

# UKSPA

BUILDING · TECHNOLOGY · BUSINESS

Making the most of your membership.

*The UKSPA Membership Toolkit*

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## The UKSPA Membership Toolkit

### Gain more from your membership – as a business affiliate, associate or full member – of the United Kingdom Science Park Association.

The United Kingdom Science Park Association provides a wide range of services and benefits to Science Parks, Innovation Centres, Affiliates and the rest of our diverse membership.

We believe our small executive team based at Chesterford Research Park provides our membership with the best service possible, but we know that sometimes members are simply too busy to make the maximum use of the services that we provide. This Toolkit explains the full range of services that are offered, and will hopefully serve as an aide-memoire to ensure that you get the maximum benefit out of your membership.

Many members will make use of most – if not all – of our services. Others, particularly new members, will hopefully find this guide a useful reference to UKSPA initiatives, activities and information.

The UKSPA website at [www.ukspa.org.uk](http://www.ukspa.org.uk) provides a single access point to all services and this guide has been produced to provide a route map to the information, advice and promotional opportunities that the website provides.

Please make the most of your UKSPA membership. Our team is here to help.

**Paul Wright, Chief Executive**

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## Section 1: Promoting your Park to potential tenants and the wider Innovation Sector

One of the key benefits of UKSPA membership is the opportunity that you have to promote the physical assets and facilities of your Park or Innovation Space.

An illustrated, comprehensive park profile containing your contact details is featured on the UKSPA website, which receives over 67,000 page impressions per month.

Make the most of this by ensuring that you keep this up to date. The online Science Park directory is an extremely popular resource on the site.



All news stories, events and job vacancies from Science Parks and Tenant Companies can be added to the relevant part of the site and are also featured on your Park profile, so do add UKSPA to your distribution list for press releases, and encourage your tenants to do the same – either at Tenant Meetings or by adding details in your tenant newsletters. If you would like content for your own bulletins then contact [info@ukspa.org.uk](mailto:info@ukspa.org.uk) where screenshots and text is available on request.

Your park profile, including contact details, will also appear in the Annual UKSPA Members' Directory – an essential reference source with a circulation of over 1,500 copies. The Directory is revised and printed each summer, but make sure that you keep UKSPA up to date with your latest details so that your Park Profile can be updated on the UKSPA website.

### Send all your press releases to UKSPA for same day promotion on the UKSPA website



The UKSPA website now contains daily updated news from members and their tenants.

As well as ensuring that [info@ukspa.org.uk](mailto:info@ukspa.org.uk) receives your press releases why not also add UKSPA to the circulation of your tenant newsletters?

Relevant news stories will be added to the UKSPA site if you would like further national promotion. Press Releases from you are also regularly used to identify potential features in the UKSPA Quarterly Journal.

### Provide UKSPA with a banner to display on your area on the site



Banner placements are available for your profile page, but other advertising opportunities are also available throughout the site. Why not promote your events, initiatives, properties and services on the site?

## Submit articles and content to 'Innovation into Success' – the UKSPA periodical which has a circulation of over 6,500 copies

As well as news and success stories from your Park, major features and initiatives can also be promoted in the UKSPA Quarterly Journal. In the past this has included special features on:

- Exploiting the Knowledge Economy
- Access to finance
- Laboratory design and build

The six latest back Issues are also available as pdf documents on the UKSPA website.



## Monthly e-newsletter

In the Summer of 2008 the UKSPA office began producing a monthly e-newsletter. We receive so much information of general interest or potential value to our members that this simple e-newsletter effectively communicates the very latest information on membership matters. The newsletter can be distributed to Park Tenants or added to your Park's own information systems for Tenants.



## Enter UKSPA award schemes that recognise achievement and best practice

In 2009, UKSPA's 25th Anniversary, the Association celebrated and recognised the achievements of everyone associated with the Science Park movement over the last 25 years, through the UKSPA Awards. These recognised the achievements of:

- outstanding Science Park Tenants
- outstanding Science Park Partners
- Sustainable Design
- outstanding Science Park Initiatives
- outstanding Science Park



## Section 2: Knowledge Sharing and Networking in the Science Park community

- Make links with individual UKSPA members through our email and online networks
- Keep up-to-date by contacting the networks with your questions
- Ask for advice and share ideas and good practice with other members

### Free places at three members' meetings each year which include plenary sessions, workshops and study tours



Three times a year UKSPA works in partnership with a member science park to host a two day conference. The meeting will include the UKSPA EGM (or AGM), which provides a forum to hear about current activities and new members. A mix of four or five plenary speakers together with a choice of several workshops aims to ensure that there are sessions available for everyone.

High levels of customer satisfaction are received but if there are particular issues that you would like to see at a meeting, do let us know. Workshops at recent meetings have covered:

- Science park business modeling
- Successful business links with China
- Incubation best practice and tenant networks
- Measuring Success
- Science Parks as active intermediaries and
- Managing Company Growth and Company Failure.

