



Clustering in BASEC

“where did it come from?”

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Developing new models for enterprise

- BASEC, a sub-regional initiative
- Focus on excluded groups
- Transnational dimension, Lyon “mapping”
- Clustering – enabling access to opportunity
- Partnership working i'SE and UCE
- Timescales – the perils of contracting



Research had told us

- Clusters can take decades to develop fully
- They often develop initially unplanned
- They go through the same stages as developing businesses:
 - birth,
 - potential,
 - emerging,
 - sustainable,
 - mature
 - declining

Successful clusters develop when there is...

- the availability of venture or other capital;
- critical mass;
- technical infrastructure;
- presence of higher education and research or support institutions;
- entrepreneurial drive;
- influence of champions;
- presence of an anchor firm(s);
- networks and quality of linkages;
- social capital;
- diversity.

Overachieving clusters have...

- A range of intangible assets including:
 - strong inter-firm relationships,
 - trust
 - social capital
- Such clusters are aware of the interdependencies of their members and produce more than the sum of their parts, i.e. are more competitive and dynamic

Why cluster?

- Clusters drive innovation and innovation drives productivity. The argument follows that to move a concept to a commercialised product many organizations must cooperate and collaborate. Clusters provide the critical mass for this to occur by facilitating interaction by participants. Few organisations have all the necessary skills to develop unique products and services by themselves, therefore clusters, rather than single organisations, are the sources for income and jobs growth.

and...

- the cluster approach is about inclusion, collaboration and cooperation and there are benefits to all participants. The cluster approach breaks down organizational, geographic and sector silos, promotes social capital and facilitates tacit knowledge, all critical ingredients for a creating a virtuous cycle of sustainable economic growth

..so what did we do?

- 2 strands to the i)SE project:
 - “High life”
 - Clustering for procurement
- High Life – growing into new markets for Social Enterprise
- Procurement – opening access to mainstream contract opportunities

Highlife

- Just launched, delivering a personal concierge and assistant service to cash rich – time poor city-centre dwellers
 - Early signs that this can give access to new markets for SEs and CVOs
 - Grows employment for our clients in existing SMEs
 - Opens our understanding of emerging need
 - Enabling us to support business activity for trading CVOs

The procurement project

- Grown from national policy
- Recognising the gaps with reality
- Attempting the impossible – from opportunity to tender
 - Identifying the opportunity
 - Identifying the sponsor
 - Developing the cluster
 - Supporting the cluster
 - Constructing the tender
 - Building the resource base
 - Validating the learning

Building the Future

- Developing best practice
- Building a strong resource base
- Growing the network of members
- i|SE as 1st point of contact for opportunity (a cluster hub)
- Strength through collaboration and cross-selling
- And through growth of the sector