Changing lives through business growth
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman’s foreword</td>
<td>04</td>
</tr>
<tr>
<td>Chief Executive’s outlook</td>
<td>05</td>
</tr>
<tr>
<td>The essence of CEME</td>
<td>06</td>
</tr>
<tr>
<td>Case studies</td>
<td>08</td>
</tr>
<tr>
<td>A quick Q&amp;A</td>
<td>12</td>
</tr>
<tr>
<td>The CEME model</td>
<td>13</td>
</tr>
<tr>
<td>Into the future together</td>
<td>14</td>
</tr>
</tbody>
</table>
“Our mission is to bring prosperity through business to every local community in need, nationwide”

Chairman’s foreword

In November 2018, CEME celebrated 15 years since the opening of its East London Campus. We have, in this time become a strong local force for prosperity in the communities we serve through the delivery of skills development and business growth.

CEME opened when the era of vehicle production in East London closed. We embarked on a mission to develop a centre of excellence focused on manufacturing and engineering skills as well as providing physical space, support and advice for early stage companies.

In CEME’s lifetime, the traditional boundaries of engineering and manufacturing have evolved, and will continue to evolve into the future as new technologies become enablers in virtually every business sector. In response, CEME’s focus has diversified beyond the campus.

CEME has hosted over 400 start-up and early stage businesses, generating employment opportunities within and beyond the campus.

Apprenticeships and related skills training have always been core to CEME and we continue to facilitate some 17,000 learner days each year.

CEME operates as a self-sustaining not-for-profit enterprise without relying on any government funding. The organisation is overseen by independent Trustees, and recently the Board has reviewed how we can best further develop CEME’s impact and contribution in our region and the country more widely. Our East London campus currently welcomes over half a million visitors yearly, being at full growth capacity.

That’s why CEME is embarking on an exciting journey to expand its impact through new ventures and projects in our local communities, such as our initiative to develop an East London business networking programme, as well as in other areas of regeneration in the UK.

In line with our mission, these efforts will continue to be driven and underpinned by our social purpose of creating prosperity through delivering jobs, skills and opportunities in the communities we serve.

Martin Broadhurst, April 2019

Chief Executive’s outlook

Looking out from the CEME campus today, London’s eastward expansion is evident as the skyline seems to change at lightning speed. Within a short walk of the campus is the development of 3000 new homes and the new Beam Park rail station, a new Enterprise Park and more.

In 2017, CEME opened the new Launchpad centre to provide a high-quality affordable business accommodation service to tech and training start-ups in East London. Customers can start hot desking to get their business idea off the ground in a supportive environment, move on to an office or workshop in the Innovation Centre and finally grow into a fully serviced office or workshop in the main campus building. The final piece of the growth jigsaw being the high quality “move on” space immediately adjacent to the campus on the SEGRO Enterprise Park.

In 2018, CEME introduced an expanded programme of advice and support for entrepreneurs on the campus, and in 2019, we launched the largest business networking programme in East London. This programme has been oversubscribed since its launch with over 60% of the companies attending not based on the CEME campus.

Whilst the new developments and expansion of London Eastwards are fantastic, many of the challenges of growing a business and developing people with the necessary employment skills remain critical drivers of success. CEME is a founding member of the successful London Riverside Business Improvement District, and we continue to devote time supporting business customers based both on and off campus to help them grow faster. 2019 will see the introduction of a new bus route improving connectivity of the campus to the local business district.

CEME is partnering with London Borough of Havering (LBH), SEGRO and other key stakeholders to launch a new Innovation Hub in 2019, aimed at boosting local skills and jobs growth. The new facility will provide immersive digital technology (virtual, mixed and augmented reality) for companies to test innovations and to prove the commercial viability of new products and process improvement solutions.

It is a great feeling to work for a values-obsessed organisation with a strong social purpose that is making a positive impact, we press on!

Bill Williams, April 2019

“People are at the heart of everything we do”
CEME exists to inspire business growth in areas of regeneration. We do this by developing successful commercial hubs through collaborative partnerships which leads to the creation of jobs, skills and business opportunities in the communities we serve.

We understand the value of the personal touch and how important this is at the beginning of a learning journey of personal and business growth. We deliver tailored business support, coaching and mentoring, as well as outreach programmes to engage young people in design and technology.

Our flagship project, the 19 acre purpose built site in Rainham, East London, has been instrumental in growing over 400 businesses and creating thousands of jobs.
The success of HSSMI
Together we can transform global manufacturing

In 2012, CEME established the High-Speed Sustainable Manufacturing Institute (HSSMI), a brand new manufacturing innovation institute that would focus on supporting UK manufacturers with cutting-edge products and services to improve efficiency, productivity and sustainability.

