

Annual Consultants Forum 2008

Role of IT Consultancy in Economic Development

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Advantage West Midlands

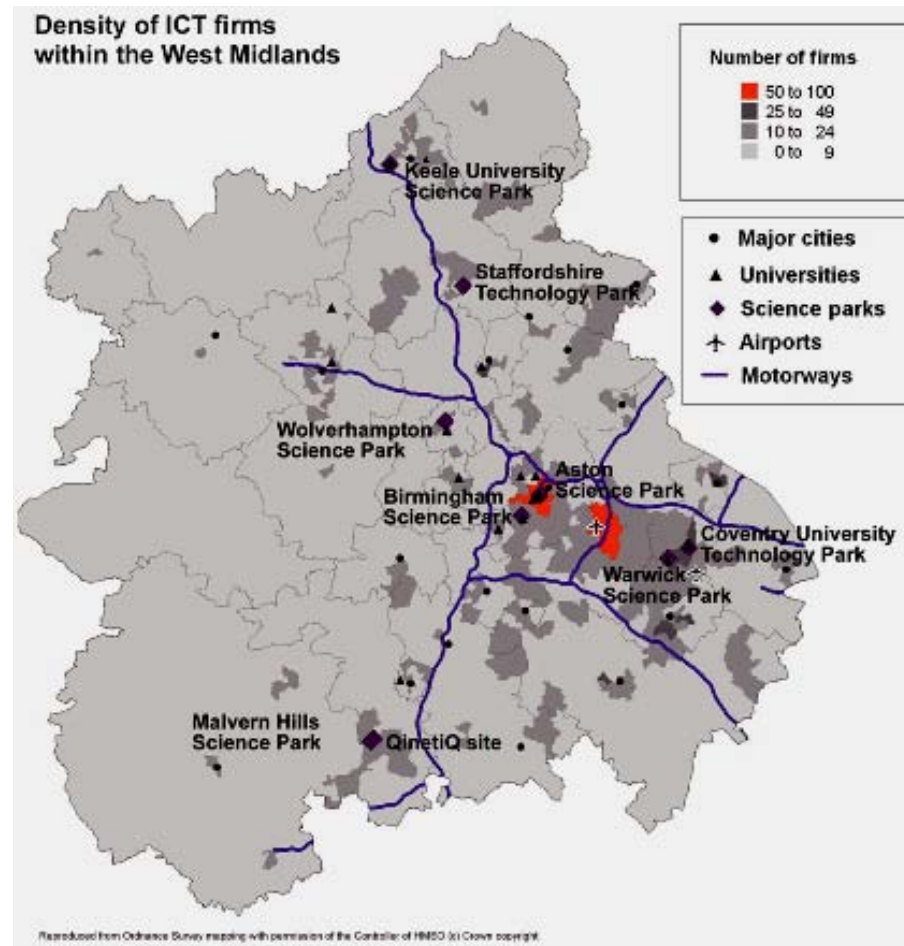
www.advantagewm.co.uk

Advantage West Midlands

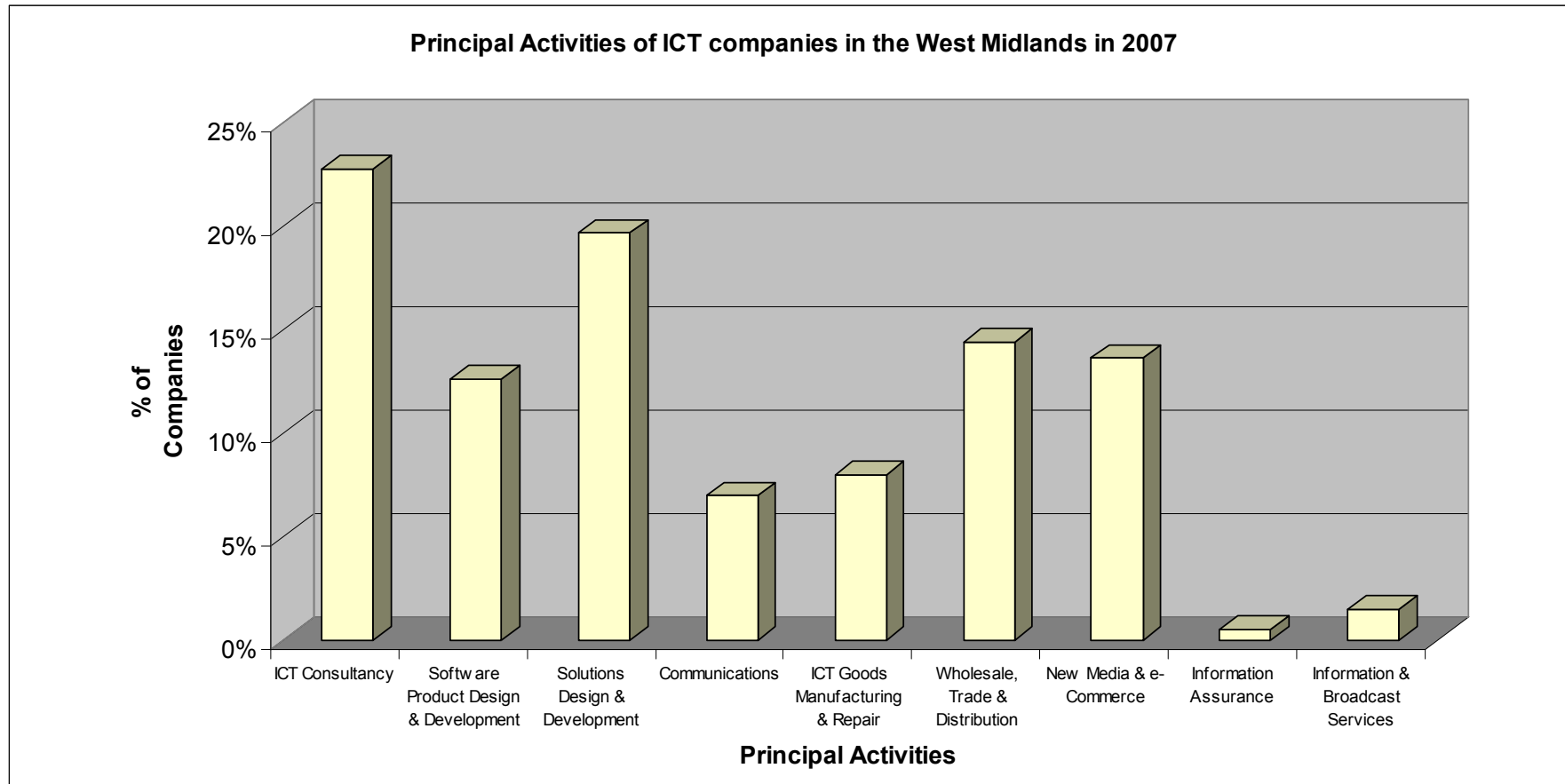
The Regional Development Agency (RDA) for the West Midlands Region

- Established by the Government in 1999
- Regional leader for developing economic prosperity
- Work with wide range of partners from public and private sector, Innovation Technology Council, Science City
- Deliver through clusters, high technology corridors and regeneration zones

