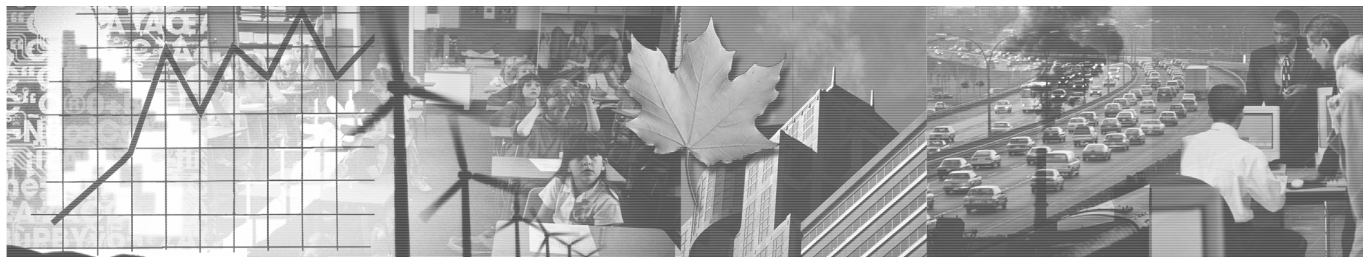


Adrian Healy

**Cluster Consultancy in Europe:
A personal view**

25 January 2007



ECOTEC
RESEARCH & CONSULTING

Contents

- **Who am I**
- **The market for cluster consultancy**
- **Different aspects of the market**

Who am I?

Adrian Healy

Expertise **Regional economic development,
planning policy**

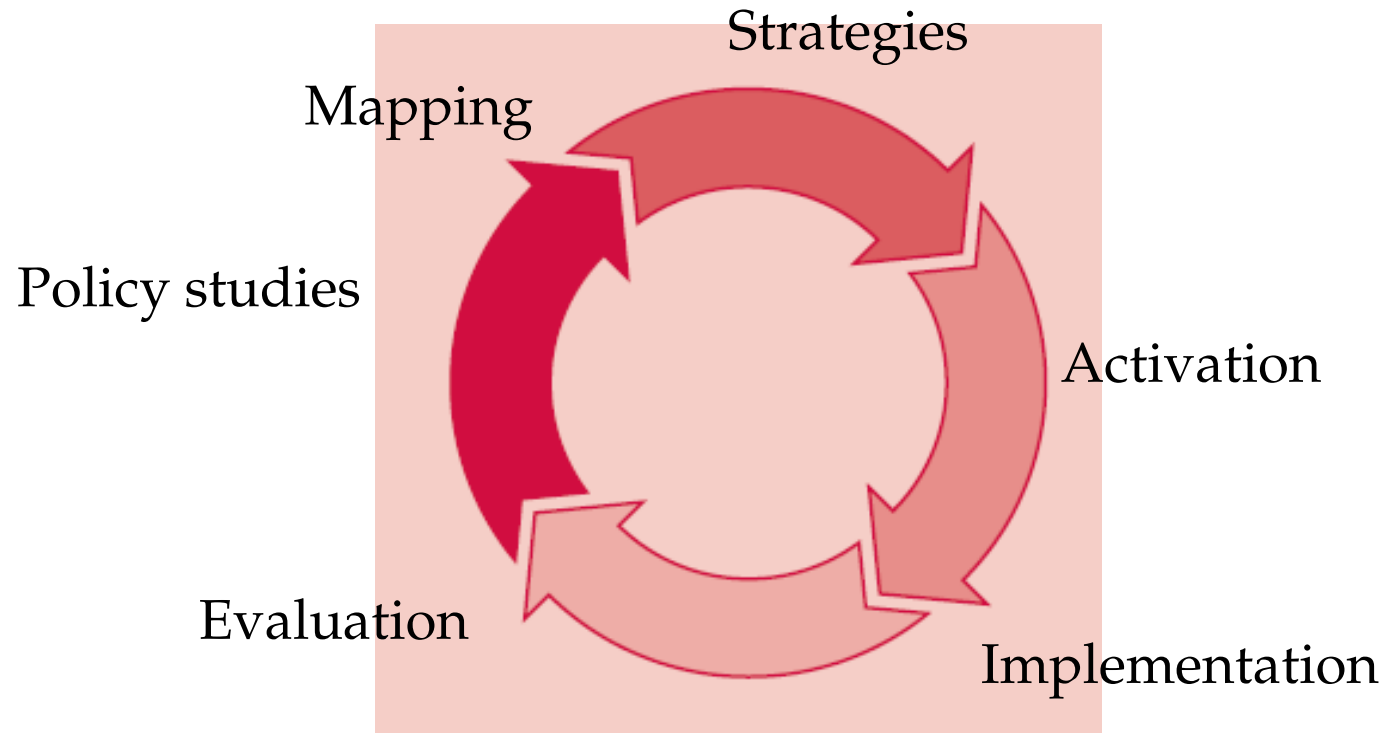
Position **Director, ECOTEC Research and Consulting
part of the ECORYS Group**

