

LEP - Lancashire Innovation Board

Monday, 5th September, 2022 in Committee Room 'B' - The Diamond Jubilee Room, County Hall, Preston, starting at 12.30 pm

Please note that the Board will be preceded by a workshop for Board members only starting at 10.30am in the same room.

Agenda

1. Welcome and apologies

2. Declaration of Interests

Board Members are asked to consider any Pecuniary and Non-Pecuniary Interests they may have to disclose to the meeting in relation to matters under consideration on the Agenda.

3. Minutes of the Last Meeting (Pages 1 - 6)

The Board is asked to agree that the Minutes of the meeting held on 7th June 2022 (copy attached) are an accurate record of the meeting and can be signed by the Chair.

4. North-West Innovation Board Chairs (Pages 7 - 10)

5. Update on ongoing work (Pages 11 - 20)

6. Any Other Business

7. Date of Next Meeting

The next scheduled meeting of the Board will be held at 10.30am on 7th November 2022 in Committee Room 'D' - The Henry Bolingbroke Room, at County Hall, Preston.



LEP - Lancashire Innovation Board

Minutes of the Meeting held on Tuesday, 7th June, 2022 in Committee Room 'C' - The Duke of Lancaster Room at County Hall, Preston, starting at 2.00 pm.

Present:

Graham Baldwin - Chair

Melissa Conlon

Mike Kenny

Jane Dalton

Lindsay Roche

Gaynor Dykes

Judson Smythe

Dion Williams

In Attendance:

Andy Walker, Head of Business Growth, Business and Innovation, Economic Development, Lancashire County Council.

Matt Wright, Lancashire Universities Innovation Manager, Business and Innovation, Economic Development, Lancashire County Council.

Vanessa Robinson-Hoy Senior Project Officer, Business and Innovation, Economic Development Lancashire County Council.

Mike Neville, Senior Democratic Services Officer, Lancashire County Council.

Presenter:

Rob Macnee, Senior Consultant, Steer Economic Development.

1. Welcome and apologies

The Chair welcomed everyone to the meeting and noted that apologies had been received from Claire Whelan, Rick Holland, Michael Gibson, Matthew Spinks and Natalie Jones.

2. Constitution, Terms of Reference, and Membership of the Innovation Board

Mr Neville reported that Jane Binnion (the Start Up, Micro and SME representative) had resigned from the Board and that the membership details would be updated to reflect that Gaynor Dykes had moved to the British Business Bank. It was noted that the Terms of Reference provided for a maximum of 15 members on the Board and the Chair suggested that Officers look to identify suitable individuals to fill the two vacancies, one of which should represent social innovation on the Board.

Resolved:

1. That the membership of the Innovation Board, as set out below, is noted.

G Baldwin	Chair	UCLan
C Whelan	Deputy Chair	Corporate & Finance (LEP Board)
M Conlon	Skills & International Rep	AMRC NW
R Holland	UK RI Rep	Innovate UK
D Williams	Universities Rep	Lancaster University
N Jones	Research & Science Rep	Engineering & Physical Sciences Council
J Dalton	Strategy & Branding Rep	Groundswell Innovation Ltd
L Roche	Thematic - Energy & Environment	Westinghouse Ltd
M Gibson	Thematic – Digital & Technology	Miralis Data Limited
G Dykes	Thematic - Professional & Services	British Business Bank
J Smythe	Thematic – Manufacturing & Construction	MGS Plastics Limited
M Kenny	Thematic - Health & Life Sciences	Innovation Agency (AHSN)
M Spinks	Thematic - Manufacturing & Construction	Victrex Ltd

2. That Officers be requested to explore potential candidates to fill the two vacancies on the Board, one of which should represent social innovation.
3. That the current Terms of Reference of the Innovation Board, as set out at Appendix 'A' to the report presented, are noted and a copy placed in the Minute Book.

3. Declaration of Interests

No declarations of interest were made regarding items of the agenda at this point in the meeting.

4. Minutes of the Last Meeting

The Board considered the Minutes from the previous meeting held on 3rd March 2022. The briefing paper on the Innovate UK event to promote clusters in Lancashire/Cumbria requested at the last meeting was included as an Appendix to item 5 on the agenda for 7th June 2022.

Resolved: That the Minutes of the meeting held on 3rd March 2022 are confirmed as an accurate record and signed by the Chair.