This ambitious project required the vision of CEME, in collaboration with manufacturers and the Department for Communities and Local Government (DCLG). Securing grants is rarely easy and always requires leadership and risk taking. CEME’s vision was to create an institution that would become self-sustaining in three years, and we successfully secured £5M to launch the project.

As well as providing HSSMI with workspace in an inspiring environment and the extensive IT infrastructure and support it needed, we offered the company a highly focused and personal level of support, including mentoring from CEME executives, strong governance and financial management, access to regional and national customers, and collaboration projects with leading higher education institutes such as UCL and Loughborough Universities.

HSSMI grew from a 1 to 30 headcount over three years achieving sustainability as a standalone business at the end of its grant, a remarkable achievement.

“Without CEME’s experience and support during our first three years I’m certain HSSMI would not exist today. In so many areas their influence and good practice has shaped our organisation, to allow it to become one of the leading independent manufacturing innovation institutes in the UK, with over 60 highly skilled staff in three UK locations.”

Dr Leslie Lee, Executive Director, HSSMI

Choosing the CEME Launchpad Centre gave VMR a springboard for growth. It offered high quality facilities and scalable office space on a flexible lease along with invaluable guidance that transformed their business. Steve and Vincent value the benefit of our in-house business support, enabling them to reach their full potential. Sales were boosted by expert advice and opportunities arising from working in a collaborative hub surrounded by like-minded businesses.

In just a year at CEME, VMR has seen a 20% growth in its bottom line and successfully recruited new engineering talent, doubling the workforce. They’ve expanded into a bigger office to accommodate their growing client base, including JP Morgan, Blackrock Investment Bank, Metro Line Buses and The Shard. Their growing reputation secured new opportunities such as developing a computerised flight plan for a worldwide helicopter championship and a CAD design commission for Buckingham Palace.

This solid foundation allows the team to focus on their core technical talents, while giving fresh consideration to the commercial elements of the business and the required support to develop a new strategic vision for the short and long-term future.

“It’s been an amazing time working on some exciting projects. The professionalism, facilities and support available at the CEME Launchpad Centre has been invaluable and integral to our growth. The entrepreneurial spirit encapsulated here is something that regularly inspires us.”

Steve Rushbrook, Director of VMR

Case studies
CEME offers a highly focused and personal level of support.

Mapping VMR’s route to success
A small business with global appeal

VMR Draughting Services (VMR) is a family-run business providing professional Computer-Aided Design (CAD). Founded in 2008 and led by brothers Steve and Vincent Rushbrook, the team boasts over 50 years of combined experience.

Renowned for going the extra mile for their customers, the VMR’s expert team produce CAD solutions including floor plans, layout drawings, electrical and cable schematics and diagrams to companies across a wide range of sectors.

Choosing the CEME Launchpad Centre gave VMR a springboard for growth. It offered high quality facilities and scalable office space on a flexible lease along with invaluable guidance that transformed their business. Steve and Vincent value the benefit of our in-house business support, enabling them to reach their full potential. Sales were boosted by expert advice and opportunities arising from working in a collaborative hub surrounded by like-minded businesses.

In just a year at CEME, VMR has seen a 20% growth in its bottom line and successfully recruited new engineering talent, doubling the workforce. They’ve expanded into a bigger office to accommodate their growing client base, including JP Morgan, Blackrock Investment Bank, Metro Line Buses and The Shard. Their growing reputation secured new opportunities such as developing a computerised flight plan for a worldwide helicopter championship and a CAD design commission for Buckingham Palace.

This solid foundation allows the team to focus on their core technical talents, while giving fresh consideration to the commercial elements of the business and the required support to develop a new strategic vision for the short and long-term future.

“It’s been an amazing time working on some exciting projects. The professionalism, facilities and support available at the CEME Launchpad Centre has been invaluable and integral to our growth. The entrepreneurial spirit encapsulated here is something that regularly inspires us.”

Steve Rushbrook, Director of VMR

Helping business grow sales through tailored support.
**Case studies**

**Panther Print & Design**

**Moving with the times**

Robert Quick left school in 1985 and went straight into a printing career with big dreams for his future success. Robert was soon the proud owner of a freehold property in Barking allowing him to diversify into publishing, with six staff on the books. Things were looking good.

Then came 2008 and the ensuing global recession resulted in Robert losing his property and struggling to keep the business afloat. Until he approached CEME. We were able to offer Robert flexibility with lease terms in modern industrial standard Elutec workshops and professional, high quality, inspiring facilities in an attractive campus environment, impressive to clients and potential employees alike. Robert procured a space in the Innovation Centre, with four employees and a turnover of £200K.

Over the following years, Panther Print participated in various CEME programmes and workshops, forging close relationships with CEME, most notably the Innovation Director who became a ‘critical friend’ and sounding board. He tells the story of how he was encouraged, in fact pushed to write his goals down and commit to them, and the part he believed this exercise played in his success.

