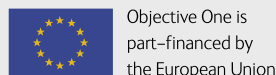


# Objective One case study knowledge economy



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The projects in the Knowledge Economy investment cluster include those developing the Combined Universities and activities that support the development of much stronger links between Higher Education and business.

Developing the Combined Universities in Cornwall is considered so important to the development of Cornwall and the Isles of Scilly it was the only project specifically outlined in the Single Programming Document contract. Prior to commencing the Objective One Programme in 2000, there was no such university opportunity in Cornwall.

University level provision in Cornwall and its links with business encourages graduates to start their own businesses, attracts new business and encourages innovation and knowledge transfer, thereby increasing the overall wealth of Cornwall and the Isles of Scilly.

## TRAC Services

Moving into an office at the Knowledge Spa business incubation unit was the first step in ambitious expansion plans for Jonathan and Sarah Trethowan.

The couple own and run TRAC Services Ltd, and were the second tenants to take office space at the Knowledge Spa Business Incubation Units. The company moved in on March 2, 2005.

The incubation units were built with the help of Objective One investment and are designed to help businesses that work in health-related sectors to develop. The unit has the advantage of being adjacent to Cornwall's largest major hospital, as well as being housed within the Knowledge Spa, which has a comprehensive medical library and students from a range of medical professions.

"We felt the risk of financial outlay was far outweighed by the advantages of being able to expand and the opportunity to be in the middle of a healthcare and science community," said Sarah. The environment of the incubation units is clearly beneficial with TRAC Services quadrupling its staff within a year. Three graduates have been taken on under the Unlocking Cornish Potential (UCP) scheme. There are also plans to take on three more staff in 2006.

UCP, which has also received Objective One investment is a Combined Universities in Cornwall initiative that places graduates with businesses - growing valuable knowledge within the region.



Jonathan Trethowan of TRAC Services, based at the Knowledge Spa business incubation units

**"Our business has progressed rapidly since moving into the building and we have been delighted to provide knowledge based work for three graduates. When we returned to Cornwall there were no suitable employment opportunities for us so we established TRAC and it's great that the company is now providing opportunities for others. We are also very excited to be expanding further soon to support a new readability testing service the company will be offering."**

The husband and wife met in Cornwall then both left the region to study science degrees. Jonathan went on to take a PhD but then decided he did not want to stay in research or academia. He took a job in the regulatory department of a pharmaceutical company.

When Sarah had a baby the pair decided to return to Cornwall and, in 2001, TRAC Services Ltd was formed, based at their Camborne home.

The company offers regulatory services to the pharmaceutical and biotechnology industries. Currently most of their work is with national pharmaceutical companies but, since the move, Sarah and Jonathan are looking to expand into other areas where there is a greater local demand. These include regulatory requirements for medical devices and herbal medicine.

"We are very keen to recruit locally," added Sarah. "We have been growing year by year and we had outgrown the office at home. This is hopefully the first step in further growth and we will perhaps, as the next step, move up to the nearby Medi-Park when that is built."

# Objective One

## case study

### knowledge economy

TRAC Services Ltd provide high quality and independent consulting services to pharmaceutical, biotech and medical device companies in the areas of product development, regulatory affairs and licensing. The company acts as an interface between clients and the government regulatory agency responsible for medicinal products, for instance the MHRA (Medicines and Healthcare Products Regulatory Agency) in the UK and FDA (Food and Drug Administration) in the USA. We assist clients to gain authorisation to conduct clinical trials and to market their products as well as helping them to keep such authorisations up to date. Our clients include large multinationals, biotech organisations, small start-ups and contract research organisations.

TRAC Services specialise in four main areas:

- Preparation of documents, including clinical trial applications, expert reports and patient information leaflets
- Quality assurance, including system, supplier and GMP audits
- Consultancy, including regulatory requirements and strategy, dossier validation and evaluation of data for regulatory compliance
- Interface with regulatory agencies, including submission of applications and agency meetings and responses

**For more information about TRAC Services, please see their website [www.tracservices.co.uk](http://www.tracservices.co.uk) or email [info@tracservices.co.uk](mailto:info@tracservices.co.uk).**



The Knowledge Spa, which includes the business incubation units where TRAC Services are tenants