

Context

In the Prime Minister's speech in Shoreditch on 4 November 2010 he outlined plans to facilitate the growth of an 'East London Tech City' in an area from Shoreditch to the Olympic Park.

The intention is to create a Silicon Valley-like cluster in East London, building from the established 'Silicon Roundabout' hub of digital media companies and generating rapid growth by fostering the creation and development of tech start-up companies. Commitments to support the cluster have already been made by blue-chip ICT companies, consultants and banks including BT, Cisco, Facebook, Google, Intel, Qualcomm, Vodafone, McKinsey, Barclays and Silicon Valley Bank.

London Met: An Anchor Institution for Tech City

Successful clusters have universities at their heart and are built around anchor institutions. London Metropolitan University is uniquely well placed to fulfil the role of a university anchor for Tech City. Through its digital media business incubator Accelerator in Shoreditch it is already a key component of Silicon Roundabout. It has a mix of attributes which will enable it to contribute to the developing cluster through the provision and development of skills, at the policy level, and through support for early-stage businesses:

- Locations spanning the City and North East London including the Tech City zone
- Vocational approach and subject mix, with a focus on skills development
- Students taking a wide range of media-related undergraduate, postgraduate and professional courses from Art, Media, Design and Architecture through Humanities and Social Sciences to Computing, Law and Business
- Employable graduates, with skills, knowledge and experience gained through enterprise and entrepreneurship programmes, placements and internships
- Broad range of academic capabilities relevant to Tech City, in all strands of creative and digital media, tech/IT and business
- Access to the University knowledge base through student placements and internships, consultancy, Knowledge Transfer Programmes and collaborative research



- Policy input from the Cities Institute, through its research programme in urban society in its human, physical and economic dimensions
- Sector-specific expertise including the WOW Agency for IT and Web design, Gamelab UK for educational media, the digital design and manufacturing centre Metropolitan Works and the Design Nation membership organisation
- A broad range of CPD programmes for staff development, including certified Cisco, Microsoft, Oracle and Adobe training as well as languages, management and leadership, PR and marketing, events management, HR and procurement
- A vibrant student enterprise programme generating new businesses
- Support for micro and early-stage businesses through the Centre for Micro Enterprise and Accelerator.



Accelerator: Serving Tech City

Accelerator is London Metropolitan University's digital media business incubator and is already well positioned as a business-friendly connection between Silicon Roundabout and London Met, with the potential to serve the developing Tech City.

Located in the centre of the ICT, design and digital media cluster in Shoreditch, Accelerator houses a community of 20 tenant companies, 40 virtual incubatee companies and 10 student businesses.

- Accelerator runs a physical and virtual incubation programme to stimulate commercial productivity, engaging with early-stage SMEs to give them the best possible chance of survival. It combines incubation space with mentoring, business advice, short courses and access to the University knowledge base. Importantly it also facilitates networking between clients, London Met staff and

students, and the wider Silicon Roundabout community. Through the incubation programme 70 businesses have been supported over the last four years to create 149 jobs.

- Accelerator delivers funded programmes to local businesses and is currently providing the Innovate London ERDF-funded package of support for businesses to introduce innovation through connections to universities.
- Accelerator runs London Met's Student Enterprise and Student Placement Programmes, designed to develop enterprise skills, attitudes and experience within the student body to improve employability and support students and graduates to launch and develop new ventures. 28 businesses have been created over the last two years, of which one (TweetPhoto) went on to raise \$2.6m of VC funding and has recently been acquired by the Seattle-based e-commerce site Lockerz, Inc.
- Accelerator works closely with the Centre for Micro Enterprise in London Metropolitan Business School, which runs projects and provides training for aspiring entrepreneurs and owners of micro-enterprises. Over the last seven years 650 businesses have been helped to start up.



For More Information...

We are actively engaging with policy makers, funders, creative/digital businesses and other players. To find out more about London Met and its role in Tech City:

- email techcity@londonmet.ac.uk
- call Sue O'Hare, Associate Director (Enterprise) on 020 7133 2675
- visit the website www.londonmet.ac.uk/enterprise
- visit us at the Digital Shoreditch festival 3-7 May 2011 <http://digitalshoreditch.com/>