

# Achievements and Successes

---

The European Sustainable  
Competitiveness Programme for  
Northern Ireland 2007 – 2013

European Union



European Regional  
Development Fund  
Investing in your future



Department of  
**Enterprise, Trade  
and Investment**

[www.detini.gov.uk](http://www.detini.gov.uk)

# Contents

---

Introduction	1
Achievements and Successes 2007 – 2013	2
Investment for Growth and Jobs Programme for NI 2014 – 2020	16
Useful Contacts (IGJ)	17

## The European Union Sustainable Competitiveness Programme for Northern Ireland (2007 – 2013) part funded by the European Regional Development Fund (ERDF)

---

### **Introduction**

The €566m Programme provided support for economic growth and jobs in Northern Ireland. The Programme, which was 50% funded through the European Regional Development Fund, has supported a huge range of projects in areas such as business research, business growth and development, enterprise and entrepreneurship, tourism development, energy efficiency and clean urban transport.

The Department of Enterprise, Trade and Investment (DETI) manage the overall Programme, delivered through schemes run by Intermediate Bodies such as Invest NI and Tourism NI. More information about the Programme is available on the Programme website [www.eucompni.gov.uk](http://www.eucompni.gov.uk).

This leaflet highlights some of the achievements and successes of the European Union Sustainable Competitiveness Programme and provides information about the successor Investment for Growth and Jobs Programme (2014 – 2020).

# Achievements and Successes 2007 – 2013

## Giant's Causeway Visitor Centre

The Programme provided £11.9m (£5.9m ERDF) to the award-winning redevelopment of the **Giant's Causeway Visitor Centre**, which is making a significant contribution to the development of a vibrant and sustainable tourism industry and the NI economy. Built to the highest architectural standards, it offers a fully integrated visitor experience with state-of-the-art facilities. Its unique and striking design has won various awards for sustainability, tourism and architecture.

Since opening in 2012, the Centre has proved a huge draw for tourists both at home and abroad, with visitor numbers exceeding expectation. During the first two years of operation there were 1.4m visitors from 178 countries.



**Visit: [www.giantscausewaytickets.com/the-visitor-centre](http://www.giantscausewaytickets.com/the-visitor-centre) or scan the QR code to see more pictures of the Giant's Causeway Visitor Centre and details on how to visit.**



## Northern Ireland Screen



*The Fall*

£30.5m (£15.3m ERDF) funding from the Programme has helped to accelerate the development of a dynamic and sustainable screen industry in Northern Ireland, with the focus on stimulating and growing local production capacity. The investment has been hugely successful in terms of film production and in benefits to the economy, not least of which are the SMEs which have received ERDF investment through **Northern Ireland Screen**.



*Game of Thrones*

The Programme has invested in numerous film productions in Northern Ireland, including the acclaimed Game of Thrones series. Amongst other productions of note are 'Your Highness' and 'City of Ember', which have returned more than nine times the initial investment to the Northern Ireland economy.

## Belfast Convention Centre at the Waterfront Hall

---



Representing one of the largest projects supported in the 2007 – 2013 Programme, with an investment of £27.6m (£13.8m ERDF), the **Belfast Waterfront Conference and Exhibition Centre** will double the existing space at the Waterfront and put Belfast and Northern Ireland on the international conference circuit. Due to open in 2016, the new conference facility is already taking bookings.



The Centre aims to attract 50,000 annual conference delegates (doubling the existing baseline) by 2020, comprising 35,000 out of state delegates (from a baseline of 5,750).

**Visit: [www.youtube.com/watch?v=RLi2f7nPczk](http://www.youtube.com/watch?v=RLi2f7nPczk) or scan the QR code for an exciting 3D tour of this project.**

## Grants for Research and Development (R&D)

---

Invest NI's Grant for Research and Development Programme has provided streamlined, transparent and accessible support for R&D and technological innovation to both large companies and SMEs across a range of large and small projects. ERDF support for the Programme has facilitated increasing project applications and private sector investment in R&D projects. £114m (£57m ERDF) was made available to Invest NI to encourage and drive research, development and innovation activity in Northern Ireland. R&D will continue to be supported in the 2014 – 2020 Programme.

## Wrightbus

Invest NI offered **Wrightbus** more than £4.5m (£2.3m ERDF) to support R&D projects on development of a range of buses, including low carbon and electric zero emissions vehicles for UK, European and Asian Markets.



