

News Release



**South
Yorkshire**

18 December 2001

Cluster Development Plans to Guide Regeneration of South Yorkshire Economy

High Tech Businesses to Transform Prospects in South Yorkshire

The Business Cluster development plans being developed through the Objective 1 Programme in South Yorkshire will inform and guide the majority of the multi-million pound investments that will be made by the Programme in the years to come.

Experience across the world has repeatedly shown that where like businesses cluster together there are major benefits to those businesses, their local suppliers and to the local economy. Well known examples of this cluster effect are Silicon Valley in California and the clustering of bioscience companies around Cambridge. And this is not a new effect, the development of the steel and metals industries in and around Sheffield illustrated the benefits of clustering long before the phenomenon was so named.

Objective 1 has just completed an extensive consultation process and has agreed with local partners the broad areas of activity that will be sought in order to develop viable clusters in the chosen sectors that offer the best opportunities for growth and creation of wealth. The five chosen sectors are:

- Biosciences and Biotechnology
- High Tech Manufacturing
- Creative and Digital
- Financial, Professional and Business Services
- Environmental Technologies

The Creative and Digital cluster has been created through the amalgamation of the previous Creative, Cultural and Media cluster with the High Tech Services cluster to concentrate on exploiting the opportunities offered by greater development of digital technologies in areas such as content creation and development of advanced software applications for high growth business sectors.

Richard Holmes, Communications Manager
Objective 1 Programme Directorate
Silkstone House, Pioneer Close, Manvers Way
Wath Upon Dearne ROTHERHAM S63 7JZ
Tel: 01709 763 618

EUROPEAN UNION
This project is part-financed
by European Union Funds



Work is currently in hand to scope each area into detailed project specifications including the essential outputs that must be achieved in order for projects to be funded through Objective 1 and the means by which Objective 1 is seeking to implement these plans.

“We have timetabled several workshops in January to communicate with partners and interested parties the content of the plans and to help us test the ideas that we have been developing for projects” said Tony Newson of Objective 1. “We will incorporate the lessons learned at those workshops into a new Commissioning Framework that will be published in February and will include the detail of the scope of the activity that we are seeking. In particular, we will be seeking projects that have the potential to act as catalysts to act as a focus to draw together the emerging clusters” he said.

“These Cluster Plans will not only act as a guide to specific action to create and nurture them” said Susan Johnson who chairs the Driver Partnership in Objective 1 responsible for these plans, “but will act as a focus across the broad range of activity being funded through the Programme. They will guide the targeting of Inward Investment activity and the creation of new high growth businesses as well as guiding the agendas for business research and development, technology transfer and the training and skills areas of Programme activity”

ends.