5. Innovation Update

A report was presented on a proposed Shared Prosperity Fund programme, collaboration between the three North West Innovation Boards together with an update on the Innovate Lancashire Website.

Shared Prosperity Fund (SPF)

It was reported that in June 2023 the SPF, a UK Government funding scheme, would replace the European Structural and Innovations Funds (ESIF) which historically supported many of the innovation programmes in Lancashire.

The Board recognised that Brexit, combined with the change to funding (especially as SPF would involve a reduced amount of available funds) would have an impact on innovation in Lancashire and across the North-West. However, the change also presented an opportunity to develop a single programme which would involve all the Lancashire Universities, and key partners and provide a menu of services to support innovation in business built around cyber/digital, low carbon, manufacturing, and health.

The Chair reported that discussions were taking place with District Councils in Lancashire regarding future planning around innovation. These discussions had highlighted a lack of understanding regarding the role of the Innovation Board and the need to raise awareness of the benefits of and value of innovation schemes and focus on the value of core competencies of partners.

The potential impact of reduced future funding for innovation was discussed and it was suggested that the Board should seek to lobby Local MPs, the Minister for Brexit, and the Government

Collaboration between the three North West Innovation Boards.

Mr Wright reported that the Chairs of the three Innovation Boards in the North-West (Lancashire, Manchester, and Liverpool) were due to meet to discuss current activity, priorities, best practice, and future cooperation/collaboration.

It was also noted that discussions were taking place between the 11 Local Enterprise Partnerships in the North-West, BASE and the Government's Levelling Up unit regarding clusters and the innovation accelerator pilot.

Innovate Lancashire Website

Ms Robinson-Hoy updated the Board on the innovation brand and website which went live at the end of April 2022. It was noted that officers were engaging with local businesses to gather content for the website. It was noted that links had been established in social media to direct people to the Innovate Lancashire website and suggested that specific link be provided for Board members to use in emails or networking sites such as LinkedIn to direct more traffic to the website.

Resolved:

1. That the Board be kept informed of further developments regarding the Shared Prosperity Fund programme, collaboration between the three North West Innovation Boards and Innovate Lancashire Website.
2. That Board members be provided with a formal communication from the Innovation Board Chair which can be used for collective and individual lobbying regarding the provision of future funding for innovation locally, regionally, and nationally.
3. That Board members be provided with a hyperlink to the Innovate Lancashire Website for use in emails or when networking to direct more traffic to the website.

Updates from individual Board members

At this point in the meeting that Chair asked Board members if there was any specific activity which they wished to inform the Board of.

Mr Kenny reported that he was involved in a bid for funding from the Engineering and Physical Sciences Research Council to create a digital health hub to promote knowledge and skills sharing across healthcare, academia and business, and drive innovation in digital health. A total of £8 million funding was available for projects lasting up to three years with individual awards being up to a maximum of £4 million. The closing date for expressions of interest was 28th June 2022 with full proposals being submitted by 11th August 2022.

Ms Dalton referred to a project by Copeland Borough Council to establish a digital community hub in the town centre of Whitehaven in Cumbria and suggested that Officers may want to speak to those involved in the project.

Ms Conlon updated the Board on a pan Lancashire decarbonisation project and the Chair suggested that Mr Wright contact her outside of the meeting to discuss further.

The Chair suggested that future agenda for the Board include a 10-minute timeslot for roundtable feedback from individual Board members on activity.

Resolved:

1. That the feedback from individual Board members on innovation activity given at the meeting is noted.
2. That a 10-minute timeslot for roundtable feedback from individual Board members on activity be include don future agenda.
3. That Mr Wright contact Melissa Conlon directly regarding the pan Lancashire decarbonisation project

6. Innovation Plan Refresh

Mr Macnee, Senior Consultant from Steer Economic Development gave a presentation on the outcome of the previous workshop and gave feedback on further external consultations and sectoral analysis of smart specialisation for Lancashire as outlined in the report.

In considering the report members of the Board made the following comments.

