

## Advanced Digital Institute (ADI)



### KEY DATA

**Big Plan theme:**

Prosperity & Regeneration

**Key Partners:** Yorkshire Forward, Bradford Council, Airedale Partnership, Private Sector

**Dates:** 2006 ongoing

**Funding amount:** £2 million

**Funding source:** Yorkshire Forward & EU Regional Fund

**Lead Organisation:** Advanced Digital Institute

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### What was the issue to address?

The ADI was identified as one of the five priority projects in the Airedale Masterplan, which are the primary catalysts for change in the Airedale corridor.

The aim of the project is to reinforce Airedale as a location for commercial research and development and to create growth in the digital and manufacturing sectors as part of the regional agenda with the support of Yorkshire Forward.

The ADI needed to act as a catalyst and high tech business centre by helping companies develop leading edge solutions for the global market in technologies such as wireless communication, embedded systems, satellite navigation and positioning technology, digital TV, home networking and consumer broadband.

**Advanced  
Digital  
Institute**

### What did we do?

- The ADI opened for business at Cottingley business park in 2006 funded by a £2M Yorkshire Forward contract, Bradford Metropolitan District Council support and the EU Regional Fund.
- From an original staff of two the centre has increased its team of technology experts to twelve and recently appointed a former director of engineering at Pace Micro Technology as its new Chief Executive Officer in January 2009.
- The ADI completed its move to the Waterfront Building in Saltaire forming the centre of an ecosystem of digital electronics companies, including Nokia Siemens Networks.

## What difference did we make?

- The ADI has generated over £1m in Research and Development projects across the District The ADI is also gaining international recognition through collaborative projects with Swiss, Korean and Spanish companies.
- The long term sustainability of the project is central to its future and it is on track to achieve its target with over 50% of income now coming from non-public sector sources.

## What were the keys to our success?

**Making the case for the ADI in Airedale:** Considerable lobbying with key partners, including Yorkshire Forward and the City Region, to make the case for the ADI to be located in Airedale was based on well researched evidence of the importance of Airedale.

**Private sector engagement:** The development of the ADI was informed and championed by the private sector members of the Airedale Partnership Board. This strengthened the case for funding and ensured that the ADI has a clear business focus and culture.

**Appointment of the right People:** The recruitment of the CEO was central to the success of the ADI who needed to be credible within the sector, have the technology knowledge to provide effective support and advice and the skills to develop a business/project from scratch. The Chief Technical Officer was appointed from a leading Japanese mobile phone company.

**Continued partnership working:** The Council continues to be an active partner, supporting the CEO to navigate through public sector funding requirements/responsibilities and ensuring the wider regeneration benefits of the project are achieved.

## What are we doing next?

- As part of the Airedale Partnership's response to the recession, ADI's role and expertise is being extended into other sectors such as leading on a regional telehealth initiative on behalf of Yorkshire Forward, as well as developing into the e-learning and carbon reduction sectors, which will also be applied to the manufacturing sector.
- Project delivery from funding received from the Government's Technology Strategy Board ALIP (Assisted Living Innovation Platform) programme to support the development of products to help those with chronic health problems live independently.
- Delivery of a new contract from Filtronic Defence for the research and development of advanced Man Machine Interfaces (MMI) for ESM systems with ADI's Embedded Systems team working closely with Filtronic Defence throughout the research and development programme.
- Re-enforcing Airedale as a business location through inward investment / promotional activity.
- The ADI is also now 'incubating' 3 new technology companies at its Waterfront headquarters.
- Working with over 30 companies to improve their performance and competitiveness.