



EUROPEAN STRUCTURAL FUNDS PROGRAMMES IN SCOTLAND PROJECT PROFILE

PROJECT NAME	Provision of Services
PROJECT SPONSOR	Scottish Enterprise

PROJECT ORIGIN AND DEVELOPMENT

There is a belief that one of the major constraints on successful innovation is a weakness in “Marketing”. In examining this issue it became clear to the Action Line 4 development group that there was a lack of understanding of what impact marketing can have on a business. This situation is compounded by the commonly held belief that marketing is only about communications and sales. To gain a clearer picture of this issue the working group organised a workshop of marketing professionals in September 2004. This clearly highlighted a number of issues that professionals in marketing feel are inhibitors to the growth of Scottish companies.

A strong output from the group was that the capability and level of marketing skills in innovative technology businesses is limited. Given that these skills are fundamental to achieving success, particularly in the technology/innovation arena, this was felt to be an area that needed to be addressed.

PROJECT AIMS AND OBJECTIVES

This project aims to ask the private sector involved in marketing how they would solve this problem and then support one or two pilot approaches to addressing the issue of providing services to enable access to marketing skills for a company.

This project will also consider how these services could be embedded within a company for the future.

PROJECT ACTIVITIES

It is intended to build on the outputs of the workshop organised by Action Line 4. This event clearly highlighted a number of issues that professionals in Marketing feel are inhibitors to the growth of Scottish companies in particular the lack of fundamental marketing skills at differing stages of the development of a business/product.

It was also apparent that these marketing professionals involved in the workshop would be a good source of ideas as to how to address the issues identified.

To this end this project will take the innovative step of asking for possible solutions to the issues raised by the workshop from the participants and others.

This will result in a two phase approach:

Phase One:

Will seek responses to a tender set in the area of ‘Provision of Services’ to Scottish based innovative companies. The responses will be assessed by the working group for Action Line 4 and those that have the most potential will be asked to prepare a full proposal.

Phase Two:

Is the implementation phase which will pilot the successful responses and monitor the outputs and outcomes from the work. It is intended that this work will link with the research ‘base-line’ piece described in an accompanying proposal.



It is often stated that part of the problem in the Scottish economy is poor marketing. This complaint is levelled most often at our innovative businesses that appear to have world beating innovations but fail to capture a significant share of the global market.

This project seeks to address this issue by looking for innovative approaches to increasing the marketing skills within innovative businesses through the innovative provision of services.

PROJECT STRUCTURE

The work has been devised through consultation with marketing experts and practitioners from across Scotland. This included a workshop organised by the Action Line 4 Development Group, which involved marketing experts and businesses/business representatives.

The project will be a partnership between the Scottish Executive, Highlands and Islands Enterprise and Scottish Enterprise.

This project will require close project management to co-ordinate the different aspects, and the work of the private sector. It is intended that a working group will manage and co-ordinate the activity. Scottish Enterprise will be the lead agency for monitoring and reporting.

Scottish Enterprise has in place European Funding Systems and Procedures which cover the preparation and submission of claims, record-keeping and monitoring, notification of significant changes, and compliance with conditions of grant, including publicity requirements. The SE Competitive Business team will be supported in the management of the EU funding aspects of the project by Scotland Europa. This will include a project start briefing meeting at which all the above aspects will be covered, and co-ordination of the claims process.

PROJECT FINANCE

Funding Partners	Scottish Enterprise The Scottish Executive Highlands & Islands Enterprise
Total Costs (£)	£236,000
Eligible Costs (£)	£236,000
ERDF/ESF Support (£)	£118,000
Action Line	4 – Marketing & Product Launch

PROJECT PERFORMANCE

The project will:

- create new approaches to improving the provision of services in marketing to innovative businesses.
pilot these approaches and capture the change in awareness and determine if and how it should be developed in the future.



PROJECT FUTURE

The working group for Action Line 4 clearly identified the need for a programme to improve the depth and breadth of marketing skills in innovative businesses.

Addressing this skills weakness is fundamental to allowing a change in the performance of innovative businesses in the future.

PROJECT CONTACT

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