



For more than twenty five years ECOTEC has provided clients with high quality economic and policy related research and consultancy support. Our clients include the European Commission, Government Departments, Regional Development Agencies, Local Authorities, regeneration partnerships and business representative organisations.

**Sound analysis, inspiring ideas, effective delivery**

# Our expertise

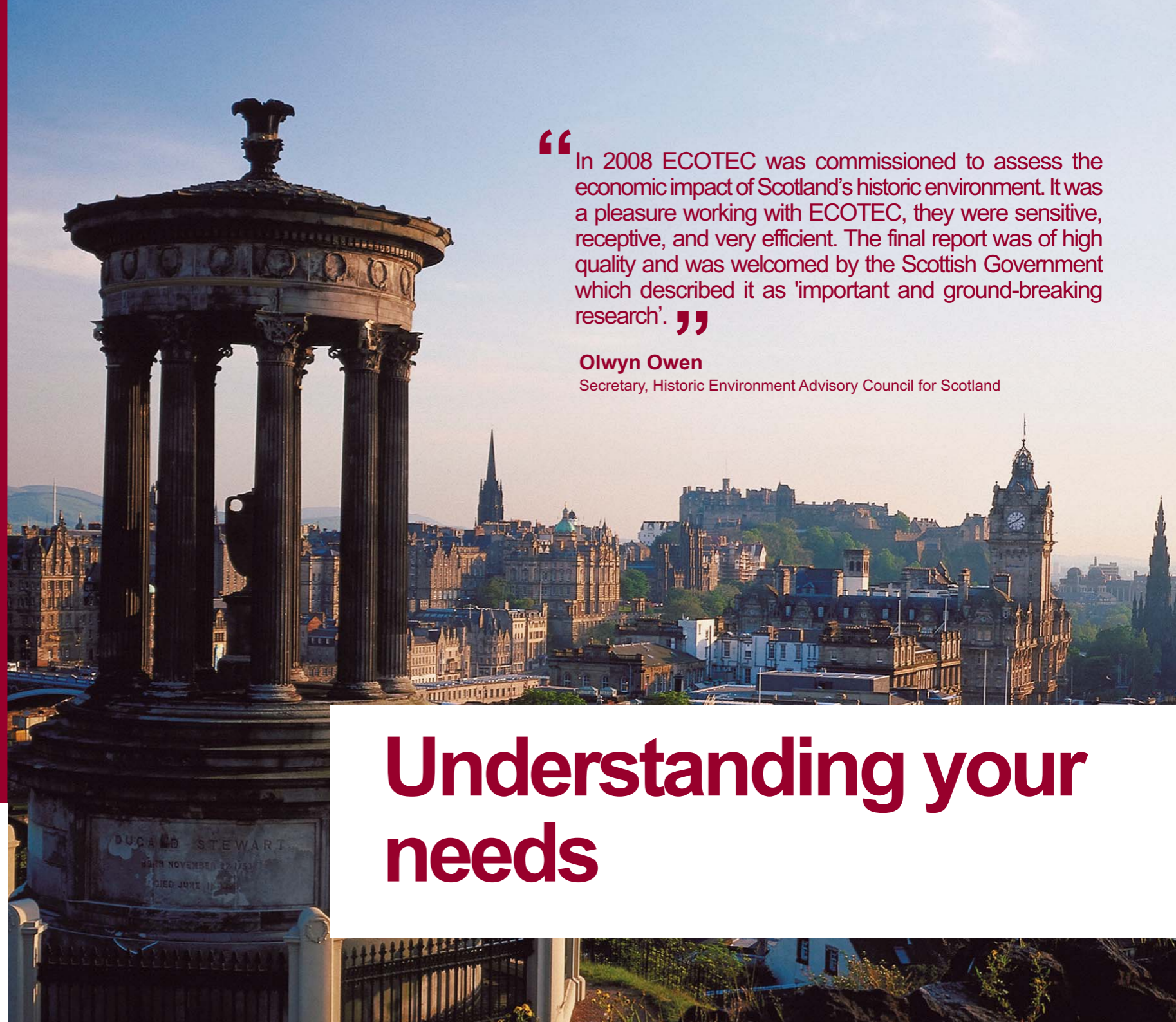
- **Economic and Spatial Analysis – Providing essential spatial perspectives on economic development and regeneration processes.**
  - ▶ What is the economic contribution and impact of different industry sectors?
  - ▶ How will policy or infrastructure changes impact on the local, regional and national economy and labour market?
  - ▶ How can functional economic areas be defined and mapped in order to support planning and development decisions?
  - ▶ What strategic measures are required for successful place-making?
- **Competitiveness and Economic Development – Supporting enterprise development and wealth creation and identifying and improving the conditions that underpin this.**
  - ▶ What interventions can be deployed to effectively tackle worklessness?
  - ▶ How can businesses utilise knowledge transfer, innovation and design to improve their competitiveness?
  - ▶ How can a locale better attract and support inward investment?
  - ▶ How can new business growth be stimulated among deprived communities?
- **Regeneration and Renewal - Monitoring and improving the effectiveness of area and thematic based regeneration programmes and projects.**
  - ▶ What are the most effective means of arresting and reversing neighbourhood decline?
  - ▶ What is the scale and scope of impacts derived from regeneration programmes and projects?
  - ▶ What is the most effective way of developing and delivering a regeneration strategy?
  - ▶ How can appropriate funding packages for regeneration initiatives be secured?
- **Urban and Rural Development – Supporting sustainable urban and rural areas and developing the economic and spatial interdependencies that exist between these areas.**
  - ▶ What is the relationship between the urban areas of a city region and the surrounding rural areas?
  - ▶ How can sustainable communities in rural areas be created and maintained?
  - ▶ How can master-planning help towns properly realise the impact of new growth?
  - ▶ What is the collective impact of a town centre package of development projects?