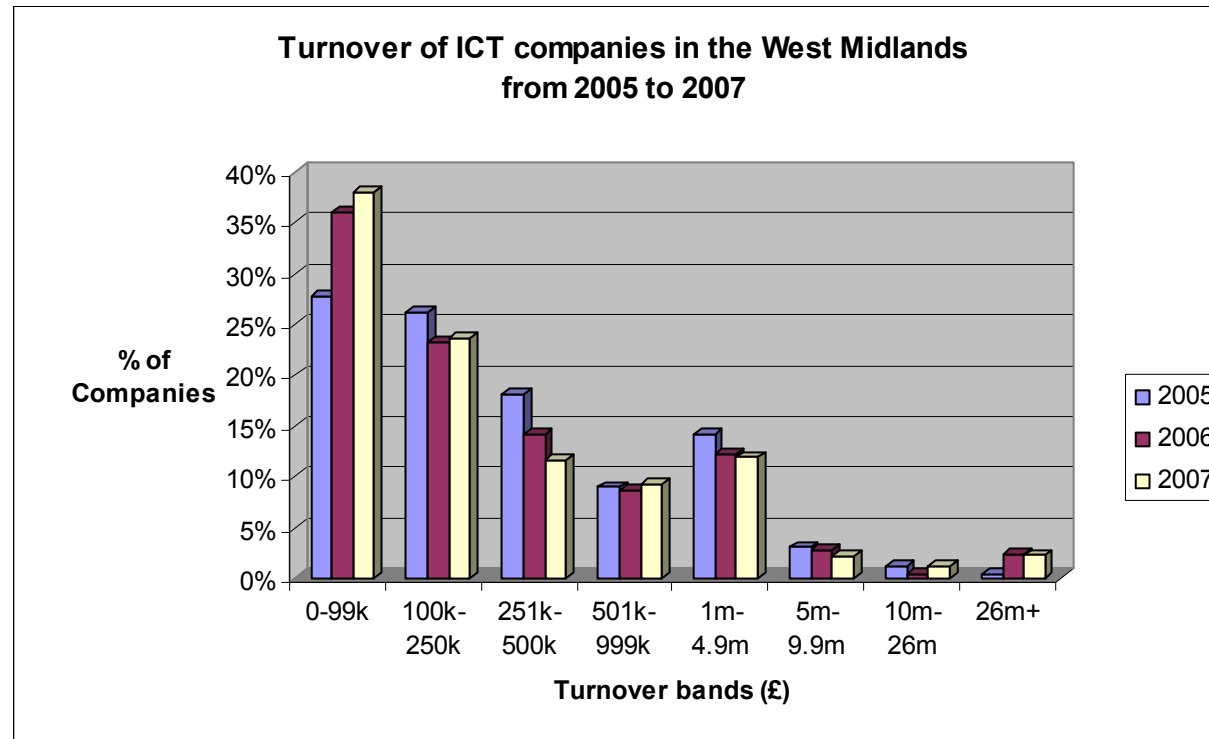
ICT in West Midlands



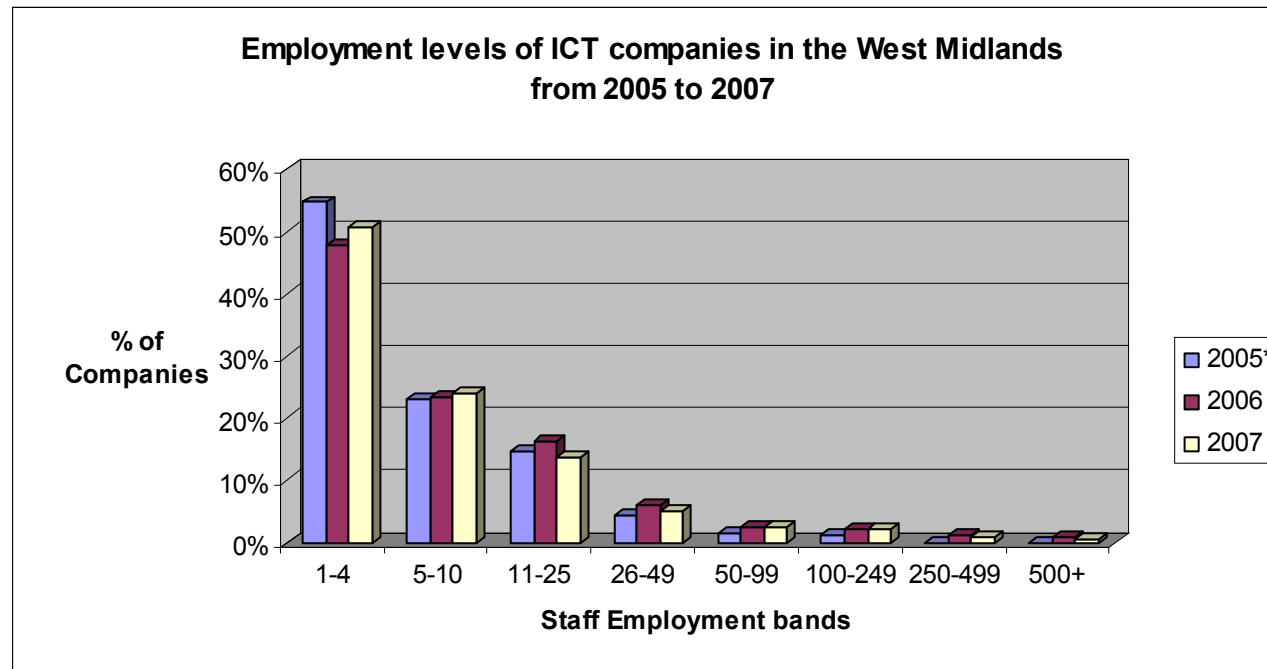
ICT Profile by Service



ICT Profile by Turnover



ICT Profile by No. of Employees



ICT Cluster Vision

Vision: “Excelling in ICT Innovation and Delivery”

Mission: “Develop a cluster of ICT businesses and partners to bring competitive advantage to the region.”