## Functional Brain Mapping Facility

£2.6m (£1.3m ERDF) was offered to help establish the **Functional Brain Mapping Facility** located at the Intelligent Systems Research Centre (ISRC) on the Magee campus of Ulster University. It houses specialist advanced imaging equipment to measure brain activity, strengthening the R&D infrastructure in Northern Ireland. The aim of the Functional Brain Mapping Facility is to research a number of neurological disorders including depression and Alzheimer’s disease.



Visit: [isrc.ulster.ac.uk/projects/functional-brain-mapping.html](http://isrc.ulster.ac.uk/projects/functional-brain-mapping.html) or scan the QR code for further information on this important work.

## TruCorp Ltd

---

With Invest NI support of £26k (£13k ERDF), the project developed the **Truman Trauma System**, an innovative mannequin for training medical staff.

Designed in collaboration with Torc Product design in Craigavon and accredited with the IDI Product Design: Industrial Product Award for excellence in product design and innovation, the lifelike mannequin helps teach medical professionals the necessary skills for dealing with a range of life-threatening trauma situations.

The company ships to distributors across the US, Europe and Asia, with the US proving hugely important as 80% of sales are destined for this market.



**Visit: [www.youtube.com/watch?v=cETJ2xxKzZs](https://www.youtube.com/watch?v=cETJ2xxKzZs) or scan the QR code to see a demonstration of the mannequin.**

## Sepha Ltd

---

Packaging expert Sepha received R&D support of £25k (£12.5k ERDF) for its new '**BottleScan**' product. The Belfast-based company designs and manufactures high-quality equipment used to accurately detect leaks and weak seals in packaging and in making pharmaceutical blister packs.

BottleScan is the world's first tool-less, non-destructive, multi-bottle integrity tester for induction-sealed pharmaceutical bottles and has been developed in response to increasing market demand for a more advanced, technology-based integrity test for induction-sealed bottles. The company's focus on R&D has delivered substantial export success, with orders from the USA and India for the 'Bottlescan' product.



**For more information on this innovative product, visit: [www.youtube.com/watch?v=AsvDImUkXnl](https://www.youtube.com/watch?v=AsvDImUkXnl) or scan the QR code.**

## Cross Refrigeration (NI) Limited – Banana Ripening Room

Typical ripening facilities have basic inefficient control mechanisms with high energy usage and high levels of product wastage. Effective fruit ripening capability has been an industry objective with concerns focusing on reduction of cost, improvement in product quality and reduction in wastage.

Investment of £22k (£11k ERDF) in the project has led to the development of innovative technology to provide an efficient and controlled environment to ripen bananas. This investment has generated orders totalling £10.4m (with more orders anticipated) and the company has increased the number of employees in their Northern Ireland operation from 27 (in 2013) to 35 (in 2014).



## Giro d'Italia

The Programme provided £3m (£1.5m ERDF) towards the cost of the 2014 Giro d'Italia Grande Partenza ('Big Start'). This was as part of a strategy of hosting major events to promote a positive image of Northern Ireland to help sell Northern Ireland as an international tourist destination and increase visitor numbers. The first three stages of the epic Giro event took place in Belfast, along the Causeway Coastal Route and Armagh and helped showcase Northern Ireland as a top sporting destination.

Giro d'Italia is one of the world's most prestigious sporting events and one of the European cycling calendar's three Grand Tours, along with the Tour de France and Vuelta a España. The event was hugely successful, attracting 227,000 spectators, 11% of whom were from outside Northern Ireland. The event was broadcast in 171 countries across five continents, with the first three stages receiving a cumulative global TV audience of 56 million. It is considered that the event legacy could contribute to changing global perceptions of Northern Ireland and increasing visitor numbers and spend as well as building Northern Ireland's profile as a destination for major events.



**Scan the QR code or visit: [www.youtube.com/watch?v=03LDFzyRqCE&feature=youtube\\_gdata\\_player](https://www.youtube.com/watch?v=03LDFzyRqCE&feature=youtube_gdata_player) to see the Giro in Northern Ireland.**

## Engineering Instruments - Co-Fund NI



Financial Instruments help to mobilise additional public and private co-investments by way of loans, guarantees, equity and other risk bearing mechanisms. Under the Programme an equity investment instrument was created and funded. The objective of this Co-Investment Fund was to support new and innovative existing businesses to improve competitiveness and productivity. Thirty-six investments have been made to date with a private sector contribution of almost £9m.

Northern Ireland-based **BubbleBum UK Ltd**, manufacturer of the world's first inflatable car booster seat for children, rolled out its product in one of America's largest retail chains. The company succeeded in securing £700,000 from a combination of a bank loan, private equity and investment from the Co-Investment Fund.