The events also provide an opportunity for you to hold a workshop to discuss particular initiatives. The Programme for the Meeting also contains updates from your park to keep others informed of issues of particular interest. The Programmes are added as members only content on the website.

Networking opportunities are factored into each event; this includes a Reception and Dinner on the first evening. This enjoyable feature allows you to meet up with existing contacts and make new ones!

Recent meetings have seen dinners organised:

- on the dining cars of the Severn Valley Steam Railway
- at the Magna Centre – the former steel works in Rotherham
- Merseyside Maritime Museum, and
- an Elizabethan Evening at Lumley Castle.

### UKSPA Conference Feedback

*“Very well organised event that delegates enjoyed and found worthwhile (I overheard a number of delegates say this).”*

### Visiting Speaker

## Join an UKSPA Focus Group to network on specific issues – online or at meetings

UKSPA Focus Groups provide an opportunity to discuss specific issues with interested colleagues from around the country. The groups are comparatively informal and usually meet on the second day at each Members' Meeting. Current Focus Groups include:

- Estate Management
- Incubation
- Information/Communications Technology
- Marketing

The Focus Groups also have a discrete area on the UKSPA website and contact information for all of the groups is available.



## What to do to get advice and support

The UKSPA website builds on the regular exchange of information, advice and support that is offered through our e-mail network by adding FAQs in the 'Ask UKSPA' Forum.

Typical questions have been:

- I am currently in the process of reviewing our Health and Safety Policy and was wondering if other parks might be willing to let me have sight of their policy?
- I just wondered if any science park had, or are aware of, a system that allows a number of display screens in reception, open areas, etc., to be networked to a central computer, so that content can be controlled from a central PC, ideally without having a PC attached to every display?

Members can e-mail [info@ukspa.org.uk](mailto:info@ukspa.org.uk) with their query and this is then circulated widely; answers and advice are sent directly to the enquirer. These answers are then added to the Forum database so that others also benefit from the discussion and exchange of ideas.

## Working with UKSPA Business Affiliates

UKSPA Business Affiliates provide a valuable source of information and provide a wide range of professional services to UKSPA members. UKSPA Business Affiliates are able to promote their services through rotating banners on the UKSPA website as part of their membership. Advertising opportunities are now available to our Business Affiliates, but why not advertise on other areas of the site – either as an exclusive advertiser or in rotation with others?

Popular areas of the site – such as the home page or news sections – provide significant visibility for Affiliate companies.

Business Affiliates are also the first choice for speakers at UKSPA and other partner conferences and events.

## Section 3: Accessing UKSPA Information, Publications and Survey Data

### Making the most of the UKSPA website

The UKSPA website has brought together a number of services to improve access. These are:

**Property Database** – delivers a clearing house for available laboratory and other innovation or office space on member science parks.

**News** – success stories from member parks and their Tenants.

**Recruitment** – job adverts on science parks and beyond.

Do make the most of the UKSPA website. Mark it as a favourite to ensure you are up to date with current events in the science park and incubator field. You can also keep up to date by registering for the news syndication (RSS) service on the site.

The site belongs to our members and is visited by thousands of people each week – remember, these visitors could be potential tenants, inward investors, or even Venture Capitalists looking to invest in the sorts of companies that are resident on your park.

### Advertise your vacant buildings/offices/laboratory space

Advertise your innovation space on the UKSPA website.

The Property Database is a unique resource enabling lab or office users and providers of laboratory and office facilities to make contact with each other, creating a marketplace for available space, whether to rent or buy.

UKSPA members can advertise their vacant property entirely free of charge.

### Find out about Events in the technology sector – and promote your own events!

The events area is where you will find information on UKSPA conferences and member meetings as well as access to presentations and other content from recently held events. The Events section also provides an opportunity for members to promote their own conferences or initiatives to a wider audience – your booking forms and conference flyers can all be added to the site free of charge.

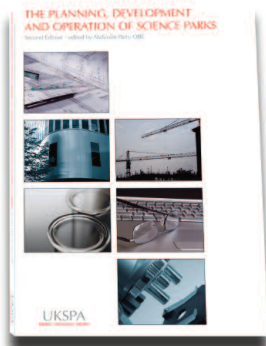
The events section of the website also provides details of other commercially available conferences.

## Member-Only Content

Some areas of the site are password protected to ensure that only members can benefit from this content. This includes:

- Presentations and Papers made at UKSPA members' meetings
- Participation in the 'Ask UKSPA' Forums
- Content forms to update your contact information and
- UKSPA strategic plans and current business objectives.

