3 Year Strategy

March 2022

CyNam has been operating for ~5 years and has grown significantly in terms of maturity, scale, reputation, and impact

Key Successes

Notable examples

Developed a vibrant, well-connected, entrepreneurial and supportive cyber/tech ecosystem

Over 4,000 individual members from an ecosystem of 130 companies

Supported Hub8 in their development of cyber innovation facilities across the town

2 x Hub8 facilities already at capacity with Minister Exchange on the horizon

Playing an important role in the delivery of NCSC's innovation programme

Made connections, showcased and created opportunities for 5 start-ups, bringing them into the ecosystem

Driving the cyber skills growth agenda in the region both in terms of demand and supply

Engaged with over 20 schools and a wide array of industry partners who now engage with schools

Influenced government to fund clusters up and down the country

Led the formation of UKC3 which has funded cyber clusters in 12 regions/nations

Raised the profile of Cheltenham and Gloucestershire as a national centre for cyber innovation and growth

Engagement with national organisations and businesses who are building their presence in the region

CyNam in Numbers

4,000+
Community members

including those who have attended our events, signed-up for our newsletter, and otherwise engaged in our efforts

130
Cybersecurity/tech businesses from primes to SMEs

ORNA · SAVIENT · LOCKHEED MARTIN · TrustStamp · GEMBA ADVANTAGE · NORTHROP GRUMMAN · IBM · CGI · DXC TECHNOLOGY · INFOSEC

33
Professional services firms brought in to support the cyber/tech ecosystem

hcrlaw · bpe · hub8 · THECRAFT by Agent3 · INFOSEC · HAZLEWOODS

14
Public sector organisations engaged

National Cyber Security Centre a part of GCHQ · Department for Digital, Culture, Media & Sport · CHELTENHAM BOROUGH COUNCIL · gfirst LEP growing gloucestershire

21
Academia and educational institution partnerships

UNIVERSITY OF GLOUCESTERSHIRE · Cyber First · GC gloucestershire college · University of BRISTOL · UWE Bristol

35+
Industry partners for annual and event sponsorship

rebellion defence · CGI · sentients · plexal · SQUASHED ROBOT · CyberRes · ORNA · HAZLEWOODS · GC gloucestershire college · BAMBOO CONNECT GROW · GEMBA ADVANTAGE · bpe

With the right support, CyNam will develop Cheltenham and Gloucestershire as the heart of the UK's cyber-tech ecosystem
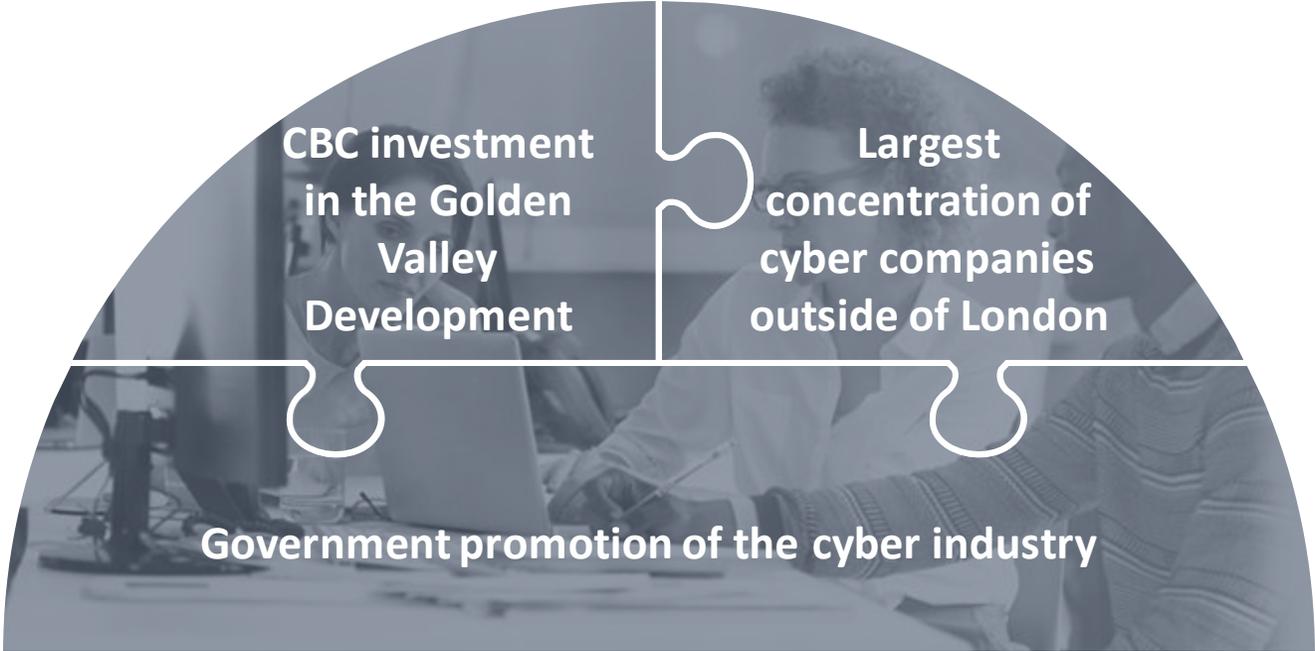
Cyber tech innovation & growth
- Inspiring investable companies and attracting investors
- Supporting knowledge exchange and collaboration across industry stakeholders

