

## 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, Agri-EPI Centre) 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](http://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

**X** [www.twitter.com/midlothscience](https://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.

**Instagram** <https://www.instagram.com/midlothianscience/>

**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 launched the Midlothian Science Zone Business Forum in December 2020 with the aim of bringing together a wide range of businesses to identify similar support needs, mutual opportunities and share knowledge across the Midlothian region. These run bi-monthly, a summary of each Forum can be found on our website <https://midlothiansciencezone.com/news-events/>. We work closely with Midlothian Business Gateway, specifically to help support organisations based within MSZ.

## **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.

## **Premier Partners of Mid & East Lothian Chamber of Commerce (MELCC)**

Membership to MELCC covers businesses from the MSZ for events including exclusive Premier Partner Events, please contact Emma McCallum if you wish to join one of these

## **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
- Use of the “Drone in the Zone” birds eye view of the zone <https://vimeo.com/644764685>

**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!

**MSZ Community Card** launched in March 2023 to increase awareness within the local community of Midlothian Science Zone and the services and benefits we provide, and to encourage cross site collaboration as well as building our database for communication of events and opportunities.

There are benefits to Cardholders, for example the card allows access to The Kitchen cafe on Edinburgh Technopole to cardholders who work on other MSZ Partner sites ie Pentlands Science Park, The University of Edinburgh Easter Bush Campus, Bush Estate, SRUC, Agri-EPI Centre, Midlothian Council and BioCampus – the MSZ CC therefore acts as an identifier.

Applicants can subscribe via the QR code (below) or at the Sign Up URL <http://eepurl.com/ieYepv>



For any questions email [emma@midlothiansciencezone.com](mailto:emma@midlothiansciencezone.com)

For website content or social media activity email [enquiries@midlothiansciencezone.com](mailto:enquiries@midlothiansciencezone.com) or direct message on social channels.



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|--|--|
| 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](mailto:emma@midlothiansciencezone.com)**