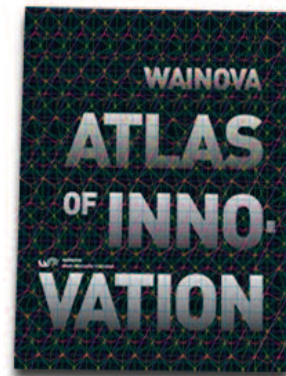
## Using UKSPA Publications and Surveys



As well as receiving the Quarterly Journal, UKSPA members also receive a copy of the Annual Directory. Substantial discounts can also be found on all other UKSPA publications.

These include the definitive guide to *The Planning, Development and Operation of Science Parks*. Published in 2006, this is a completely revised and fully comprehensive second edition of the UK Science Park Association's definitive guide to good practice in science park development and management. Edited by Dr Malcolm Parry, Director of Surrey Research Park (University of Surrey), it offers insights and case studies which explore a broad range of topics and initiatives written by the leading light practitioners in the science park movement today.

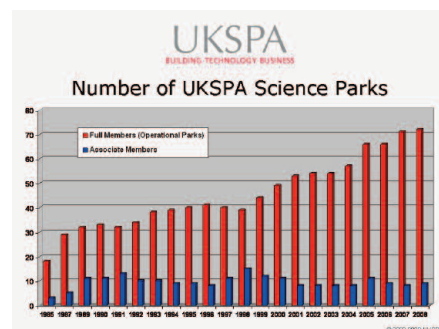
UKSPA also worked with the World Alliance for Innovation on the Wainova Atlas of Innovation. This is the definitive guide to innovation locations all over the world. The Wainova Atlas of Innovation is a beautifully bound, 600-page hardcover book listing Science Parks, Technology Parks, Innovation Centres and Business Incubators in over 60 countries across the globe.



Coordinating information from 24 Associations of Science and Technology Parks – including UKSPA – the mission of the Wainova Atlas of Innovation is to contribute to the world's economic and social growth by promoting innovation, technology transfer and the establishment of technology and innovation-based companies and it is the first such panoramic vision of Science Parks. A limited number of copies are available for purchase from the UKSPA office.

## Access to benchmarking information

The Annual Salary Survey provides invaluable benchmarking information, while more general annual statistics are available as a powerpoint presentation. Many Park Managers will frequently make presentations on the growth of the Science Park Sector – a standard powerpoint presentation can be downloaded from the members' area.



## Section 4: UKSPA Partnerships

Although not directly related to UKSPA membership, the Association does share many formal and informal affiliations with like-minded organisations. Individual UKSPA members, in many cases, have access to additional services. Our Partners include:

### **Institute of Knowledge Transfer**

UKSPA is a member of the Institute of Knowledge Transfer; the IKT is a key resource to the unlocking of innovation from within the public and private sector research base, and to turning knowledge into new and profitable products and services, plus the development of an adequately trained community of knowledge-transfer professionals. The IKT's vision is to create the leading knowledge network portal which encourages innovation and speeds up knowledge exchange and transfer.

### **IASP Membership**

UKSPA is an Affiliated and active member of the International Association of Science Parks. Like UKSPA, IASP is a membership-based Association who represent around 600 science parks and business incubators throughout the world. IASP are currently building benchmarking tools to allow members to benchmark their activities against similar science parks across the world. They are also currently constructing a World Atlas of innovation to map innovation activity throughout the world.

### **WAINOVA Membership**

The World Alliance for Innovation aims to contribute to the world's economic and social development by promoting innovation, technology transfer and the establishment of technology – and innovation based companies. The Alliance fosters innovation, technology and knowledge transfer, and the creation of innovative companies, and encourage the creation of new science parks, technopoles and innovation-based business incubators, facilitate their networking and promote the establishment of the best management practices. UKSPA worked with the Alliance on the World Atlas of innovation which maps innovation activity throughout the world and provided international promotion for individual science parks. Copies are available for purchase from UKSPA offices.

### **AURIL (Association for University Research and Industry Links)**

AURIL is the professional association representing all practitioners involved in knowledge creation, development and exchange in the UK and Ireland, who work to ensure that new ideas, technologies and innovations flow from their institution into the market place.

### **British Design Innovation (BDI)**

British Design Innovation is the representative voice to industry of many of the most qualified top-end product, service, innovative 3D packaging, digital and brand designers in the world, each with over a decade of experience in sectors such as aeronautics, biotechnology, consumer electronics, food and drink, medical, nano-technology, telecommunications and transport. BDI members' companies generate over £200 million in turnover.

### **Institute of Physics**

The Institute of Physics is a scientific charity devoted to increasing the understanding and application of physics. It has an extensive worldwide membership (currently around 36,000) and is a leading communicator of physics with all audiences from specialists through government to the general public. Its publishing company, IOP Publishing is a world leader in scientific publishing and the electronic dissemination of physics.

