

MIDLOTHIAN SCIENCE ZONE RESOURCE AND BENEFITS FOR TENANT BUSINESSES



ABOUT

Midlothian Science Zone (MSZ) launched in October 2016 and evolved from the Edinburgh Science Triangle (EST) initiative. It is supported by a Steering Group made up of volunteer partners from Local Government (Midlothian Council), Science & Business Parks (Pentlands Science Park, Roslin Innovation Centre, Edinburgh Technopole, Scottish Enterprise BioCampus), Companies (EPP Ltd - Pentlands Science Park and Bush Estate, Roslin Foundation), Research Institutes (Roslin Institute, Moredun Group, Scotland's Rural College) and Academic Hubs (The University of Edinburgh - Easter Bush Campus, The Royal (Dick) School of Veterinary Studies, Scotland's Rural College). In addition, we engage with Industry Groups including UKSPA, Scottish Science Parks Scottish Enterprise, Life Sciences Scotland, Midlothian and East Lothian Chambers.

The Midlothian Science Zone Steering Group works on behalf of our partners to develop the science and business community within the Midlothian region and beyond. The aim is to support communication between businesses within the zone and to stimulating economic growth while promoting the diversity, prestige, quality and capability of MSZ.

MSZ aims to promote the diversity of the fields of expertise in the science and research sector, each hugely successful, by way of a collective identity. MSZ recognises significant advantages in collaborating on projects and promotional activity and importantly it provides a brand and identity for a cluster which is already recognised for the highest concentration of animal-related expertise in Europe.

MSZ respects each organisations approach to marketing and PR, skills outreach and support, however by collaborating effort under the MSZ banner there can be a focus on MSZ being a vibrant and prestigious place to learn and work.

Make your impact in Midlothian #inthezone

RESOURCES AND BENEFITS OF MSZ

Marketing Collateral

MSZ has a social media audience of over 5,000 followers and a website that generates a good level of visitor traffic.

Our digital assets can help raise your company profile in line with your marketing strategy and keep the community informed of developments and achievements or of potential interest and opportunity. MSZ showcase Midlothian as a One Health location to a local, national and global audience for innovation, investment, business development, career choice and to promote the region's successes and future needs.

Website www.midlothiansciencezone.com

Features

- Science Park/Tenant summary – description and link
- News articles
- Press releases
- Events and Conferences
- Case Studies
- Job vacancies within the Zone

Twitter www.twitter.com/midlothscience

Are we following you? If not, then let us know and tag us in your posts so we do not miss the notification. We monitor the channel daily and frequently posts, retweet, tag, and apply #hashtags relevant to sector/business

Note: if a tenant does not have to hold a Twitter account or be active on social media. This can be channelled through the MSZ account and direct to tenant website.

LinkedIn <https://www.linkedin.com/company/midlothian-science-zone/>

MSZ Company LinkedIn page. Sharing news/achievements/events with followers

<https://www.linkedin.com/groups/4025640/>

MSZ LinkedIn Group page for individuals, a managed group to encourage posting for discussions

SUPPORT

During the current climate (October 2020) we are curtailed by social distancing regulations, but we plan to engage with virtual and physical events in 2021.

- Introductions and relationship building
- Networking opportunities
- Workshops, forums, presentations
- Channels of communication between businesses

MSZ Business Forum

We have launched a Midlothian Science Zone Business Forum (currently virtual). Our aim is to bring together a wide range of businesses to identify similar support needs, mutual opportunities and share knowledge across the Midlothian region. We work closely with Midlothian Business Gateway, specifically to help support organisations based within MSZ. The first virtual event was hosted on 1st December 2020.

Skills Outreach

Rotating Internships, open days, placements, links with educational institutions & Council

Funding Opportunities

Alerting to relevant funding calls either via email or on digital channels.

ACTION BY TENANTS & BUSINESSES IN MSZ:

External Communication

The MSZ and its online presence is a resource, its aim is to encourage traffic to the website, increase audience reach and raise profile of the Zone.

- Use of the MSZ logo on communication, marketing material, company websites and social media channels where possible. Web and Print ready versions are available.
- Add a reciprocal/referral link to MSZ website
- Include **#inthezone** on social media posts and tag @MidlothScience
- Press Releases and News Articles – there is a global recognition of Edinburgh as a location, but the Life Sciences expertise is in Midlothian, this must not be overlooked, please quote; **located in Midlothian Science Zone, Edinburgh.**
- Join the LinkedIn Group to encourage flow of information & discussion

Internal Communication

Most of our messages are distributed via Park Managers or LinkedIn Group page. Please see attached sheet to opt in for internal communication for events, offers, direct contact – we will not bombard you!

For any questions email emma@midlothiansciencezone.com

For website content or social media activity email enquiries@midlothiansciencezone.com **or direct message on social channels.**



Name of Company	
Twitter Handle	
LinkedIn	
Website	
Direct Contact for future Mailing (name and email)	

Yes, I would like to be kept informed via email about future offers, events & news. Please tick box.

Please refer to our privacy policy on our website <https://midlothiansciencezone.com/privacy-and-cookies/> or contact us if you would like more information.

Please email this form to emma@midlothiansciencezone.com