Company **Multi-disciplinary consultancy company
Pan-European (offices in 6 countries)
600+ staff, turnover about €100m pa**

The consultancy market

- **Policy studies**
- **Cluster mapping and identification**
- **National and regional cluster strategies**
- **Individual cluster strategies**
- **Cluster implementation and activation**
- **Technical assistance tasks**
- **Evaluation**

The classic policy cycle

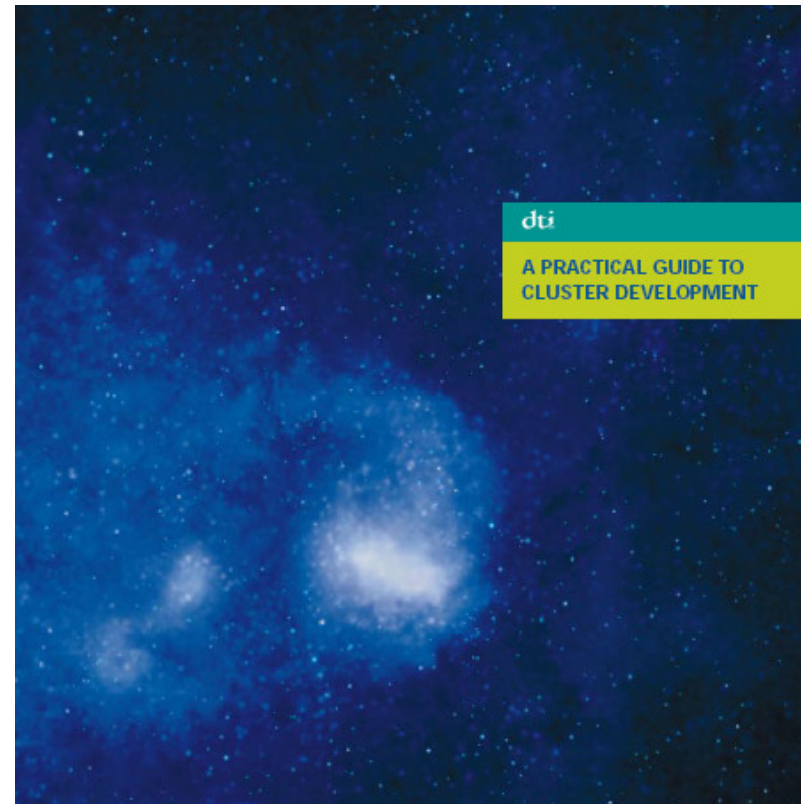


Policy studies

- **Guidelines**
 - **Practical Guide to cluster development (DTI)**
 - **Cluster Greenbook**
- **Feasibility studies**
- **Sectoral studies**
 - **Planning for Clusters (DETR)**

The Practical Guide

- **Developing cluster based strategies**
- **Measuring cluster development**
- **Critical success factors in cluster development**
- **Contributory factors for success**
- **Complementary measures and the policy environment**



Cluster mapping

DTI mapping study for UK

- National, regional, local or sectoral
- Identifying what clusters can be found where
- Identifying the components of identified clusters, ie who does what where