- Self Directive
- Mutually Supporting
- Innovative
- Competitive

ICT Cluster Governance - COG & EDT

ICT COG – Cluster Opportunity Group

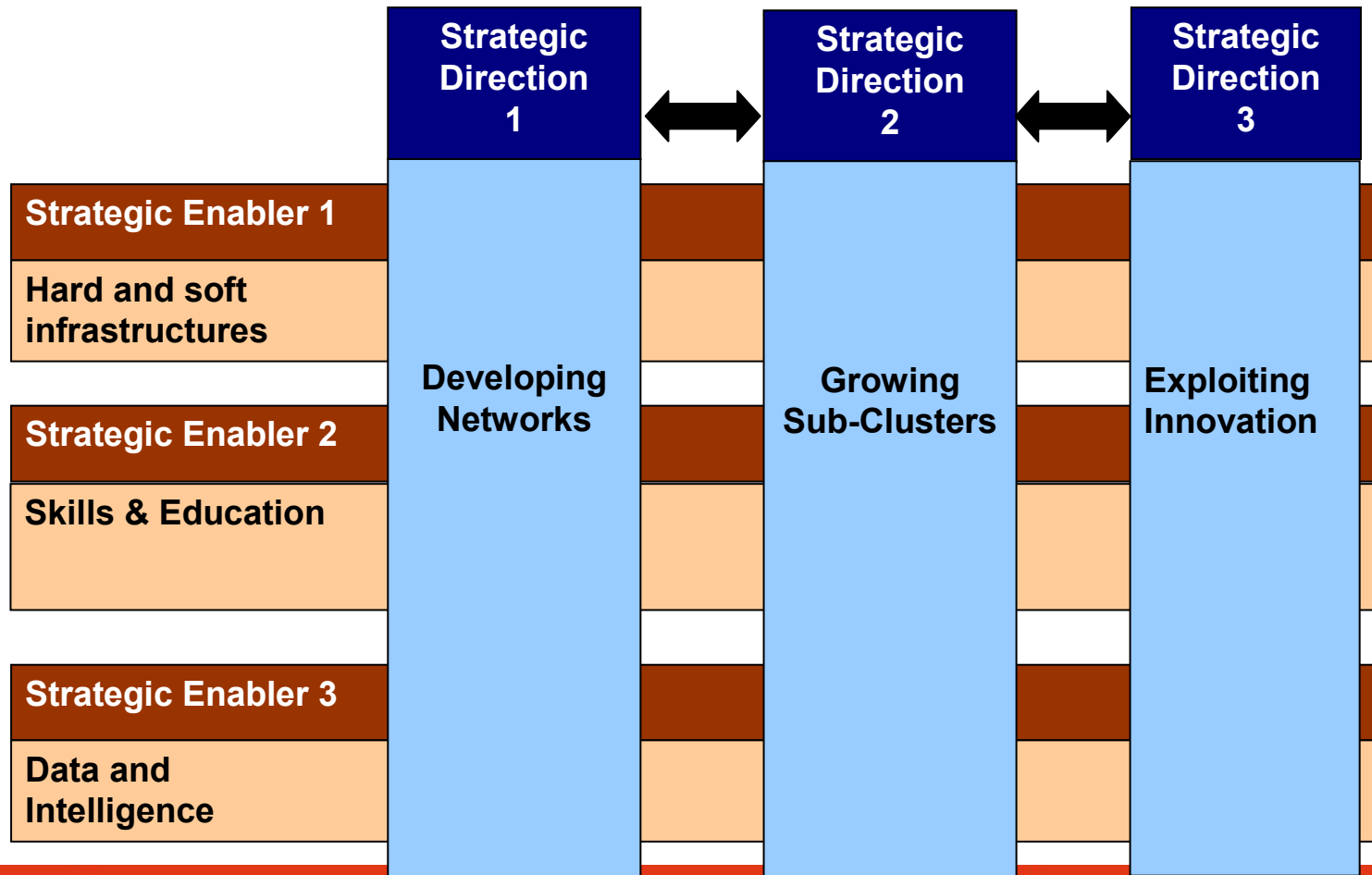
- Industry led strategic advisory body
- Both private and public sector representatives
- Chaired by private sector who are in the majority

