

# UKSPA CASE STUDY

## DESTINATION NORWICH RESEARCH PARK

Dr Kenny Lang joined the team at Norwich research Park as Business Development Director in 2015. A former research scientist in microbiology, Kenny specialised in the commercialisation of life sciences, Kenny specialised in the commercialisation of life sciences. Now based at Centrum, Norwich Research Park's central hub of activity, he explains his role and what attracted him to the park and why he is keen to encourage more businesses to this flourishing location in the East of England.



### NORWICH & EAST ANGLIA

The region is famous for food and farming but there is actually a much more diverse economy, which includes world class institutes and a thriving community of science and technology based businesses.

Norwich Research Park is a partnership between the University of East Anglia, the Norfolk and Norwich University Hospitals NHS Foundation Trust, the John Innes Centre, Institute of Food Research, The Genome Analysis Centre, and The Sainsbury Laboratory - all located within a 1km radius.

My role here at the Park is to show how this diverse and supportive culture can be beneficial to businesses and encourage them to locate here. Targeting businesses locally, nationally and internationally, I work closely with all groups involved in research, technology transfer and business development here on the Park and beyond.

### A COLLABORATIVE APPROACH

Our partner organisations here at Norwich Research Park have global reputations in research areas of environment, plants, microbes and the role of food and health.

Their collective expertise therefore helps us to address societal challenges such as 'Food and Energy Security', 'Healthy Ageing' and 'Living with Environmental Change'. A key advantage for businesses

is to be able to benefit from this expertise and knowledge via easily accessible commercialisation offices.

In addition, the institutions here at Norwich Research Park have invested in a significant amount of very specialised research equipment not readily affordable to smaller companies.

Through our 'Virtual Technology Centre' online portal, any company can see what facilities are available and how much it would cost to access them. Complementary to this is our shared equipment laboratory, which provides companies with access to a super range of equipment. In particular, this is really useful for start-up businesses.

For example, if businesses have a requirement for a particular item of equipment but don't have the funds to purchase it outright, our shared equipment laboratory offers those companies an opportunity to access the equipment they need affordably.

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Norwich Research Park

## INFRASTRUCTURE – VITAL FOR THE FUTURE

Recognising the importance of good infrastructure is vital. The dualling of the A11 has done much to open this region up to the rest of the country and beyond.

This, combined with Norwich's excellent rail links to London and Cambridge and the advantage of having an international airport (less than 20 minutes away) with daily flights to Schiphol, is paying dividends, as it demonstrates how easily accessible the Park is.

However, it is important we don't just think of Norwich Research Park in isolation. It is an important asset for the local economy; generating jobs and for bringing businesses into the region.

For the companies themselves, this collaborative approach means they will join a networked community that gives them access to leading academics, technical facilities and superb business support. They can be confident they are moving into well-managed accommodation, with the benefits of flexible terms and support packages, which can meet their commercial needs



## DEVELOPING TO MEET THE NEEDS OF BUSINESS

Norwich Research Park has an extensive range of facilities designed to meet the needs of science-based businesses.

This includes the impressive Centrum building, which was part of a significant investment in the Park by the Biotechnology and Biological Sciences Research Council (BBSRC).

Designed to deliver innovation from the research base to business and generate job creation in the region, the building seamlessly blends meeting and networking space with offices and laboratories.

Ideal for established businesses, other examples include UEA's Enterprise Centre, which is designed to support start-ups with its mix of co-working and hot-desking space.

The newly opened Bob Champion Research and Education Building for medical research as well as the planned Centre for Food and Health all illustrate how the Park is developing at a rapid rate.



## MAKE THE MOVE

Here at Norwich Research Park we pride ourselves in having created an environment that embodies research, innovation and business. It is a place where businesses can talk to other like-minded organisations, and where scientists benefit from collaborative opportunities.

So in conclusion, I would wholeheartedly recommend this remarkable location, not just as a destination for science-based businesses that are keen to take advantage of the first class research facilities, but also for the outstanding quality of life Norwich offers to them and their employees

## FIND OUT MORE

Norwich Research Park is one of over a hundred locations in UKSPA membership.

These locations deliver the infrastructure and support required by 4,000 tenant companies employing over 70,000 staff and have high growth potential and are essential for the future development of the UK economy.

More information about Norwich Research Park and other UKSPA members can be found on [www.ukspa.org.uk](http://www.ukspa.org.uk).

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