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Name of the Center	North East Business & Innovation Centre (BIC)		
Country	United Kingdom (UK)		
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Address	Wearfield, Enterprise Park East, Sunderland UK SR5 2TA		
Strong areas of expertise	<p>The North East BIC has a 22 year history of supporting businesses to start trading and to grow their businesses with advice, mentoring in all areas of business support which includes:</p> <ul style="list-style-type: none"> - Incubation - Premises (space & infrastructure) - Entrepreneurship & Start Up Support - General Mentoring - Specialist Mentoring - Networking - Events - Workshops <p>The BIC complex in Sunderland itself incorporates a variety of accommodation including specialist incubator units, bio-science laboratories, prestigious office suites and large industrial units, as well as a conference centre and specialist ICT training facilities.</p> <p>Over 160 independent businesses are resident at the BIC and many more throughout the region tap into the extensive range of services available, which include:</p> <ul style="list-style-type: none"> - Business Support & Mentoring ; Entrepreneurship & Start Up Support ; Raising Finance; Information & Communication Technology ; Sales & Marketing ; Innovation; Internationalisation; Social Enterprise; Training and Development <p>Above is a profile of the sectors represented at the BIC, however we support businesses throughout the region who access the following sector expertise from BIC staff or via our wide network of mentors/ consultants:</p> <ul style="list-style-type: none"> - Digital & Software - Creative & Cultural - Green Economy - Advanced Manufacturing - Other (see Innovation Directory below) <p>Through our extensive client contacts, partners, intermediaries and advisers who represent all sectors and size of business, we can support the internationalisation agenda of most types of companies seeking to explore new markets in the UK (see details below)</p>		
Services to be provided			
Mentoring	<p>The North East BIC team of Mentors:</p> <p>Lilla Preston who co-ordinated a number of successful Soft Landing projects at the BIC in 2014/ 2015, will act as the Mentor Manager. Lilla will welcome & have overarching responsibility for the Spanish Entrepreneurs, providing the initial mentoring, action planning & objective setting for each visitor and will be available on a daily basis for support and introduction to other specialist mentors, as appropriate. Lilla has extensive experience (12 years) as a business adviser, with specialist expertise in sales & international marketing. (CV attached)</p> <p>Ron Anderson – Business Adviser, Mentor & Coach for new entrepreneurs & start-up businesses. With a 20 year career established in leading and managing retail outlets throughout the north east of England, Ron has over 10 years’ experience in coaching others to set up in business, with expertise in Social Enterprise & Social Innovation. Helping over 350 new businesses to start trading, Ron is also a volunteer mentor with Princes Trust, a listed Adviser on the Small Firms Enterprise Directory of Business Support Professionals and a qualified NVQ (National Vocational Qualifications) Trainer & Assessor.</p> <p>Paul Finch – Marketing Manager, Pulse Creative Marketing. Through this division of the North East BIC, Paul offers sales, marketing, website & graphic design services to a wide range of clients. He also works as a mentor and coach in the specialist area of Sales & Marketing supporting established and new businesses to develop market led strategies. (CV summary attached)</p>		

<p style="text-align: center;">Mentoring</p>	<p>Elizabeth Shaw – Innovation Manager. Elizabeth joined the BIC in December 2011, after successfully completing a post graduate degree (MSc) in Innovation, Creativity and Entrepreneurship at Newcastle University. With responsibility for delivering the BIC’s Innovation strategy, Elizabeth launched the ‘Innovation Programme’ in 2012 actively engaging businesses in the opportunities offered by innovation. Designed specifically to help businesses to realise their innovative potential, the programme which utilises ERDF investment, will help to benefit the innovators of the future; and enable us to ensure more SMEs receive help to make them aware of the innovation process and its benefits. Elizabeth has established the Innovation Directory which lists specialist mentors who can support a wide range of businesses to develop innovative products, processes and services</p> <p>Other Mentors offering Specialist Support:</p> <p>Dr David Dunn – CEO Sunderland Software City. Leading an organisation to support the growth of the software & digital industry throughout the north east England, David manages a team of digital/ software experts and has created a network of businesses and support targeted at this thriving sector http://www.sunderlandsoftwarecity.com/</p> <p>Melanie Shee – Shee’s Creative - Creative & Cultural Industries Specialist & Mentor Freelance consultant with the Creative & Cultural Skills Agency, Melanie has many years’ experience in supporting entrepreneurs and practitioners in this sector, arts management and training. -</p> <p>Sharon Lashley – Consultant/ Mentor Green Economy & Renewables Renewable energy consultant and environmental project management experience</p> <p>BIC Innovation Directory http://www.ne-bic.co.uk/innovationdirectory/spec-search.php The BIC have created a list of mentors with specific sector experience. These partners have supported the BIC Innovation Programme for the last 2 years. They are highly competent and credible mentors with demonstrable skills in project management and innovative product/ service development. Businesses can search and see profiles for local mentors in : Software; IT; Engineering; Manufacturing; Renewable Energy; Oil and Gas; Advanced Materials; Pharmaceuticals; Medical; Sustainable Waste; Chemical; Education and Training; Energy; Automotive Wind and Offshore</p>
