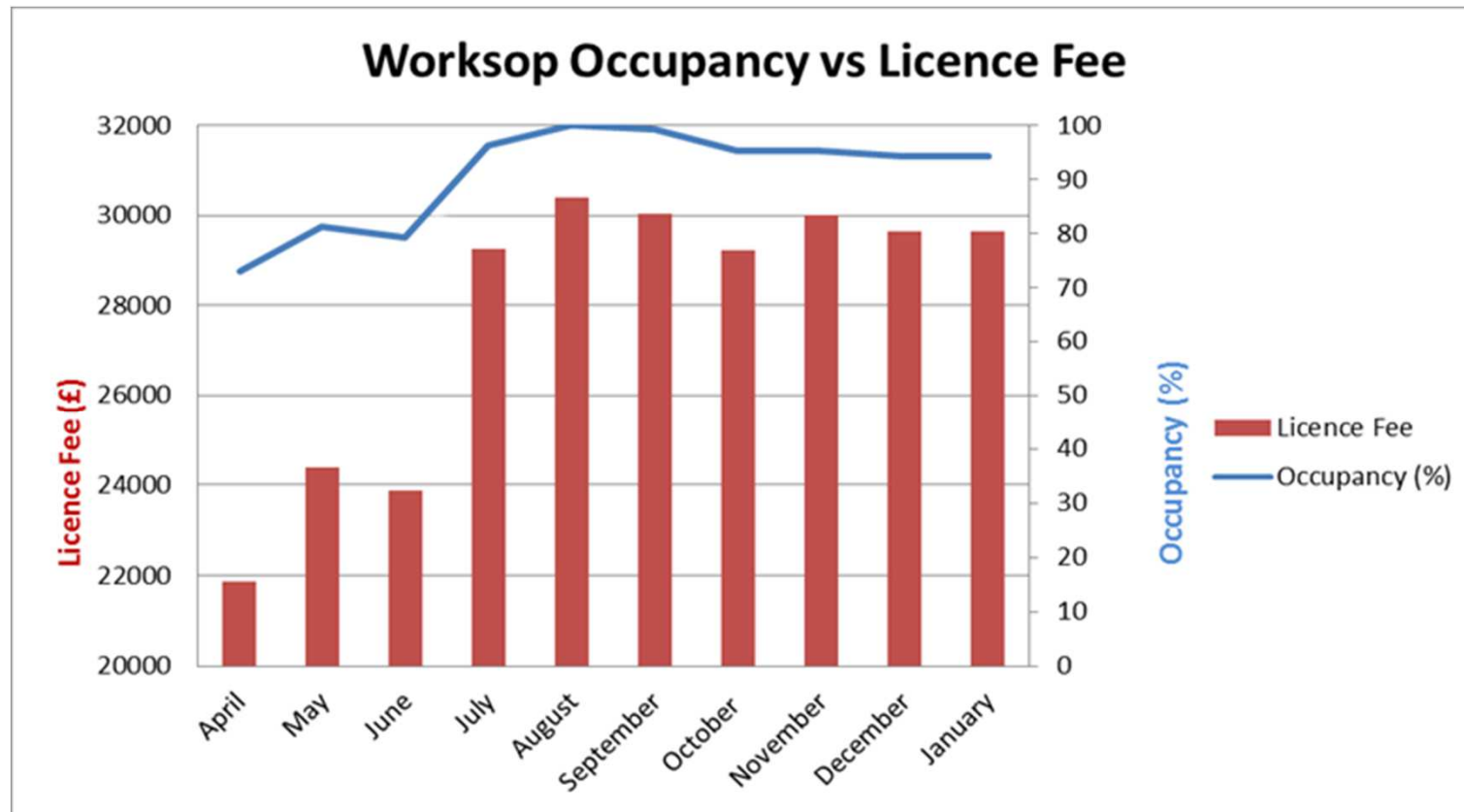


- 19 new jobs
- 1 safeguarded company
- 1 new business
- 16 introductions (contracts or collaborations)