### Institute of Science and Technology

The IST reaches out to provide individual and focused professional support to a wide group of specialist, technical, and managerial colleagues in a broad range of environments such as science, engineering, industry, local authorities, schools, FE, HE, research/analytical/health facilities, government departments, and many more in the UK and overseas.

The IST's aim is to make the Institute all embracing and, in order to achieve this, help/advice networks, skills training, specialist forums, recognised qualifications, continuing career development opportunities and guidance is available to the membership. Recognition of professional standing is high on the agenda and, most importantly, expansion of the vibrant community of specialist, technical and managerial colleagues who will work together to help make a difference and shape the future.

### Association of University Research Parks (USA)

AURP membership includes planned and operating parks, many of which contain technology incubators, across the United States. AURP members also include a variety of university, government, not-for-profit and private companies interested in the development and operation of high technology economic development projects. The mission statement of AURP is 'Fostering innovation, commercialisation and economic growth in a global economy through university, industry and government partnerships.'

## Section 5: Supplier Discounts for Science Parks and tenants through UKSPA advantage

**UKSPA advantage**  
increase your profitability with UKSPA ...

Business Services: We have created a number of business services that you can now benefit from as a UKSPA member. Contact us today to find out more.

Office Supplies / Services: We offer a range of office supplies and services that you can now benefit from as a UKSPA member. Contact us today to find out more.

Laboratory Services: Our dedicated laboratory and scientific support services are the central focus of our business. We offer a range of services to support your laboratory needs.

People / Staff Services: Our staff are our core asset and we offer a range of services to support your people needs.

Save up to 40% on your business purchases

Provide your tenant companies with the opportunity to access a suite of value-adding services making a real difference to their bottom line and yours. **UKSPA advantage** is the new purchasing portal for companies on Science Parks and others in UKSPA membership. We have teamed up with Formula, a leading Corporate Purchasing company to bring you the new scheme.

UKSPA has also brokered a number of deals with a range of companies that can be trusted to provide special deals, with a number of specialist companies primarily within the laboratory sector. Our portal provides access to this network of personally

selected and highly reputable suppliers, offering an extensive range of quality business products, reliable services and excellent customer care at significantly discounted rates. Whatever business service you require, from financial services and telecommunications, through to office equipment and corporate marketing – take advantage of the UKSPA advantage network to get great service, reduce your costs and increase your profitability.

### Using the Portal

Click on the services that are of interest to you and then click on the 'make an appointment icon' on the relevant page. Fill out the form – this will tell the company that you are part of the **UKSPA advantage** scheme. A dedicated account manager will contact you to arrange a meeting or discussion to look at your requirements.

**UKSPA advantage**

**DANWOOD**  
Save up to 40% on all Print Hardware as a UKSPA member with the Danwood Group

Special Features:  
• Personalised service  
• Free delivery  
• Free installation  
• Free training  
• Free maintenance  
• Free support

save up to 40% on your business purchases

You will then be able to start taking advantage of the services and discounts that are available to you. If you would like all of the companies to contact you and discuss your purchasing requirements – fill out a single contact form.

No fees. No contract. No hassle – just instant savings.

### **Business Benefits**

The UKSPA Portal provides access to a network of personally selected and highly reputable suppliers, offering an extensive range of quality business products, reliable services and excellent customer care at significantly discounted rates.

Whatever business service you require, from financial services and telecommunications through to office equipment and corporate marketing, being part of the UKSPA advantage corporate purchasing portal will dramatically reduce your costs and increase your profitability. Whether you are looking to save money or simply gain better visibility and control over the expenditure within your company, find out how using the **UKSPA advantage** Purchasing Portal can help you today!

# UKSPA advantage

The United Kingdom  
Science Park  
Association initiative  
exclusively for  
companies on  
member Science  
Parks

## The United Kingdom Science Park Association initiative exclusively for companies on member Science Parks



The United Kingdom Science Park Association is the trade body representing Science Parks in the UK. UKSPA members provide over 2,000,000 square metres of innovation space and house over 4,000 companies employing over 75,000 people.

The Association helps members to develop their Science Parks and promotes national and international awareness of UK Science Parks and provide information on their objectives, progress and achievements.

UKSPA also delivers a range of services and has long felt that there is value in negotiating reduced price products or enhanced services with a range of suppliers so that we can offer significant financial benefits for our members and their tenants.

UKSPA advantage provides access to excellent deals brokered with national suppliers. These deals offer tangible benefits – at a time when cost reduction is key to increasing profitability.

Although no single supplier can provide all the specialist services that Science Parks and their tenants require, the companies participating in the scheme are aware that offering the best possible discount and best possible service is crucial to the success of the scheme.

Further information is available on [www.ukspadvantage.org.uk](http://www.ukspadvantage.org.uk)

For more information  
on the great deals for  
Companies on this  
park visit the UKSPA  
advantage website.