

Heads Up

The business newsletter for HOVIP
Issue 4: May 2009



Welcome!

Welcome to the latest issue of the newsletter for the Heads of the Valleys Innovation Programme (HOVIP). Despite the recession and challenging times there are still reasons to be cheerful and optimistic.

The first of these is our flagship event, the Heads of the Valleys Innovation Awards and Marketplace, June 25, at the historic Engine House in Dowlais – a fitting location to recognise and celebrate our most innovative businesses.

I am delighted that the University of Wales Global Academy is our event sponsor along with our long standing Award sponsors, BT & HSBC, and the welcome addition of Cardiff-based Capital Law and South Wales Chamber of Commerce. FS4B will also award £100 for the most imaginative exhibition stand.

As promised, in the last issue, we report back on the success of our Turning Heads Club pilot and the early benefits that have arisen from the accelerated introduction of our recession-busting, hands-on project support service. Likewise, I am pleased to highlight the assistance we have provided to our partner local authorities to help our shared customers.

We continue to focus on providing practical, value for money services and passionately raising the business profile of the region. As ever, I am indebted to my team, partners and sponsors. See you on 25 June! *Phil Burkhard*

Revvng-up for the event of the Year!

Register FREE on-line, at www.hovip.org.uk, to attend the 2009 HoV Innovation Awards and Marketplace

If you preach innovation then you have to practice it!
For the last two years we have combined an Innovation Awards Ceremony with a Business Exhibition.

171 visitors attended last year's event, with 34 Award entrants and 25% of exhibitors winning new business within one month of the event.

76 people, mainly businesses, attended the launch of this year's Awards, at Llancaiach Fawr, as part our third Turning Heads Club event.

The 2009 Awards and Marketplace Event will take place on 25 June at the Engine House, Dowlais. This is an ideal place to celebrate innovation as the Ironworks was once the largest in the world, employing 9000 people, and at the forefront of innovation.



The June event, hosted by Jason Mohammad, promises to be as exciting and inspiring as last year with lots of opportunities for visitors from **South Wales & beyond!**

Reasons to enter the Awards (deadline D-Day 6 June):

- Raise your profile!
- Recognise staff or partners!
- Great prizes courtesy of our sponsors!
- Automatic membership of the Turning Heads Club!
- Winners entered for Wales Innovation Award!

Reasons to exhibit:

- Do business and make new contacts!
- Opportunity to potentially win £100 for the most imaginative / innovative stand!

Reasons to attend the event:

- Pre-book a business consultation with FS4B (telephone 01685 352 726)
- Pre-book a place on the FS4B SDS How To Tender Workshop (T: 01443 742 890)
- Meet the most innovative and go-ahead businesses and social enterprises in the region!
- Hear inspirational guest speaker, Jan Meek: Atlantic Rower, Polar Adventurer and more!
- Do business with a mixture of exhibitors!
- Enjoy and even purchase novel items from the Taste of Enterprise Arts & Crafts showcase!
- Meet local authority procurement and economic development officers!

Go to www.hovip.org.uk to enter the Awards, register FREE to attend the Event or book an exhibition stand.



If you would like to find out how you can benefit from HOVIP, contact Phil Burkhard (HOVIP Manager) on 01685 725469 or email phil.burkhard@merthyr.gov.uk or visit www.hovip.org.uk.

Turning Heads Club

An additional reason to enter for the annual Awards

Although Awards ceremonies are important to recognise success they come and go. HOVIP is providing more value for all the entrants through **exclusive membership of our Turning Heads Club.**



The Club aims include: providing members with creative ways to do business and informing and engaging members with the wider HoV Regeneration agenda.

We ran three, 2-hour pilot events, at different times, between November and April. The results included:

- Used and promoted three community venues (Cwmaman Institute, Venue 1 the former Park Place Chapel and Llancaiach Fawr)
- Taste of Enterprise's budding Arts and Crafts businesses made over £200 via their showcase
- Rhymney Brewery, Blaenavon Cheddar Company, Welsh Mountain Meat & Blaengawney Farm Cider provided tasters and took orders from the venues
- Design & Manufacture and Taste of Enterprise won a free place on a HOVIP training course as a result of providing the most innovative 30 second pitch!
- First HOVIP business to take on a JobMatch recruit
- Over 10 business have followed up the interest in the £350m Ebbw Vale Works Project
- HOVIP security cluster grew from two members (see more details below)

The key outcome was that 100% of the members (60% response rate) want the Club to continue. We plan to hold future events on a quarterly basis and to jointly host every other event with a Business Club.

"As we have now come to expect, the event was excellently organised. Absolutely first class, all of our clients had a sense of pride from being involved in such a prestigious event. The networking was excellent as were the presentations and well timed agenda."

(Carmel Barry, ToE Manager, Centre for Business)

Helping businesses in the recession

Ground-breaking practical support

We are helping over 50 businesses via our hands-on, 'project implementation assistance' (PIA) service.

Benefits for start-ups and mature businesses, since the launch in November 2008, include: developing marketing and investment plans, market research, specialist sales training and brokering telesales support, developing growth plans and seeking related funding.

A stunning spin-off is the creation of a HoV Security Cluster of five firms, including one social enterprise, from four boroughs and the first successful Wales application, to the new WAG Enterprise Networks Fund. Watch this space for more news as the cluster develops

Working in Partnership

Joined-up solutions for YOUR business

HOVIP is not an island & actively works with a range of partners to help businesses in the 5 Valleys boroughs:

A recent example is Scan & Collate who are moving from Newport to Ebbw Vale. A WAG Relationship Manager provided support to obtain funding via the new Single Investment Fund. HOVIP is providing sales training & the local authority is linking the firm with a 'buddy business' in the Borough; overall, a co-ordinated approach to welcome and support an inward investor.

HOVIP has also recently sponsored a Torfaen Business Voice event and a new Merthyr Tydfil Innovation Award.

Opportunities for YOU and YOUR business

HOVIP dates for your diary

6 June: HoV Innovation Awards deadline

25 June: HoV Innovation Awards & Marketplace, Merthyr

11 August: Improving Media Relations, Cardiff

01 Oct: Sales for Non-Sales Persons Workshop, Cardiff

Sept 09 – March 10 (dates to be confirmed): e.g. Turning Heads Club, Business Challenge Workshops, Branding Workshops & Creativity Tasters and Partner workshops.

What next?

We have tabled lots of exciting proposals for HOVIP3 (April 2010-13) and I will keep you informed of progress. Also, I look forward to the outcome of the current HoV / Valleys Branding exercise.

This is timely with the National Eisteddfod and 2010 Ryder Cup both hosted locally. I was delighted that 50% of the businesses that were asked to attend a branding focus group came via HOVIP. The region has gone from black to green & there are still fields of gold!



If you would like to find out how you can benefit from HOVIP, contact Phil Burkhard (HOVIP Manager) on 01685 725469 or email phil.burkhard@merthyr.gov.uk or visit www.hovip.org.uk.