ICT EDT – Executive Delivery Team

- Executive team integral to COG
- ICT Cluster Manager
- Business Support – Business Link
- Innovation - University

ICT Cluster Strategy

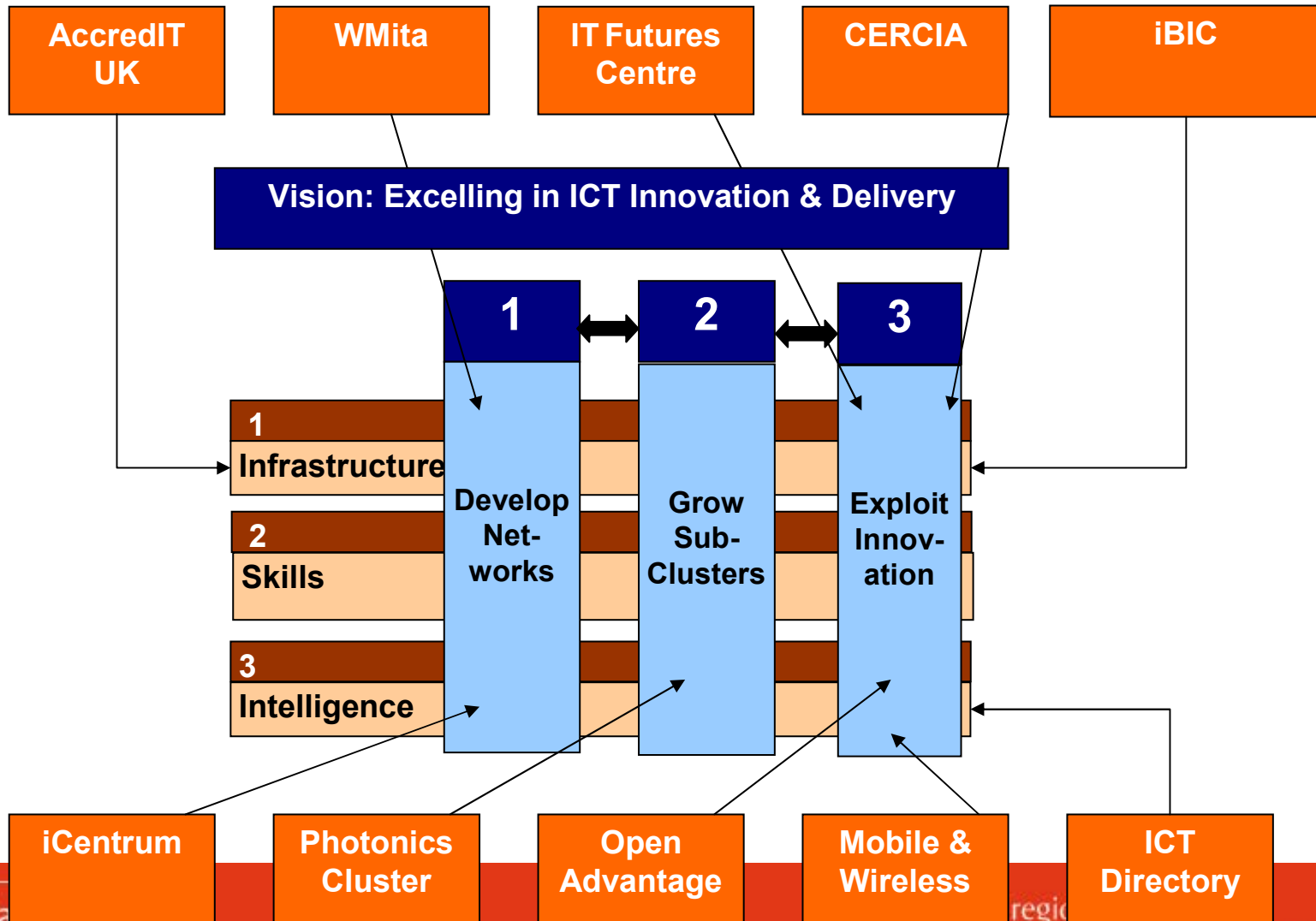
Vision: Excelling in ICT Innovation and Delivery



