

Please note: The attachments referred to are not included.

Dear Mr Allsopp,

Please consider this contribution to your review on Data for Regional Economic Performance. The BETA model is a radical new approach to measuring the impact of economic development in the UK, the Regions, Sub-Regions, Local Authority areas, Wards and policy specific geographies. The model is a unique combination of a high quality business population database and a series of analytical tools for reconciling business and economic trends. Users of the Model have a compendium of data and a knowledge resource to assist strategy development, planning, programme management evaluation.

The BETA Model service was officially launched in May this year. It was developed to provide quick and easy to use, high value added information product for baselines, benchmarks and other useful indicators for assessing the impact of economic development activity. An easy to use interface gives users very quick access to reports from any geography from UK down to ward, and over 3000 business activities.

The BETA Model is private limited company. The two directors were formerly employed as management consultants providing economic research to public bodies engaged in economic and community development. We found that with alarming regularity we were being asked to compile geographic and sector specific baseline and benchmarks without any common reference point. And each year we would be asked to update these ad infinitum. Our experience of this work suggested we would be able to provide this service online by developing a bespoke database service that could provide this level of support from an interactive system, and thus reduce the end cost to public agencies dramatically.

We were supported by Liverpool City Council in preparing a prototype of the service. This was implemented in 2001. Following successful trials LCC formed a consortium with NWDA and GONW's Merseyside Objective One Programme to develop a complete service. The Model was formerly launched in May this year. The service currently has over 70 users who have acquired a license from the NWDA Regional Intelligence Unit and represent the full breadth of the regional partnership in the Northwest (a list of organisations is attached). The model helps strategists, planners, delivery agents and evaluators with access to data specific to development at regional or local level.

The consortium has made this service available to all economic development and regeneration professional from all over the North West representing the full regional partnership. As a result there is now common platform for baselines, benchmarks and economic analysis in the North West. We are looking to expand this service to other regions using a similar model. This way we can significantly reduce the costs of providing useful indicators and increase the number of people building SMART management Information in to

their strategic planning and service delivery.

Although there are competitive products on the market that provide a comparable components of this service - business contact data, or business trend analysis, and product based consultant - none do this as a combined product, none offer the service on-line or in manner designed specifically for the public sector - we have ready made geo-political boundaries based on the European NUTS (Nomenclatures des Unites Territoriales Statisques) standard and we can quickly introduce policy specific geographies such as Enterprise Zones, Strategic Investment Areas and so on - and we are able to operate a competitive licensing system for public sector consortia to reduce the costs even further.

I have included a more detailed description of this service in postscript which is supplemented by the attached reports based on the East Midlands regions. If you want any further Information please do not hesitate to contact me on 0870 744 3931 or be email. You might also get further information from our main website: [Http://www.betamodel.com](http://www.betamodel.com) or the NW User interface: <http://nw.betamodel.com>

If you would like a presentation on The BETA Model or a further exploratory meeting please do not hesitate to contact me.

I would also ask that you cascade this email to any of your colleagues that may find the information relevant.

Thanks for your time,

Regards

Garry Haywood
The BETA Model
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