## Design Development Programme

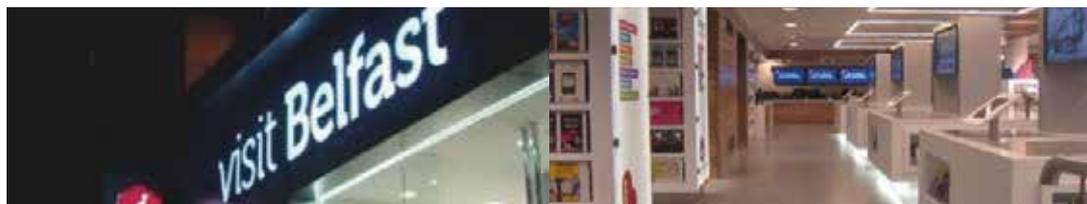
The Design Development Programme (DDP) supports businesses by providing a range of options from one hour Design Clinics to up to seven days of specialist consultancy through the Programme. Design Development helps build better knowledge, skills and capability in relation to design and gives an understanding of the importance of using design strategically and as a business tool. Design Development will be supported in the successor Programme: EU Investment for Growth and Jobs 2014 – 2020.



**See.Sense is an award-winning cycling software and technology company. Visit: [www.youtube.com/watch?v=BxIRaXvz\\_IQ](https://www.youtube.com/watch?v=BxIRaXvz_IQ) or scan the QR code to see how they used the help available through Design Development.**

## Belfast Welcome Centre

---



The ‘Visit Belfast Welcome Centre’ received £1.2m (£0.6m ERDF) to assist with its relocation from Donegall Place to the more modern and accessible Donegall Square North premises. It provides tourist information on Belfast and Northern Ireland in a modern setting, making more effective use of current IT and new media technologies.

Opened in 2013, the award-winning Centre has exceeded expectations and has received very positive feedback from stakeholders and customers. At the prestigious Royal Society of Ulster Architects Awards held in May 2014, the project won the DCAL sponsored Public Works Award.

Other awards include: the “Innovation Award” at the Northern Ireland Tourism Awards (2014); Best Tourism Information Centre at the Northern Ireland Leisure & Travel Awards (2014); Royal Institution of Chartered Surveyors Award (Tourism & Leisure category, 2015); and the TripAdvisor ‘Certificate of Excellence’ (2015), which was achieved as a direct result of the Centre’s consistently great reviews from TripAdvisor travellers.

Approximately 303,000 visitors have used the Welcome Centre since it relocated to its new premises, with approximately 404,000 tourist enquiries being handled.



**Visit: [visit-belfast.com/things-to-do/member/visit-belfast-welcome-centre](http://visit-belfast.com/things-to-do/member/visit-belfast-welcome-centre) or scan the QR code for further information on the Welcome Centre.**

## Northern Ireland Industrial Symbiosis Programme (NISP)

---

The Northern Ireland Industrial Symbiosis Programme is an innovative scheme designed to improve businesses resource efficiency. The Programme engages traditionally separate industries and other organisations in a collective approach to competitive advantage involving the exchange of materials or by-products together with collaboration on the shared use of assets, logistics and expertise. The Industrial Symbiosis (IS) service identifies organisations with redundant resources and synergy potential with potential matches identified from the IS database.



**Scan the QR code or visit: [secure.investni.com/static/library/invest-ni/documents/industrial-symbiosis-guide-for-businesses-in-northern-ireland.pdf](http://secure.investni.com/static/library/invest-ni/documents/industrial-symbiosis-guide-for-businesses-in-northern-ireland.pdf) to find out more about efficient collaborative working.**

## Case Study – Frylite

---

Frylite, Ireland’s leading oil supplier, asked NISP to support them in their drive to achieve “zero waste to landfill” and to help them reduce waste disposal costs. A major waste stream identified was polypropylene buckets, accumulated on the Strabane site as a result of the company’s expansion.

NISP facilitated an introduction to another NISP member, Waste Not Ireland which offered a collection service, eliminating landfill charges and provided a rebate for the material. Waste Not Ireland recycled the buckets at their Ballymoney plant and the material was sent to one of their partners in the UK for reprocessing into polypropylene resin sold and used by plastics companies in the UK and Ireland.

## Local Economic Development – LED

---

Delivered through Invest NI, the EU Sustainable Competitiveness Programme has part-funded a variety of projects taken forward by Local Councils.