ICT Cluster Development

- Advantage West Midlands (AWM) & COG agreed strategy for the development of the cluster.
- AWM have invested £16.2m in 10 projects with total project value of £25.4m since 2002.
- Approximately 1000 companies actively participating in the cluster
- Cluster plan funding 2008/11 developed
- ICT Cluster Web Site www.wmictcluster.org

AWM Funded Projects



ICT COG Activity

Annual ICT Cluster Conference & Awards - 20 November 08

Reviewed ICT Cluster Strategy

Developed ICT Cluster Plan 2008/11

Primary Technology Markets: Strategic ICT Adoption,
Software Development

Emerging Technology Markets: RFID, Mobile & Wireless,
ICT Security, Photonics, Informatics

Lessons in Cluster Development

1. Key Cluster CSFs - Networking, Innovation & Skills
2. Importance of partnership between public and private sector
3. Need for Data and Intelligence to guide intervention
4. Focus on strengths in markets and technology
5. Cluster Development is a long term investment

ICT Policy

As well as being a technology stream in its own right ICT is an enabling technology for other industry sectors

Growth in ICT industry will result in growth in other sectors of the economy – 40% Productivity improvement, 25% GDP

- Regional ICT Strategy – Digital West Midlands (March 2006)
- Regional ICT Steering Group – lead on strategy and policy
- Regional ICT Operational Group – coordinate and promote implementation

Economic Impact of ICT

- ICT has potential to increase output of UK by £35bn (e-skills UK)
- In West Midlands regional output could be increased by 3bn over 5 -7 years (Adroit Economics)
- Potential uplift of £1.5bn from private sector activity, but £1.5bn will not happen without public sector intervention – not necessarily closing region's £10bn output gap but ensuring it doesn't increase

Interventions to realise benefits of ICT

1. Helping business directly to adopt and exploit advanced ICT
2. Helping improve the capacity, quality, reliability and accessibility of local ICT advisors and suppliers
3. Ensuring ICT skills gaps in the labour market are addressed, both user and professional skills
4. Ensuring the availability of ubiquitous competitive broadband access

Actions to address opportunity

1. IT Advisory Service (ITAS) as a specialist service of Business Link West Midlands being developed with budget of £10m over next 3 years
2. Capacity and quality of the region's ICT suppliers being addressed through the activities of the ICT Cluster in particular AccredIT UK
3. ICT skills of the ICT professional and end user being addressed through work with e-skills UK, Learning & Skills Council and Universities
4. Region was the first to achieve 100% coverage of basic level broadband. Next generation broadband - following national BERR lead.

Opportunity for IT Consultants

- Adoption & Exploitation of ICT is key to economic growth in UK
- Register as ICT suppliers with regional Business Link organisations. In West Midlands register via www.businesslinkwm.co.uk
- Become an accredited IT Consultancy through AccredIT www.accredituk.com
- Raise reputation and standing of IT Profession