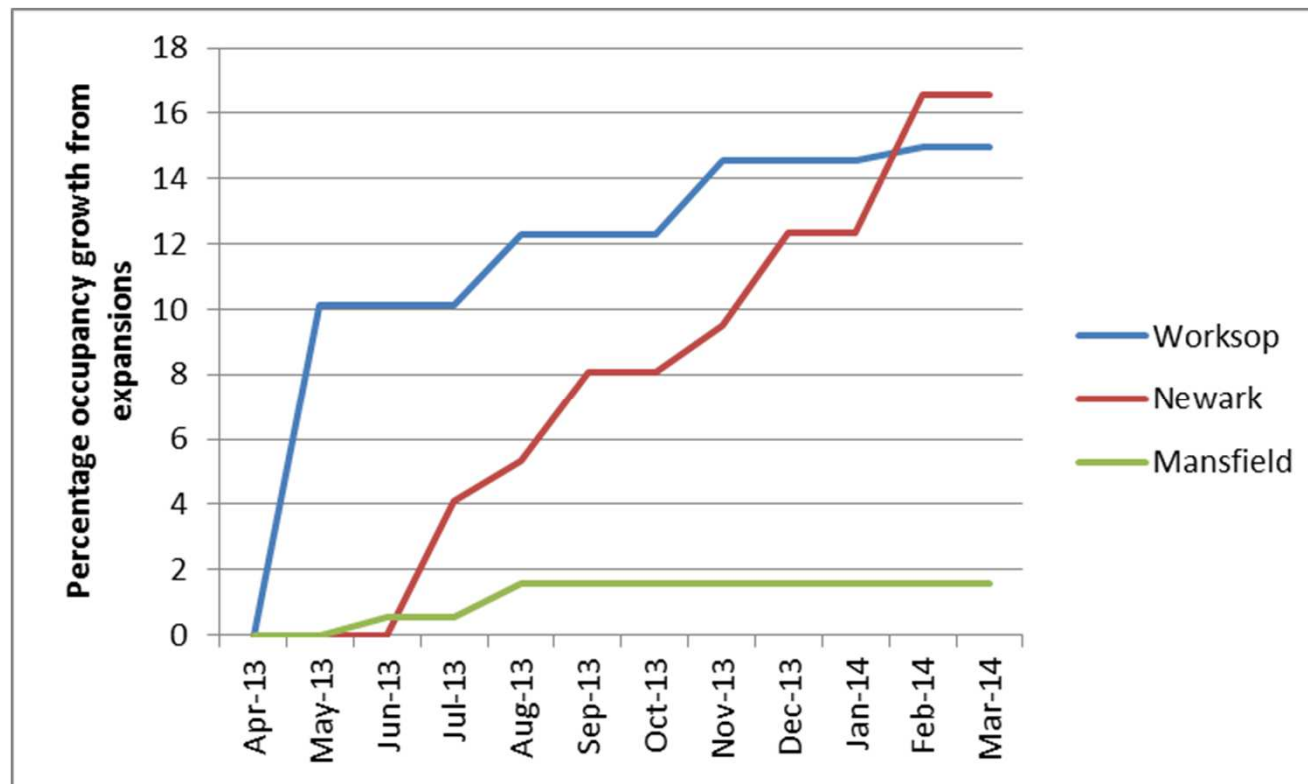
# Workshop Turbine Growth 2013-14



# Company Growth



- 4 external graduations within the local economy
- Physical growth of 16 existing internal companies



# Graduations, a great year!



## **18 Internal graduations (16 customers)**

Graduations of note:

- Primary Site; 2 expansions extra 1ksqft
- Gudrum; virtual to workshop
- Cardcutters another year of graduating

## **4 external graduations**

Average 2.9 years, 7 employees

- Future Prospects
- Hotel Rez
- Javail
- Spectrum





# PrimarySite – Newark Beacon



Websites & Website Technology to support Primary Schools

4 Business support projects completed since sept 2011,

- **Project 1 & 2- Business Model**
  - Vision & Value Proposition, People & Accountabilities, Delivery KPIs for Profit
- **Project 3 – Scaling**
  - Define top level strategic aims, the management team structure & process. OI coach now acting as NXD
- **Project 4 – Strategic Marketing**
  - 3 year Strategic Plan, Customer Segmentation/Targeting, Sales & Marketing Plan

Monthly Revenue	Sept 2011	March 2014	<b>Increase</b>	Growth
Space Occupied sqft	1256sqft	3421sqft	<b>UP 2,165</b>	272%
Monthly Licence Fee	£2,165	£6240	<b>£ 4,075</b>	288%
Jobs	20	43	<b>23</b>	215%
Revenue (projected FY end)	£810k	£2.45m	<b>£1.64m</b>	202%



# Forskills – Mansfield iCentre



E-learning software - assessing, tracking and evidence portfolios for learners in colleges, schools and work-based training.