In 2018, Panther Print acquired another local printing business, doubled their employee headcount, and are now generating a profitable turnover in excess of half a million pounds annually. They have now outgrown our campus and moved to pastures more spacious – precisely what CEME aims to deliver. Robert still regularly visits his customers on campus and attends business support and networking programmes.

“I have no doubt that the personal touch, care and attention of CEME Executives has played a big part in my success.”

Robert Quick, MD of Panther Print & Design

**Elutec**

**Skilling up our youth for success**

Elutec is a University Technical College (UTC): an exciting new education offer that delivers a technically-oriented curriculum to 14-19 year olds in London’s Barking & Dagenham. UTCs are Department for Education (DfE) funded schools that offer students a wide range of contextualised learning, emphasising vocational skills woven into high quality mainstream secondary education.

CEME spearheaded a partnership with University College London and Ford, and successfully bid to create a new University Technical College in East London. Elutec welcomed its first students onto the CEME campus in 2014. £12m funding was secured to develop its own brand new facility a few miles from the main CEME campus in East London, along with support from the Jack Petchey Foundation and the McGrath trust.

CEME’s vision for Elutec was to provide life-changing opportunities in engineering and tech to local young people; to provide an inspirational environment, and inclusive facilities, welcoming pupils of all abilities.

Elutec has around 200 students and is very proud to say that 100% of students who have completed their studies have gone on to university (including Loughborough and Oxford universities) or a recognised Apprenticeship scheme with local and national employers such as National Grid.

A parent of a 16 year old student at a graduation ceremony said: “I cannot thank Elutec enough, my daughter was drifting through school before moving here, she has been so engaged in her studies since that time and is now leaving to start a mechanical engineering apprenticeship.”

Parent of Elutec student

---

**Training grants awarded to local businesses**

 GBP 105,000

**Students and teachers through the Gateway to Skills programme**

**Life-changing opportunities for local young people.**

Over 5,000
We aim to give people and businesses the freedom and inspiration to do brilliant things, bringing prosperity to the wider community.

AT CEME we understand that each local area within the UK has different skills and needs, so we work in partnership with local government, LEPs and private developers to find and pull together exactly the right mix of talent to unlock prosperity.

**Influential capital**

Local business leaders contribute expertise, knowledge, skills, talent and potential investment.

**Social capital**

Local government offers insight and understanding into the needs and ambitions of the local community, as well as a talent pipeline through local educational institutions.

**Physical capital**

 Owners or investors create the spaces that provide access to support the delivery of inspiring environments where businesses and people can grow.

**Creating jobs, skills and business opportunities**

CEME inspires belief in individuals to fire their ambition to pursue their dreams. We deliver amazing environments to support learning, collaboration and partnerships in areas of regeneration.

Why do we do what we do?

Inspiring business growth in areas of regeneration

Our approach creates a halo effect, bringing growth and prosperity to local areas and beyond. We believe that with the right partners, a shared vision and ambition, amazing things can happen.

What do we want to achieve?

Creating jobs, skills and business opportunities

How do we do it?

By delivering powerful commercial hubs through collaborative partnerships

We work in partnership with local government, Local Enterprise Partnerships (LEPs), employers and private developers to understand the economic landscape and develop a shared ambition for the community we serve.

12

A quick Q&A

The CEME model

Social capital

13

Physical capital

Skills and talent

Balance

Lowering risk

Inspiring growth

Influential capital

Physical capital

Creating jobs, skills and business opportunities

How do we do it?

By delivering powerful commercial hubs through collaborative partnerships

We work in partnership with local government, Local Enterprise Partnerships (LEPs), employers and private developers to understand the economic landscape and develop a shared ambition for the community we serve.

Influential capital

Local business leaders contribute expertise, knowledge, skills, talent and potential investment.

Social capital

Local government offers insight and understanding into the needs and ambitions of the local community, as well as a talent pipeline through local educational institutions.

Physical capital

Owners or investors create the spaces that provide access to support the delivery of inspiring environments where businesses and people can grow.

What do we want to achieve?

Creating jobs, skills and business opportunities

How do we do it?

By delivering powerful commercial hubs through collaborative partnerships

We work in partnership with local government, Local Enterprise Partnerships (LEPs), employers and private developers to understand the economic landscape and develop a shared ambition for the community we serve.

Influential capital

Local business leaders contribute expertise, knowledge, skills, talent and potential investment.
We aim to deliver our successful model with like-minded partners, creating new campuses and ventures across the UK to deliver faster business growth – delivering prosperity, jobs and innovation to local communities and the country as a whole, leaving no community behind. This is our passion.

For more information or to set up a discussion, please contact:

info@ceme.co.uk
0208 596 5400