

PARTNERSHIPS AND PROGRESS: NWDA SUPPORTED ACTIVITIES TO PROMOTE AND STRENGTHEN MANUFACTURING

Pillar	Principal Activities	Measures of Success
Pillar one: sustaining growth and ensuring macroeconomic stability	<ul style="list-style-type: none"> ■ Northwest Regional Intelligence Unit 	
Pillar two: backing our businesses and investing in people, products and processes	<ul style="list-style-type: none"> ■ The Rising Stars Growth Fund ■ The Northwest Equity Fund ■ TechInvest Network ■ TechInvest Equity Advisory Service ■ Regional Selective Assistance Grants ■ Investment Funds Research Project 	<ul style="list-style-type: none"> ■ Businesses accessing venture capital ■ New Businesses attracted and created ■ Increased private sector R&D investment ■ Increased private sector capital investment ■ Investment benefiting deprived areas ■ Jobs created ■ Jobs safeguarded ■ Increased Gross Value Added per employee
Pillar three: stimulating science and bringing innovation to our region's manufacturers	<ul style="list-style-type: none"> ■ The Northwest Science Council ■ The Northwest Regional Science Strategy ■ Higher Education Funding Council programmes ■ Knowledge Northwest – the Knowledge Brokerage Service ■ Technology Diversification Managers ■ Knowledge Transfer Mapping ■ Regional Foresight Initiative 	<ul style="list-style-type: none"> ■ Increased number of Incubator units ■ Support the development of cluster based innovation centres ■ Increased number of technology transfer interventions ■ Increased number of knowledge transfer intervention ■ Businesses advised/supported on ICT ■ Increased Gross Value Added per employee
Pillar four: striving for excellence and developing best practice in England's Northwest	<ul style="list-style-type: none"> ■ Active cluster development programmes and networks ■ NWDA Corporate Intelligence and Response System ■ Pilot micro-business networks ■ Northwest Manufacturing Portal ■ Regional Centre for Manufacturing Excellence ■ Innovation Relay Centre ■ Small Business Service programmes ■ Innovation and Design in Business Week 	<ul style="list-style-type: none"> ■ Businesses advised ■ Jobs created ■ Jobs safeguarded ■ Productivity improvements (RCME) ■ Increase trading revenues (RCME) ■ Number of productivity improvement programmes delivered (RCME) ■ Increased Gross Value Added per employee
Pillar five: putting people first, developing skills and learning and raising educational standards	<ul style="list-style-type: none"> ■ Northwest Skills and Learning Action Plan ■ Centre for Excellence in Polymer Processing ■ Work-based learning programmes ■ Sector Skills Development ■ Northwest Festival of Skills and Learning ■ Grow Your Future Workforce ■ STEM 	<ul style="list-style-type: none"> ■ Increased number of higher skilled employees ■ Increase number of skills needs and training plans ■ Learning opportunities created ■ Businesses advised on skills needs ■ Adults receiving high level skills training ■ Increased Gross Value Added per employee
Pillar six: ensuring a robust and supportive infrastructure for manufacturing	<ul style="list-style-type: none"> ■ With the North West Regional Assembly, support for multi-modal improvements to the M6 and M62 motorways, the West Coast Mainline, Manchester 'Hub' Rail System and Trans-Pennine Rail Routes ■ Development of Road to Rail interchanges ■ Strategic development of Liverpool and Heysham Ports ■ Northwest Broadband Fund 	<ul style="list-style-type: none"> ■ Strengthened strategic communications ■ Square metres of commercial floorspace created ■ Increased levels of International connectivity ■ Increased number of businesses and individuals with broadband access ■ Hectares of Brownfield land reclaimed ■ Broadband ICT nodes created
Pillar seven: the environment for success through free and fair trade and the right market framework	<ul style="list-style-type: none"> ■ Cluster Development Programmes ■ Excellence Northwest ■ ENWORKS ■ Business Improvement Districts 	<ul style="list-style-type: none"> ■ Increased levels of International connectivity ■ Hectares of Brownfield land reclaimed ■ Strengthen strategic communications ■ Increased number of businesses and individuals with broadband access ■ Broadband ICT nodes created

MADE IN THE NORTHWEST: PLASTICS

- **OUR REGION IS A MAJOR PRODUCER OF BASIC AND ADVANCED PLASTICS. THE NORTHWEST IS HOME TO 135 PLASTIC MANUFACTURERS, EMPLOYING 31,000 PEOPLE.**

MADE IN THE NORTHWEST: PACKAGING

- **BOXES, CARTONS, BOARD AND PAPER PRODUCTS REPRESENT A MAJOR INDUSTRY FOR THE REGION, EMPLOYING MORE THAN 21,000 PEOPLE.**