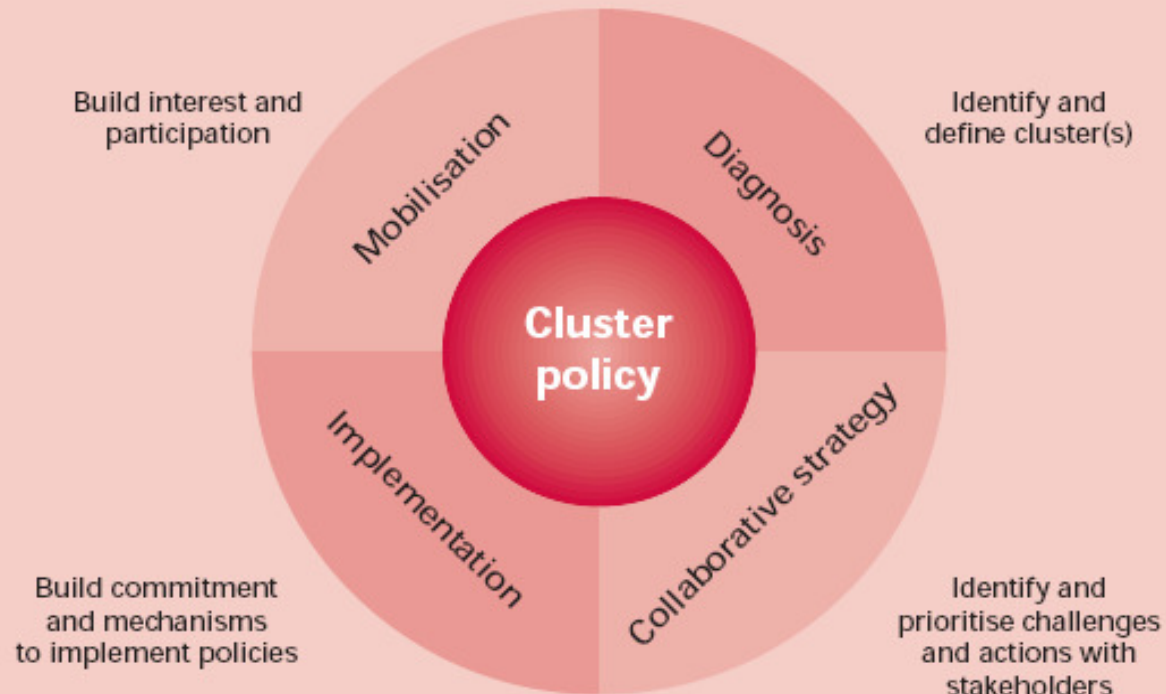


Developing cluster strategies

- **Identification of the components of the cluster – firms, institutions etc**
- **Identify the actions that need to be taken**
- **Mobilise interest and engagement**
- **National**
- **Regional**
- **Urban/rural**
- **Sectoral**

