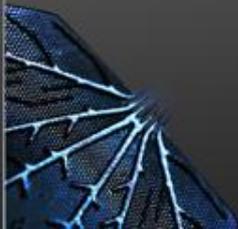


see a real change

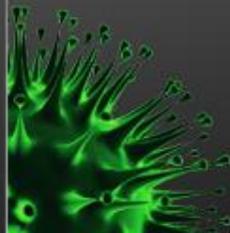
see a
material
difference



see the
power
of change



see
medicine
at work



*Karl and Zoe apologies to Filipa and Debbie for the use of this image. We realise it has nothing to do with the TM project, it wasn't our fault we didn't do it! ©

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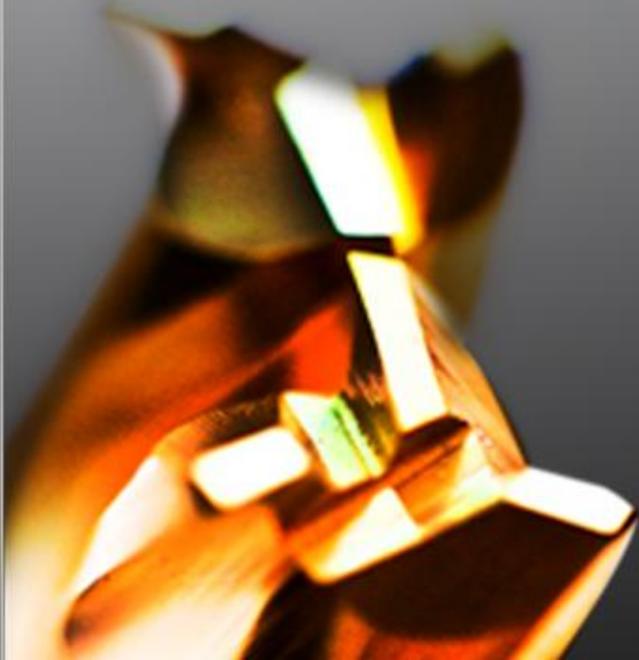
see
change

Vision for Science City

A Presentation by
Dr. Karl West and Dr. Zoe Lethbridge

Not for release beyond BSC PMs and BEMs

see a
material
difference



see
change

Birmingham Science City – What is it?

"...thank you for the information provided - I am keen to explore further and have asked our colleagues in Materials Science/Physical Chemistry to consider and no doubt, hopefully will be able to meet in person soon and see this wonderful City you all have created..."

GlaxoSmithKline

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Corporate Responsibility and
Sustainability



Development Finance for
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Success Flow



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Business'
Created

Business'
Supported

Jobs Created

People
assisted to
improve
skills

Graduates
into
employment

Business
Support

see a
material
difference



change



Presentations

Workshops or seminars

Patent applications or licence agreements

Revenue funding levered

Graduates retained within the region

Workshops /seminars

see a material difference



Strategic
Value
Added

Creating
demonstrator
projects

Establishment
of a business
club

Commercial
exploitation

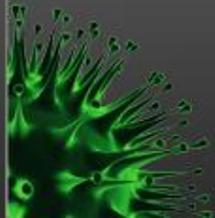
Increasing the
retention of
highly skilled
workers

Attracting a
vibrant
cluster
businesses

Establish the
WMs an
international
competitor

Business
Support

see
medicine
at work





Vision

Birmingham Science City – Strategic Framework

Version 6 October 2009

The vision is: *"Birmingham Science City will develop and use science and technology to improve the prosperity and quality of life of the city-region, the West Midlands and the UK."*

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European Regional Development Fund
Birmingham Science City



Birmingham Science City
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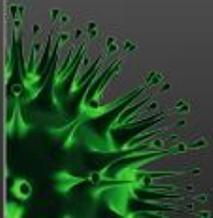
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medicine
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European Regional Development Fund
Strategic Leader



Advantage
West Midlands
www.advantagemw.co.uk

Partnership through the
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2:15-3:00

No such thing as a free lunch,...cup of coffee...

Tasks

You have 35 mins to:

- 1) Get coffee
- 2) Cast your mind back to the 'Vision'. Brainstorm answers to two questions:
 - **What have we achieved or initiated so far and what are we doing well?**
 - **What else needs to happen to achieve the vision and objectives?**
- 3) Write your ideas on a post-it note and stick on the relevant poster.

Zoe, Karl and Sarah will then take the remaining 10 mins to collate post-it notes and brief Richard and Adrian.

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In particular, Birmingham Science City will:

- address the short, medium and long-term economic challenges which the region faces by helping marshal the strengths and assets which exist in the region and seizing funding and demonstration opportunities to make a major contribution to achieving the Regional Economic Strategy.
- draw on the strengths of the region's top-class research, development, engineering, technological activities and facilities, including its universities,
- demonstrate, drive and improve prosperity and quality of life, through activity such as sourcing new technology and working closely with businesses and public sector clients to help them achieve their strategic priorities,
- be guided by a long-term vision, making the initiative not just a short set of projects but a programme that will contribute to the region's economy and people's quality of life,
- work with partners from across the region to meet the needs of businesses and the public sector interest throughout the West Midlands, though with a focus on Birmingham,
- work towards better engagement with science and technology by the whole of the community with colleges, schools and other community organisations,
- raise the profile of our strengths, expertise and activities so that we demonstrate the value of locating, and investing in science and technology, in the West Midlands.

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