Cyber tech ecosystem development
- Championing our ecosystem to attract new business to the region, including from overseas
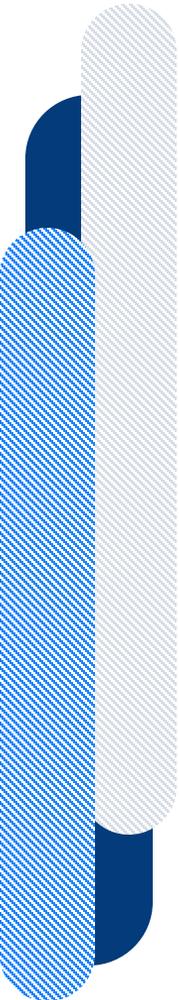- Diversifying of sector engagement beyond government

Cyber tech skills growth
- Strengthening diversity, equality and inclusion in the community
- Attracting, retaining and developing talent

CBC investment in the Golden Valley Development

Largest concentration of cyber companies outside of London

Government promotion of the cyber industry

CYNAM

Key components of our Strategy

Our Mission: Our reason for being

Our Values: Our guiding principles

Our Strategic Objectives: Our key priorities

Our Initiatives: Where we will focus our efforts

Our Budget: The funding we need to deliver impact

Our Mission

To drive the growth of the cybersecurity ecosystem…

- An increase in the number of cybersecurity companies with a significant presence in the region
- More cybersecurity related jobs created
- Greater levels of investment secured
- More external sectors engaged with our cybersecurity ecosystem

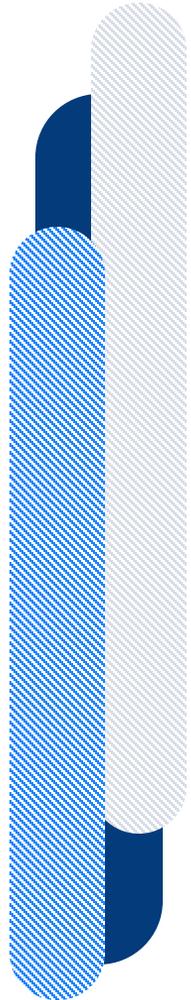***in Cheltenham and Gloucestershire…***

- We focus on growth for Cheltenham and Gloucestershire – and are serious about the wider Gloucestershire region
- We engage nationally (and internationally) because we know that will create opportunities for growth locally

by being the catalyst for industry development, innovation, and talent engagement

- Cybersecurity ecosystem development through attracting new business to the region and diversifying our sector engagement
- Cybersecurity innovation through inspiring investable companies / attracting investors and supporting knowledge exchange and collaboration across industry stakeholders
- Cybersecurity talent promotion through strengthening diversity, equality and inclusion in the community and attracting, retaining, and developing talent

Our Values

Community obsessed

Love of place

Available to everyone

Creating inspiration

Doing what's needed

Having fun while doing it

Our Strategic Objectives

Cyber Tech ecosystem development

1. Champion our ecosystem to attract new business to the region, including from overseas

2. Diversify sector engagement beyond government

Cyber Tech innovation & growth

3. Inspire investable companies and attract investors

4. Support knowledge exchange and collaboration across industry stakeholders

Cyber skills growth

5. Strengthen diversity, equality and inclusion in the community

6. Attract, retain and develop talent

Enablers

A. Sustainable funding model	B. Internal knowledge/ understanding of cybersecurity & tech	C. Diversity in decision-making	D. Measurable indicators of success

Our Initiatives

Cyber Tech ecosystem development

- Increase engagement with key agencies and other UK clusters
- Actively showcase the region internationally via overseas clusters and organisations
- Increase mediums of collaborative engagement i.e. branding, marketing channels.
- Run engagement activities with regional sectors starting with AgriTech and HealthTech
- Develop and strengthen links with relevant innovation centres/operators

Cyber Tech innovation & growth

- Tailor content and events for entrepreneurs and business leaders
- Deliver investor engagement project and provide ongoing investor liaison
- Continue partnership with NCSC Innovation programme
- Help SMEs pivot and scale through identification of mentors and role models
- Support knowledge exchange on areas of DeepTech e.g. Quantum Computing, AI
- Encourage cross cluster innovation activities

Cyber skills growth

- Deliver successful SW pilot for CyberFirst Schools
- Secure industry sponsorship for funded school trips and initiatives such as coding breakfast clubs
- Drive up-take of cyber apprenticeships
- Ensure significant female involvement in all events and activities
- Secure funding for Cyber Skills & Growth role for the next 2 years
- Conduct research project gathering data on diversity within our ecosystem; tap into existing data from government and other sources

Initiative Enablers

Develop key relationships – i.e. academia, industry and international	Enhance knowledge transfer capabilities	Appoint CyNam Advisory Board	Improve metrics and measurable indicators of success

Our Budget for FY2022/23

Cyber/tech ecosystem development
£76k

- Sponsorship
- UKC3
- NCSC Innovation Partnership

Cyber/tech innovation
£76k

- Sponsorship
- NCSC Innovation Partnership

Cyber skills growth
£85k

- Sponsorship
- LEP / CEC Funding
- Cyber First Schools SW Pilot

Sector Engagement Activities

| Healthcare/Tech £10,000 | Defence & Nat Sec £10,000 | Agritech £10,000 |

This strategy was developed by:

Amy McBeath- (volunteering from McKinsey)
Bruce Gregory – Director of CyNam
Chris Dunning Walton – Director of CyNam
Clare Bourne – Head of Delivery, Innovation & Growth
Madeline Howard – Chairperson & Director of CyNam
Reid Derby – Director of Strategy, CyNam
Richard Yorke – Managing Director, CyNam

With input and inspiration from:

Abby Taylor
Charlotte Smith
Eleanor Hardman
The CyNam Community

Local Industrial Strategy
National Cyber Strategy