## Clinical Translational Research & Innovation Programme – Derry City Council

---



[derrycity.gov.uk](http://derrycity.gov.uk)

The Clinical Translational Research and Innovation Centre (C-TRIC) is based at Altnagelvin Hospital and is a unique facility promoting and facilitating translational and clinical research, the primary objective of which is to reduce both the time to market and the costs associated with research and development of innovative health technologies, medical devices and therapeutics. C-TRIC’s unique infrastructure and key support staff facilitate clinical research and innovation, enabling the streamlining of developments from the laboratory to the market place through a focused ‘bench to point of care’ approach.

## Business Clusters Programme – Magherafelt District Council

---



Thirty-two businesses from Magherafelt district took part in the Business Clusters Programme. The Programme supported companies from the construction and food industries to share ideas, experiences and information.

A series of speakers have helped companies to consider ways to reduce their costs, improve the efficiency of their business and help find different ways of securing new business. As a result some have formed new business alliances to help with entering new markets in GB and further afield. All this is helping to strengthen the local construction sector, which accounts for up to one in five jobs in the Magherafelt area.

## Multi Sectoral Tendering Programme – Cookstown District Council

---



In its first phase this unique and innovative programme is delivering significant results for participating businesses. It has assisted 44 businesses to successfully work towards tendering for public and private sector contracts:

- Equipping businesses from the engineering, construction, manufacturing and business services sectors to identify and access tendering opportunities to broaden their customer base;
- Assisting in the process of implementing pre-qualification accreditations; and
- Creating sustainable jobs.



**Visit: [www.youtube.com/watch?v=15IM6dwQqnk](https://www.youtube.com/watch?v=15IM6dwQqnk) or scan the QR code to see the achievements of local Cookstown Businesses that participated in the Multi Sectoral Tendering Programme**

## DETI Telecoms Projects

---

### **Logon-ni**

£3.7m (£1.8m ERDF) was invested to appoint a contractor (Commendium Ltd) to deliver the DETI Broadband Support Service.

The contract was delivered through a team of advisors operating out of fixed demonstration premises in Omagh and a mobile demonstration unit which operated across all Northern Ireland Council areas.

Aimed at the Northern Ireland SME community and branded as 'Logon-ni', the project has successfully helped SMEs exploit the opportunities and benefits broadband can offer through use of the latest broadband technologies and associated ICT tools, encouraging business improvement through increased productivity, competitiveness, market expansion and innovation.

Specific outcomes for participating SMEs included:

- Broadband adoption rate of 79% amongst businesses contacted by Logon-ni;
- 10,497 tailored action plans completed by 6,019 SMEs; and
- An average e-sophistication uplift of 16%.



## Next Generation Network

---

DETI's Next Generation Broadband project aimed to deliver high-speed broadband services to Northern Ireland businesses, focusing on both rural and urban areas in Northern Ireland where these services were unavailable, or unlikely to be available in the foreseeable future. The contract was awarded to BT and work involved the deployment of more fibre optic cable, upgrades to equipment across 166 exchanges and the introduction of new technology to increase broadband speeds to businesses.

The project was supported with funding of more than £16.4m (£8.2m ERDF). This levered an investment of £31m from BT, resulting in a total financial investment of more than £50m in telecoms infrastructure to support next generation broadband services in Northern Ireland.

By April 2011, 85% of Northern Ireland businesses had access to next generation broadband services of at least 2 megabits per second.



## Northern Ireland Broadband Improvement Project

---

The Programme allocated £14.3m (£7.15m ERDF) to the £23.6m Northern Ireland Broadband Improvement Project. The scheme aims to improve the telecommunications infrastructure provided through telephone lines. It will lay new fibre optic telephone lines from existing exchanges to new small broadband exchanges in remote areas. Across Northern Ireland, the broadband scheme should provide at least one of these improvements:

- Access to basic broadband (2 megabits per second) in areas which have no service;
- Access to superfast broadband (24 megabits per second) in areas which have some service; and / or
- Choice of supplier from several competing broadband companies in areas that have superfast broadband and other services such as video on demand or subscription television.



**Visit: [www.nidirect.gov.uk/broadband-improvement-project](http://www.nidirect.gov.uk/broadband-improvement-project) or scan the QR code to see more information on what areas have already had improvements made and to keep up to date with this project as the timetable of planned improvements across post codes rolls out.**

## Department for Regional Development Projects



### **Clean Urban Transport**

The Programme allocated more than £29.2m (£14.6m ERDF) to the Department for Regional Development to support an upgrade of Northern Ireland's public transport fleet to meet European emissions standards (Euro V). As well as the significant environmental benefits, the new vehicles have provided a more attractive option for passengers, delivering greater comfort and accessibility in a number of ways:

- Metro buses are now 100% wheelchair accessible;
- Additional double deck buses enhance capacity on busy routes; and
- Goldline coaches offer free WiFi, leather seats and additional legroom.