Northwest Development Agency
Renaissance House
P O Box 37
Centre Park
Warrington
Cheshire
WA1 1XB

Tel: 01925 400 100
Fax: 01925 400 400

Visit: www.nwda.co.uk & www.englandsnorthwest.com

A new future for manufacturing in **England's Northwest**



**Manufacturing Action Plan
for England's Northwest**

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Our manufacturing future

The Northwest Development Agency (NWDAs) is committed to supporting manufacturers as they build a new kind of business for the 21st Century. We have already established programmes to develop strong industrial clusters in food and drink, textiles, aerospace, environmental technologies and chemicals: some of the clusters that will drive our industrial renaissance.

We have also established a Regional Centre for Manufacturing Excellence (RCME). Managed for us by the Manufacturing Institute, the RCME is designed to deliver the support and guidance our 170,000 manufacturing businesses will need to thrive: it will be a one-stop-shop providing advice and practical aid, all in the pursuit of business excellence.

With our partners in Government and the Small Business Service, we have developed a three-year plan for the manufacturing sector in England's Northwest and we intend to take the seven pillars for manufacturing success that have been set out in the Government's manufacturing strategy and use them to grow this vital sector.

MADE IN THE NORTHWEST: MANUFACTURING

- **MANUFACTURERS IN ENGLAND'S NORTHWEST CONTRIBUTE £19 BILLION TO THE REGION'S GDP, EXPORT A TOTAL OF £13.7 BILLION, AND EMPLOY ALMOST HALF A MILLION PEOPLE.**

MADE IN THE NORTHWEST: PHARMACEUTICALS

- **EMPLOYMENT IN THE REGION'S PHARMACEUTICALS INDUSTRY HAS DOUBLED IN THE LAST TEN YEARS TO 15,000 PEOPLE.**

Taking action for industry

The Government's Manufacturing Strategy – and our Manufacturing Action Plan – are based around seven key pillars for growth. Across each of these areas the NWDA is developing our action plan to bring new life to manufacturing.

PILLAR ONE: ENSURING MACROECONOMIC STABILITY

We have launched the Northwest's Regional Intelligence Unit (RIU) with the Government Office for the North West and the North West Regional Assembly with the clear aim of providing a steady flow of intelligence for regional and national policy makers.

So far the RIU has launched 14 successful projects including research on growth industries, rural diversification and tourism.

Case Study: ENWORKS

Premier Castings in Oldham is a small business that makes casting products ranging from dockyard bollards and street furniture to machine tools and motor castings. They contacted ENWORKS through their local Groundwork Business Environment Association and put in a range of improvements that placed them ready to aim for an environmental management standard and save money when faced with the Government's new Climate Change Levy. On site reviews, specialist seminars and a consultancy from ENWORKS meant that following an investment of £12,000 in new plant and procedures they were able to reduce waste and energy use, make an immediate saving of £17,000 and place themselves in a more competitive position with regard to forthcoming legislation on waste, energy use and pollution control.

England's Northwest: built to last

England's Northwest is a region built on manufacturing.

We won a global reputation for textiles, shipbuilding and chemicals. We innovated, developing the first programmable computer, splitting the atom, building canals and railways to transport our goods. In more recent times our region's 170,000 manufacturing companies have, however, faced some tough challenges and now manufacturing needs to reinvent itself.

But our region's manufacturing sector is as vital now as it has ever been. It sustains 500,000 jobs and accounts for one quarter of our region's GDP. Ever resourceful, our companies are forging links with universities and research centres and leading the call for better skills and learning.

The continued success of manufacturing will underpin our region's economic future and, importantly, will play a central part in ensuring stability and long-term growth for the UK economy as a whole. Manufacturing is a sector that we ignore at our peril. Service industries and high technology are important, of course, but now we must refocus on our more traditional strengths of making new things.

Now the challenge is to make things better. If we attempt to compete head-on with global producers to produce basic products that they can turn out at a fraction of our cost we will surely fail. The future for manufacturing in England's Northwest must be based on innovation, and on added value. We must use our science base to develop new products that lead world markets and that are more sustainable, using fewer resources. We have to build the skills of our people and invest in fresh, new ideas. We should place customer service, and quality, at the heart of our businesses.