Stages in cluster building

Key elements



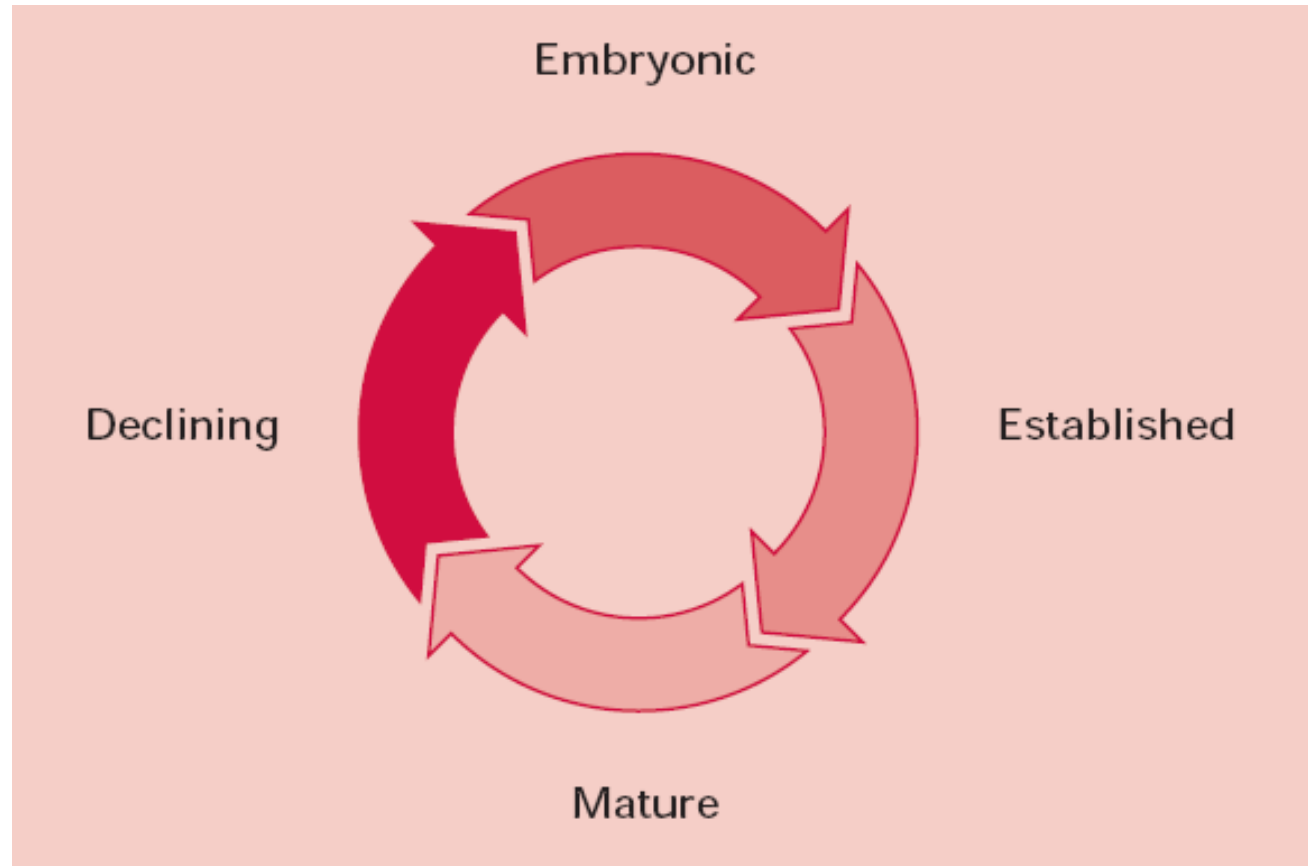
3 examples

- **Metal related Industries South Yorkshire, (Sectoral)**
 - **examine supply chain linkages within the South Yorkshire steel industry and clusters within the metal-related industry.**
 - **assess the impact of closure of key companies (CORUS) and to examine alternative market opportunities.**
- **Environmental Technology Cluster Development, (Sectoral)**
 - **existing strength within cluster in terms of employment,**
 - **research strength,**
 - **potential for job creation**
 - **expert opportunities to grow niche**

Cluster activation

- **Similar to standard economic development consultancy**
- **Implementing cluster strategies**
- **Individual actions, commissioned by client**
- **Building networks**
- **Skills development**
- **Research and innovation support**
- **Access to finance**

Different approaches



Technical support

- **Providing technical support and assistance**
- **Managing individual cluster actions**
- **Managing cluster support programmes**

AWM Cluster Programme

- **support AWM develop an Action Plan**
- **encourage and support bids for funding from 10 target clusters**
- **assess bids and to support applicants to improve bids and to establish their projects**

Evaluating cluster strategies

- **Monitoring and evaluation**
- **An underdeveloped field**

Scottish Enterprise

- **how successful has their approach been?**
- **should the approach be modified?**
- **is an entirely new approach now required?**

So what do consultants do...?

- **Evidence base**
 - **Quantitative analysis**
 - **Qualitative analysis**
 - **Policy analysis**
- **Advice and guidance**
 - **Expertise**
 - **Facilitation**

And who do we work for?

- **European Commission**
 - **Studies and guides**
- **National Government**
 - **Studies, strategies, mapping, frameworks, guidelines, implementation, administration, evaluation**
- **Regional authorities**
 - **Strategies, mapping, frameworks, implementation, administration, evaluation**
- **Local authorities**
 - **Strategies, mapping, implementation, evaluation**
- **Private sector?**
 - **More common in the US**
 - **Strategies, mapping, implementation**
- **Cluster organisations.....**

Research



Practice