3 Business support projects completed since July 2011:

- **Project 1 - Strategic Marketing**
  - Customer Segmentation/Targeting, Value Proposition, Sales & Marketing Plan
- **Project 2 – Business Model**
  - Vision, Purpose, Values, Goals, Strategies & Plans
- **Project 3 – Scaling**
  - Core Processes, KPIs, Accountabilities,

Monthly Revenue	July 2011	March 2014	<b>Increase</b>	Growth
Space Occupied sqft	854sqft	854sqft	<b>0</b>	0%
Monthly Licence Fee	£1472	£1630	<b>£158</b>	11%
Jobs (FTE)	7	11	<b>4</b>	57%
Revenue (FY end)	£355K	£652K	<b>£297K</b>	84%



# Loftus Stowe – Worksop Turbine



Tax and legal advice together with a range of business and management services directly to businesses or via business partners

First Business support project completed in Contract year 3, project 2 commencing:

- **Project 1 – Business Model**
  - Vision/Aims, 3 year Strategic Plan and target setting for Key Performance Drivers
- **Project 2 – Customers**
  - Customer Segmentation/Targeting, Value Proposition, Sales & Marketing Plan

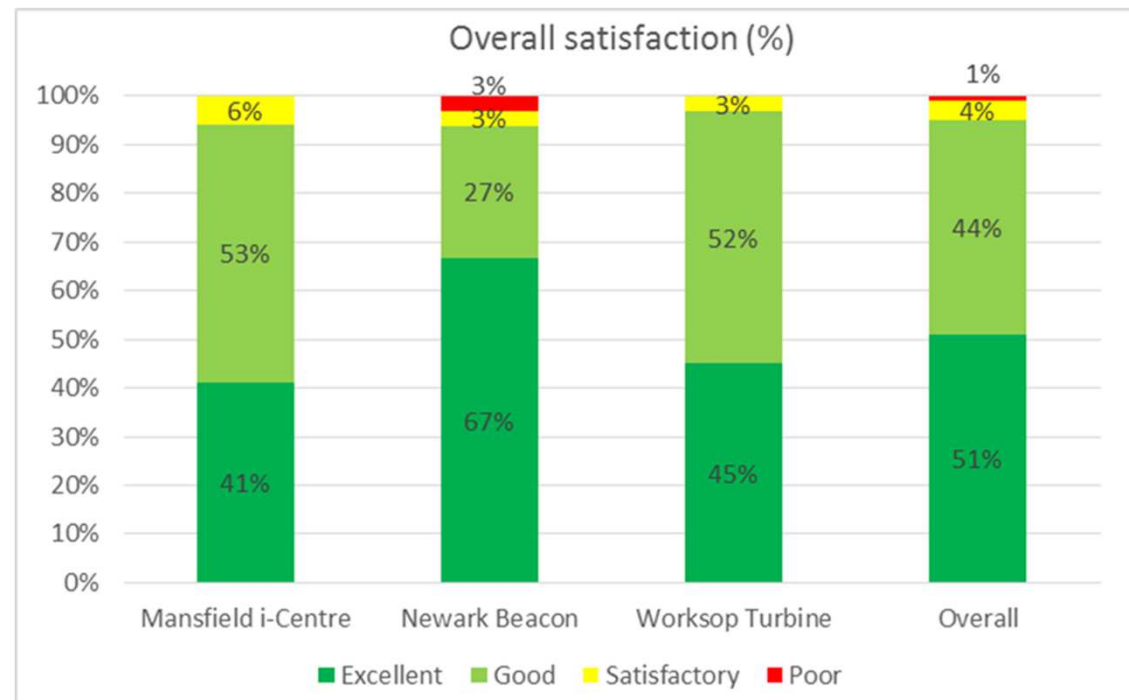
Monthly Revenue	April 2014	March 2014	<b>Increase</b>	Growth
Space Occupied sqft	160sqft	350sqft	<b>190sqft</b>	218%
Monthly Licence Fee	£238	£500	<b>£362</b>	210%
Jobs (FTE)	1	3	<b>2</b>	300%
Revenue (projected FY end)	-	-	-	200% target



# Improved Customer Satisfaction



- Overall customer satisfaction is 95% (excellent or good) compared to 80% in 2013.
- The overall Net Promoter Score has also increased from 36 to 59, suggesting that more customers are likely to promote the centres to their contacts.



# Value for Money



- Oxford Innovation spent a total of £37,500 on delivering business support to 46 companies in 2013/14
- 19 new jobs were created as a result of the work with these companies
- This means that the cost per job is £1,974 for the Nottinghamshire Innovation Centres





# Plans for 2014/15



- Recruitment of a new Incubation Director, dedicated to the Nottinghamshire Centres 3 days p.w.
- Increase the number of companies provided with business by 10%
- Increased one to many business support delivery across all 3 centres through a series of workshops and events
- Open up opportunities to support companies not based in the centres
- Possible partnership with Nottingham Trent University