## Impacts of the Economic Downturn on West Midlands Housing Markets and Implications for Regional Housing Policy

**Client:** West Midlands Regional Assembly

**Description:** ECOTEC's work encompassed an extensive economic scenario development exercise directed at anticipating potential regional futures. The study also featured desk research and a programme of consultations to better explore likely scenario impacts on regional and sub-regional housing markets.



“ In 2008 ECOTEC was commissioned to assess the economic impact of Scotland's historic environment. It was a pleasure working with ECOTEC, they were sensitive, receptive, and very efficient. The final report was of high quality and was welcomed by the Scottish Government which described it as 'important and ground-breaking research'. ”

**Olwyn Owen**

Secretary, Historic Environment Advisory Council for Scotland

# Understanding your needs

# Our services & products

At ECOTEC we understand that every project is unique, requiring a custom approach in order to guarantee optimal results. We have developed a range of services and products that can be successfully applied at different spatial levels and which may be suitably adapted to meet your precise project needs.

- **Baselining** – We apply quantitative and qualitative research tools to establish a baseline position from which to capture trends and measure change.
- **Economic appraisal** – We conduct project appraisals for public sector agencies and funding bodies and have particular expertise in conducting green book appraisals and cost-benefit analyses.
- **Economic modelling** – We have developed a sophisticated impact and policy assessment model – the REMI-ECOTEC Model – which can provide the basis for rigorous approaches to the economic assessment of programmes and projects.
- **Evaluation and monitoring** – We have a strong track record of providing clients with IEF compliant evaluations that offer a valuable unbiased viewpoint of the economy, efficiency, effectiveness and impact of interventions.
- **Feasibility testing** – We collate, analyse and interpret a range of data and information to support clients in identifying the need and demand for a proposed project or development.
- **Funding support** – We have a high level understanding of the plethora of funding opportunities available and have the ability to support strategic funding and case making. Our experience is directly informed through ECOTEC's management of major European funded programmes.



## Evaluation of the National Strategy for Neighbourhood Renewal

**Client:** Department for Communities and Local Government (DCLG)

**Description:** ECOTEC conducted a longitudinal evaluation of the impact of the National Strategy for Neighbourhood Renewal. In-depth case studies were carried out in 12 of the UK's most deprived local areas. Through a range of qualitative and quantitative research, the work generated constructive and practical advice on how to improve the design and delivery of future regeneration programmes.




“ ECOTEC undertook a comprehensive economic benchmarking exercise for the East of England Development Agency. This work was both planned and conducted in a highly professional way that met our specification exactly. ”

**Glenn Athey**

Director, Insight East (Regional Intelligence Centre)  
East of England Development Agency

# Innovative approaches

- **Impact assessment** – We capture the economic impact of organisations, industry sectors, physical developments and events, in terms of the direct and indirect impacts, and any associated social and cultural impacts.
- **Local economic assessment** – We have developed innovative and cost effective approaches to undertaking local economic and area assessments, and can provide access to a range of relevant data sources and analytical tools.
- **Partnership development** – We support clients in identifying effective governance and organisational structures, outlining appropriate delivery mechanisms and developing sustainable strategies.
- **Performance measurement** – We have developed in-house economic models that assess social-economic performance at various spatial levels. We are also able to readily identify appropriate comparator areas or regions.
- **Policy and strategy development** – We have very extensive experience of supporting clients in policy and strategy development, particularly around economic development, enterprise, innovation, regeneration and skills.
- **Programme and project development** – Drawing upon our suite of services, we are particularly well placed to support clients during the development stages of economic development and regeneration interventions.
- **Skills assessment** – Our understanding of labour markets means that we are well placed to conduct assessments of sector skills demand from employers and their industrial sector bodies.



“ ECOTEC undertook a significant piece of research entitled Advancing by Design, which explored the effectiveness and impact of university led design support to businesses. It was an absolute pleasure to work with ECOTEC over the two-year duration of the project; they were professional, hard-working, thorough, responsible and creative. ”

**Matthew Reading**  
Advancing by Design

# Tailor made solutions



## Olympic Strategy Links in Brent and West London

**Client:** London Borough of Brent

**Description:** ECOTEC undertook a study to fully consider the implications of the 'Olympic Effect' on the London Borough of Brent and the wider West London area. A particular focus of the work centred on establishing a strategic approach for maximising opportunity and impact attributable to the forthcoming Games.

# The advantages of working with us

- 1 Our strong **reputation** is backed by 25 years of experience in providing research and consultancy services.
- 2 We work at a **local** through to **international** level, which ensures a deep understanding of the latest policy issues and a keen awareness of the practical implications at a grass roots level.
- 3 All of our projects are delivered by bespoke **multi-disciplinary** teams that provide the appropriate sets of skills and experience to support your organisation.
- 4 Our staff are friendly and approachable and take pride in developing strong **relationships** with clients.
- 5 Our wide range of qualitative and quantitative research techniques includes leading edge **analytical tools**.
- 6 Our strong in-house **survey team** offers a full range of market research services.
- 7 We are always willing to challenge previously accepted views and conventional wisdom, allowing **original analyses** and creative policy responses.
- 8 Our approaches are **flexible** and appropriately tailored to meet your needs, whatever the size and scale of the work you envisage.

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ECOTEC Research and Consulting is the UK arm of the ECORYS Group.  
The ECORYS Group has over 600 in-house staff working from 18 permanent offices in 10 countries.



**ECOTEC is an ISO9001 accredited company**