<p style="text-align: center;">Space and infrastructure</p>	<p>The BIC complex covers a fourteen acre site and the range of business space includes executive offices and incubator units with over 140 independent businesses employing over 1000 people on site. The commercial space across the site ranges from 6000 sq ft industrial units to 150 sq ft small office space – perfect for start-up, expanding and well-established businesses. Businesses on-site span an array of sectors including: pharmaceutical and scientific, marketing and design, software and high tech clusters to finance and accounting companies.</p> <p>The ‘Open Space’ is the flexible co-working space at the North East BIC specially designed for early stage businesses, consultants and those on the move, it offers a flexible and prestigious working environment. Free secure wi fi, free car parking not to mention free coffee!</p> <p>http://www.ne-bic.co.uk/business-space/bic-sunderland/flexible-working-space/</p> <p>Would the entrepreneur have a free space all day in the center? Only some hours a day? What are the timetables? Entrepreneurs will be offered free space in the BIC main building, within the ‘Open Space’ facility, which is open to businesses Monday to Friday 08.30 – 17.00. This includes desk space, meeting room, free wifi, locker and coffee/ tea. http://www.ne-bic.co.uk/business-space/bic-sunderland/flexible-working-space/</p>
<p style="text-align: center;">Networking with local entrepreneurs</p>	<p>The North East BIC has a huge range of networks, partners and intermediaries with whom we work closely with to support our customers. As a social enterprise ourselves, collaboration and partnership is at the heart of how we work. Trading as a BIC for over 20 years, we have established relationships with other organisations that represent entrepreneurs (chambers of commerce, federation of businesses, networking organisations etc.) And many sector groups (advanced manufacturing, process industry, creative, IT etc.) We also organise a regular series of business & training events at the BIC http://www.ne-bic.co.uk/events/ open to entrepreneurs and businesses. For example, Social Media Café; Rendezvous Networking with Converge; Jump Leads Networking.</p> <p>As we have done for other Soft Landing entrepreneurs, we will identify networking opportunities for the Spanish entrepreneurs and arrange a programme of activity which meets their specific needs. The Mentors can accompany the entrepreneurs and/ or arrange transport, if required.</p>

<p>Networking with other local agents</p>	<p>The Spanish Entrepreneurs will have specific requirements to meet with other local agents and potential clients. These requirements will be discussed with each entrepreneur prior to the visit to ensure that we have the contacts and expertise to support the entrepreneur. Through our established networks and client contacts both on our Sunderland BIC site, at our other BIC business centres (Business Central in Darlington and The Hub in Washington http://www.ne-bic.co.uk/business-space/) and via our partners and intermediaries, we can make introductions and set up meetings to meet each entrepreneur's requirements. We also work closely with all our local colleges and universities and our mentors support several of their entrepreneurship programmes.</p> <p>As we have done for other Soft Landing entrepreneurs, Lilla Preston (Mentor Manager) will discuss specific needs before their visit to the UK (via Skype and email) and set up some meetings for the Spanish entrepreneurs as part of a programme of activity which meets their needs. The Mentors can accompany the entrepreneurs to these meetings & and/or arrange transport, if required.</p>
<p>Integration Activities</p>	<p>The North East BIC prides itself in creating a bustling community of businesses at each of its business centres. Our values are centred on supporting businesses and enabling them to work closely with each other. We have created communal areas at the BIC (café, meeting and working areas) to encourage our clients to meet and work together. As with other Soft Landing projects, hosted entrepreneurs become part of the BIC family and all staff will welcome, include in our events and activities and do everything we can to help them to integrate and ensure their visit is valuable and brings lasting value and contacts.</p>
<p>Is there any assistance in finding accommodation?</p>	<p>We will ensure that all visiting entrepreneurs receive assistance to identify suitable accommodation for their stay which includes a list of hotels in the locality and other types of accommodation (staff with a spare room etc.)</p>
<p>Other additional services (if any)</p>	
<p>Members of the BIC team will offer to collect from the airport on arrival and take to the airport for departure.</p> <p>The BIC have prepared a guide to doing business in the UK and information about the history and culture in the North East of England.</p> <p>We will be encouraging the visitors to take part in as many activities as possible during their stay, including any social or cultural activities that may be of interest. The BIC will offer these as part of their programme.</p>	