

LEP - Lancashire Innovation Board

Monday, 6th February, 2023 in Committee Room 'C' - The Duke of Lancaster Room, County Hall, Preston, at 10.30 am

Supplementary Agenda

- 5. Update on the Innovation Plan. (Pages 1 - 4)**
- 7. Update on current year work. (Pages 5 - 8)**



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Monday, 6 February 2023

Update on Innovation Plan

**Report Author: Maya Ellis, ,
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Executive Summary

This paper details the work developed to date and underway following the approval of the Lancashire Innovation plan 2023-28 at the December 2022 board meeting. It includes updates on the operating plan, KPI planning, marketing, and hiring.

Recommendation

That the board note the progress to date and share any feedback.

Background and Advice

The Lancashire Innovation Plan 2023-2028 was agreed and signed off by the Lancashire Innovation Board in December 2022. Lancashire County Council (LCC) and Lancashire LEP officers are now working to develop this into working operational plan ready to hit the ground running with delivery in April 2023.

Operating plan

Work is now underway to create timelines for the 12 actions identified within the Innovation Plan. This includes re-arranging existing resource within LCC, liaising with other partners leading on some of the actions, and doing final stage work to secure the additional resource proposed.

It is proposed that an ongoing operating plan including a monitoring framework be shared with the board by email before the start of April 2023. From the next board meeting in June 2023, a suite of reports and monitoring data will come in papers, and then be regularly updated for each board meeting going forward.



KPI planning

Officers are currently working with our in-house analyst, Joseph Mount, and also linking into broader discussions around the proposed Data Observatory, to determine which of the suggested KPIs and outputs are both realistic and most useful to measure.

We are proposing to use the first year of the plan to simply monitor the data and be observant of patterns, with the aim to establish an accurate benchmark with data we feel is accurate and insightful. By the end of the first year of the plan we propose to then start to put in place realistic targets for each year going forward.

Marketing

Officers are now developing the public facing version of the Innovation Plan, which will likely be a 16-page document, featuring the headlines of the refreshed research, all the 12 actions, and illustrated with infographics and photos.

A PR plan is being developed around this also, with a launch and promotion of the Plan likely to coincide with confirmation of budget from LCC in mid to late February. Officers are using this work as an opportunity to also start to explore the long-term marketing plan that is listed as action 4.1 in the Innovation Plan.

Hiring & Resource

For the core Lancashire County Council and Lancashire LEP delivery mechanism, we expect to be able to draw down the full resource (£500,000 per year), for at least the first 2 years, but will confirm the exact sources of funding closer to April as some of the funding sources and allocation are still being confirmed. While discussed in principle with members this is still subject to final member agreement.

In the coming months focus will be put on developing job descriptions and doing recruitment outreach. More detail will follow but the roles are likely to be some or all of the following:

- Partnerships lead
- Project officer (local partnerships and place making projects)
- Senior project officer – Analyst / KPI monitoring, and Property research project co-ordination
- Innovation Engagement Officer (x 2)
- Community project officer (based in Fraser House)

If we are able to draw down the full amount of annual funding immediately, then we will advertise for all 6 of the new roles immediately for an initial 2-year fixed term contract. If by the time the funding is confirmed, we cannot draw down the full £500,000 immediately, we will hold back hiring for one or two of the roles (likely the project officer and one of the engagement officers), until we can guarantee we have funding secured for those 2-year fixed term contracts.



Some resource will also be prioritised for sector community development, and an initial property research project.

List of Background Papers

Paper	Date	Contact/Tel
N/A		

Reason for inclusion in Part II, if appropriate
N/A



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: No

Date: Monday, 6 February 2023

Update on current years' work

Report Author: Maya Ellis,
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Executive Summary

Update on use of the 2022-23 Lancashire County Council Innovation budget and associated activities (Digital Sector work and Fraser House).

Recommendation

That the updates be noted and any questions raised in the meeting.

Background and Advice

Additional funding (Bids etc)

Several bids are currently either being developed or submitted and awaiting decision. These include:

Innovate UK Launchpad: Co-designing a localised programme to support more targeted engagement to encourage businesses to apply for Innovate UK bids. The Lancashire bid focus is on 'CyberTech' but if through to the first stage, we will have the opportunity to explore and develop this further with Innovate UK.

Research England Development (RED) Fund: An initial small bid to an ongoing fund to explore applications of Lancaster University research to local policy making and solving local challenges.

ESRC, AHRC and InnovateUK call - Developing Local Policy and Innovation Partnerships (LPIP): Lancashire bid focusing on 'Green Energy Futures' – to develop an energy focused 'innovation partnership' across the county, building on Net Zero



focused collaboration work such as the Ethical Data Centres work in Blackpool (supported by Lancaster University).

EPSRC - Place Based Impact Acceleration Fund: Bid being developed to focus on existing clusters (cyber, electech, and potential further groups identified from Smart Specialisation work within Innovation Plan).

Marketing

The Innovation Marketing Manager role has now been in place for over 15 months and has established social media, email, website and podcast presence under the business focused 'Innovate Lancashire' brand, aimed at raising awareness of innovation opportunities and support within the Lancashire area.

All platforms continue to grow in audience, and we are building a strong bank of written and audio content including case studies and Q&As.

As part of the setup work for the new Lancashire Innovation Plan, some workshopping will be done to review the success of this marketing work so far and the brand perception, to ensure it then forms a strong part of the wider overall marketing plan going forward.

Property

Fraser House continues to grow membership and profit, and thus prove demand for co-working and grade A office space in the county. It's reputation also continues to grow and thus increase the perception of Lancashire as a place for dynamic conversations, start-ups and collaboration. This has been driven mainly by a suite of events.

There is a feeling that specific Fraser House events along with some wider ecosystem development work, mainly around the digital sector, is driving momentum within the county for other individuals to develop their own events (hackathons, for example), perhaps encouraged by proof there is an audience for them.

We know a range of similar sites are now being explored and developed out of various funds (Town Deals, Levelling Up funds etc), in towns and cities across the county. Officers continue to build connect to and support the teams developing these to ensure best practice is shared.

We are also strengthening relationships with property developers working in the county, to further build the case for grade A office provision aimed at innovative small businesses.

In future, a more comprehensive report will be developed to report on property development supporting innovation across the county, as part of overall innovation plan reporting.



List of Background Papers

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N/A

Reason for inclusion in Part II, if appropriate

N/A