### **A2 Upgrade**

The Programme allocated £17.9m towards an upgrade of the A2, the main route between the urban centres of Belfast and Carrickfergus. The scheme will reduce pollution and journey times, which will help to strengthen the economic and social links between Carrickfergus, Newtownabbey and Belfast. Importantly the resulting improved access to the TEN-T networks will strengthen links to the rest of Northern Ireland, Ireland, UK, Europe and beyond. This improved connectivity to internal and external markets is an essential driver for economic growth in the area.

### **Department for Social Development – Boiler Replacement Scheme**

The Programme allocated £12m (£6m ERDF) to the Department for Social Development's Boiler Replacement Scheme (administered through the Northern Ireland Housing Executive) to assist low income home owners to replace inefficient domestic heating boilers in a bid to improve energy efficiency and reduce fuel poverty. Incentive grants of up to £1,000 were made available to assist owner / occupiers in replacing inefficient boilers for a more energy efficient condensing oil or gas boiler; switching from oil to gas; or switching to a wood pellet boiler. The Programme supported more than 7,500 homes across Northern Ireland with improved energy efficiency.

# EU Investment for Growth and Jobs Programme NI 2014 – 2020

The €513m EU Investment for Growth and Jobs Programme 2014 – 2020 (IGJ) was formally agreed by the European Commission in December 2014. The Programme, which will focus on boosting economic growth and increasing renewable energy consumption, has been designed to contribute to the European Union's 'Europe 2020' strategy for smart, sustainable and inclusive growth which aims to deliver high levels of employment, productivity and social cohesion. The European Union will contribute 60% (€308m ERDF) to the Programme with 40% (€205m) match funding from a combination of public and private sources.

The Programme sets ambitious targets based on the need to develop the economy through knowledge exploitation, innovation commercialisation, export growth, job creation and the increased use of renewable energy.



Scan the QR code or visit: [ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf](http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf) for information on Europe 2020 – A European strategy for smart, sustainable growth.



Scan the QR code or visit: [www.detini.gov.uk/investment\\_for\\_growth\\_and\\_jobs\\_2014-20\\_-\\_operational\\_programme.pdf](http://www.detini.gov.uk/investment_for_growth_and_jobs_2014-20_-_operational_programme.pdf) to access the full Operational Programme for the Investment for Growth and Jobs Programme 2014 – 2020.

# Useful contacts for the IGJ Programme

Organisations can access IGJ Programme funding through a range of schemes administered by Invest NI including Grant for R&D and the Design Service. Local Councils also have a role in supporting local economic development. DETI is responsible for the overall implementation of the Programme and further information about the Programme can be obtained through the contact details below.

## **DETI European Support Unit**

Room 46  
Netherleigh  
Massey Avenue  
Belfast, BT4 2JP

Telephone: 028 9052 9571  
Text Relay: 18001 028 9052 9571  
Email: [erdfcompetitiveness@detini.gov.uk](mailto:erdfcompetitiveness@detini.gov.uk)

## **Invest NI**

Bedford Square  
Bedford Street  
Belfast, BT2 7ES

Email: [euprogrammesteam@investni.com](mailto:euprogrammesteam@investni.com)  
Telephone: 0800 181 4422  
Text Relay: 18001 028 9069 8000

Website: [www.investni.com](http://www.investni.com)



Department of  
**Enterprise, Trade  
and Investment**  
[www.detini.gov.uk](http://www.detini.gov.uk)

**DETI European Support Unit**

Room 46  
Netherleigh  
Massey Avenue  
Belfast, BT4 2JP

Telephone: 028 9052 9571  
Text Relay: 18001 028 9052 9571  
Email: [erdfcompetitiveness@detini.gov.uk](mailto:erdfcompetitiveness@detini.gov.uk)

---



**Invest NI**

Bedford Square  
Bedford Street  
Belfast, BT2 7ES

Email: [euprogrammesteam@investni.com](mailto:euprogrammesteam@investni.com)  
Telephone: 0800 181 4422  
Text Relay: 18001 028 9069 8000

Website: [www.investni.com](http://www.investni.com)

---



**tourism  
northernireland**

**Northern Ireland Tourist Board (NITB)**

St Anne's Court  
59 North Street  
Belfast  
BT1 1NB

Email: [info@tourismni.com](mailto:info@tourismni.com)  
Tel: 028 9023 1221  
Fax: 028 9024 0960  
Textphone: 028 9044 1522

Website: [www.nitb.com](http://www.nitb.com)

NB: Tourism NI is the trading name of the  
Northern Ireland Tourist Board (NITB)