MADE IN THE NORTHWEST: AEROSPACE

■ **ENGLAND'S NORTHWEST PRODUCES ONE QUARTER OF THE UK'S TOTAL AEROSPACE OUTPUT AND SUPPORTS 60,000 JOBS.**

MADE IN THE NORTHWEST: TEXTILES

■ **FROM CARPETS AND SOFT FURNISHINGS TO WORK WEAR, HATS AND HIGH-TECH FABRICS, OUR REGION STILL PRODUCES 40 PER CENT OF THE UK'S TEXTILES.**

PILLAR TWO: INVESTING IN PEOPLE, PRODUCTS AND PROCESSES

The NWDA has championed a number of projects designed to support start-ups and rapidly-growing businesses. One recent innovation is our Rising Stars Growth Fund, a seed-fund for businesses that are in the early stages of technology development.

The region also has two funds designed to provide risk capital: the Merseyside Special Investment Fund and The Northwest Equity Fund.

PILLAR THREE: BRINGING SCIENCE AND INNOVATION TO OUR REGION'S MANUFACTURERS

In the area of scientific research and development, England's Northwest has some significant strengths.

We have a successful and growing incubator programme based around the region's universities, we have established the country's first ever Science Council, launched the first Regional Science Strategy and created a Knowledge Brokerage Service to link key business sectors with specific areas of expertise within our eight universities.

PILLAR FOUR: DEVELOPING BEST PRACTICE IN ENGLAND'S NORTHWEST

The NWDA and its partners have launched a number of initiatives that will deliver best practice within the region's 170,000 manufacturing companies.

We have established industrial clusters to share best practice, a Regional Centre for Manufacturing Excellence and we are developing dissemination tools that include a Northwest Manufacturing Website Portal.

Another regional boost to manufacturing excellence is the Innovation Relay Centre designed to support new technology use within the region's small and medium-sized enterprises.



Case Study:
Leaner times for CHK Engineering

An early success for the new Regional Centre for Manufacturing Excellence (RCME) came when CHK Engineering of Crewe were looking to develop a leaner production process for their frame brackets division. Such process innovations are often thought to entail a long and painful restructuring process: not so for CHK. With the help of the RCME it took the company just three months to transform the production process and begin making immediate savings. Advisors from the RCME helped the company develop a cellular production process that reduced lead times for the brackets from two weeks to two days, boost workforce productivity by a massive 60 per cent and dramatically reduce waste.

Case Study:
Cleaner process for Northwest engineering firm

When a customer came to them with an industrial solution that required the use of nitric acid, the experts at JLJ Effluent Engineering in Wigan were certain there had to be a better technology available: they turned to Knowledge Northwest for help. The customer's copper engraving process required a small amount of nitric acid that would have to be neutralised before the company's wastewater could be discharged – a tricky process. Through the Knowledge Northwest service two of the region's universities came back with a cleaner alternative to the suggested peroxide blend, a solution which JLJ successfully implemented.

MADE IN THE NORTHWEST: FOOD AND DRINK

- **OUR REGION IS THE LARGEST MANUFACTURER OF FOOD AND DRINK IN THE UK THROUGH LEADING COMPANIES LIKE HEINZ, UNITED BISCUITS AND KELLOGGS.**

MADE IN THE NORTHWEST: FURNITURE

- **THE REGION'S FURNITURE INDUSTRY HAS SEEN MASSIVE LEAPS IN EMPLOYMENT, WITH THE WORKFORCE GROWING BY 13,000 (26 PER CENT) SINCE 1991.**

PILLAR FIVE:
DEVELOPING SKILLS AND LEARNING, RAISING EDUCATIONAL STANDARDS

Putting people first is essential for manufacturing success.

The NWDA has led on the creation of a Skills and Learning Action Plan and is already making an impact with flagship projects including a centre for Excellence in Polymer Processing, a work-based learning programme developed with the Trades Union Congress and the Northwest Festival of Skills and Learning, a year-long programme of publicity campaigns, promotions and competitions that culminated in the national skills show, SkillCity.

PILLAR SIX:
A ROBUST AND SUPPORTIVE INFRASTRUCTURE FOR MANUFACTURING

For the region's manufacturing industries a supportive infrastructure with first-class transport links, broadband connectivity, and greater use of ICT is essential.

The NWDA and its partners are working to assist improvements in our road and rail networks and lobbying to see the West Coast Mainline improved.

The NWDA has also launched a regional broadband initiative that will see £2.68 million invested in pioneering broadband projects.

PILLAR SEVEN:
FREE AND FAIR TRADE THROUGH THE RIGHT MARKET FRAMEWORK

England's Northwest has always stood as a champion of free and fair trade.

Through the NWDA-supported industrial clusters our businesses are already being given a better understanding of regulatory requirements nationally and internationally.

We also have Excellence Northwest, a regional champion for quality; the region's ENWORKS programme, a network of business environment advisors; and a series of planned Business Improvement Districts, which will enable the private sector to access funds for the improvement of designated, disadvantaged areas.