



Identification, Dissemination and Exchange of good practice in
Local Employment development and promoting better governance

BIODUNDEE - Dundee, UK

Background	BioDundee is an initiative based on a partnership between the public, private and academic sector related to this sector in Tayside.
Purpose of the project	<p>To promote the growth of life sciences and biotechnology in Tayside area of Scotland</p> <p>There was a deliberate policy to attract biotechnology specialists to the city and the University of Dundee was seen as a way of capturing competitive advantage from a high quality specialist labour pool. The ambition and the driving force for the initiation of the venture were to position Dundee's biotechnology expertise in the global marketplace. The presence in the university of four key international players in the field was seen as a vital Unique Selling Proposition (or 'USP') in establishing Dundee's position in the marketplace.</p>
Geographical focus	Tayside, Scotland
Partnership arrangement	BioDundee is a partnership between public, private and academic bodies in the Tayside area. The funding partners are: Dundee City Council, Scottish Enterprise Tayside, Universities of both Dundee and Abertay and Scottish Crop Research Institute. The project has a steering group on which sits the funding partners, local companies and the NHS trust. In addition the project seeks to add value to other partnerships wherever appropriate and also links into other initiatives such as the Science Technology Engineering and Maths (STEM); Scottish Biotech (the national brand for the sector)
Have you involved other tiers of government in the project?	<p>The BioDundee works closely with Scottish Biotech team in Scottish Enterprise.</p> <p>National and all the regional stakeholders are part of the project or have been engaged with the project at some point. In addition each of the regional networks in Scottish Biotech meet regularly in order to ensure a cohesive "Scottish" message</p>
Target groups	<ul style="list-style-type: none"> • Investors • Intermediaries • Biotech sector • Academic sector
Particular successes	<p>The project is now an internationally recognised brand.</p> <p>At the start of the project there were under 1000 people employed in the life sciences sector. The latest survey suggests that including the academic sector there are over 3,800 people employed in the sector. In 1998 there were 7 biotech companies in the area- there are now 25.</p> <p>The project has achieved considerable success with limited public funding - it has focussed on activities which have potential to add most value i.e. updated newsletter goes out to 14,000 biotech sector people internationally (resulted in contacts and businesses for companies and universities). This type of factual approach aimed at academics and professionals has worked particularly well.</p>

	<p>The co joint marketing effort has been very successful and enabled BioDundee to promote the unique aspects of life sciences in this field i.e. the interdisciplinary approaches, the research base and the business working together; the range and breadth of the sector.</p> <p>Consistency and cohesive message - project has been working since 1998 and although the key message and core activities have stayed the same the sector and the partnership have also been able to adapt its activities locally in the light of changing needs. At the start, the challenge was attracting scientists to Dundee. This is now less of a challenge and issues like property developments for expanding businesses are now more important. Local networking events have also been important. As a result, there is a much stronger partnership across the sector. Indeed, Bio Dundee is now seen as the ‘cement’ that binds the sector together here.</p> <p>Having the marketing initiative with its positive biotech message has also meant that local press and community are very supportive of the sector as have a good understanding of the economic benefits this sector has for the area. The success in promoting the sector through the initiative also means that the sector is also very supportive of the other activities the project may support i.e. networking, conferences and providing talks, facilities and people when required.</p>
<p>Lessons learnt</p>	<p>Resisted the temptation to become like a standard organisation and start promoting BioDundee as a sector specific partnership and what it consists of. Therefore the project is very fluid and can adapt and change to circumstances without too much bureaucracy or resistance to change. Also don't waste money or effort promoting an organisation as opposed to the sector.</p> <p>Having the informal partnership (including a steering group) has worked more effectively than a formal one.</p> <p>Managing expectations: This is a marketing initiative - the representatives of the sector are the biotech sector. Any lobbying must come via them not via the project.</p>