- a) There was a need to develop a clear strategic narrative regarding innovation which could easily be articulated to others. Such a narrative to include reference to security resilience around cyber and defence, building on existing strengths in Lancashire but also including new areas such as energy security.
- b) Future discussions regarding Advanced Manufacturing should also include Paper and Food.
- c) Then key messages from external consultations are noted, particularly regarding the need to establish strategic and tactical alliances with others to support Lancashire's innovation economy.
- d) The proposals for 'Staying Ahead' strengths and 'New Routeways' referred to in the presentation are noted and should be the focus of a further report from Steer Economic Development (with examples) for discussion at a future workshop.
- e) Consideration should be given to developing the UK long term sovereign capability for manufacturing and energy production including the capacity of UK supply chains in critical areas, as supported by the national supply chain database.
- f) 'People skills' should be incorporated into future discussions involving the 'New Routeways' set out in the presentation.

Mr Wright also invited Board members to contact him outside of the meeting to discuss plans which partner organisations may have for the next 10 years to inform future discussions around the Innovation Plan refresh.

Resolved:

1. That the comments of Board members set out above be taken into consideration during the development of the next stage of the Lancashire Innovation Plan refresh.
2. That a copy of the presentation from Steer Economic Development be circulated to Board members outside of the meeting for future reference.
3. That arrangements be made for a further workshop to be held in advance of the next Board focussing on Smart Specialisation and expanding the 'Staying Ahead' and 'New Routeways' elements of the presentation.

7. Date of Next Meeting

It was noted that the next scheduled meeting of the Board would be held at 10.30am on 5th September 2022 in Committee Room 'B' – The Diamond Jubilee Room at County Hall, Preston.



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Monday, 5 September 2022

North West Innovation Board Chairs

Report Author: Maya Ellis,
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Executive Summary

This report sets out the initial findings and recommendations from a meeting between the Chairs of the three formal Innovation Boards which operate in the region and their LEP Innovation leads to consider potential areas of collaboration.

Recommendations

1. To consider the themes identified in this report and feedback on what has been included and identify whether there are any gaps or any distinctive connections between the themes and the collaboration principles
2. To support further work from officers and wider partners to collect relevant data and organise engagement through a series of workshops to develop the framework of themes and joint activities leading to a report outlining investable regional propositions to be presented to a future meeting of the Board.

Background and Advice

(Prepared by Matt Wright)

The current climate for innovation policy, along with the challenges facing business, require both local and regional actions to maximise opportunities for economic development. Progress has been made in local areas but further impact could be realised with a greater understanding of complementarity in the North West around innovation.

In the wake of the UK Innovation Strategy and Levelling Up agenda the policy and funding landscape for innovation is in a period of transition, which presents a number of key challenges and opportunities including:



- further devolution and changes to the role of Local Enterprise Partnerships (LEPs);
- the replacement of European Structural and Investment Fund funding with new UK Government schemes such as the UK Social Prosperity Fund (UKSPF) and Innovation Accelerators;
- the greater involvement of bodies like Innovate UK in co-creating Place based strategy;
- the challenges of levelling-up in practice (to the North, across the North, within Regions);
- a trend of regionalisation of some of the Research Councils and interest in and facilitation of clusters (that naturally don't have hard county borders) and
- the importance of collaboration, R&D and productivity to future business success.

The development of Local Industrial Strategies, Innovation Plans and Science and Innovation Audits have helped local geographies to define their local priorities but also highlighted intra-regional issues and considerations of complementarity or scale.

Discussions through bodies such as the NP11 Innovation Group have made progress in considering high level strengths across the North as a whole but this remains a large diverse area and a deeper understanding would be advantageous within defined regions like the North West to make discussions more beneficial with Government and bodies like the NP11.

There are three formally constituted Innovation Boards in the North West (Manchester, Liverpool and Lancashire) that involve the key stakeholders referred to in this report ie Innovate UK, universities, local government and the private sector. These are a practical starting point to better understand the innovation agenda across the region as it is applied to business but the work proposed will also include engagement with Cheshire and Cumbria LEP Innovation Leads.

Considerations

The Innovation Lead at Lancashire LEP in discussion with the Chair of the Innovation Board proposed a meeting of the three chairs of the NW Innovation Boards and this was facilitated on the 17th June 2022.

The meeting enabled each Chair to describe the challenges and priorities in their area and consider the benefits to be gained from areas of overlap or opportunity as well as start to define the next stages for further joint engagement. The meeting was also attended by the three LEP Innovation Leads who are also members of the NP11 Innovation Group.

The following key issues were identified by the Chairs

- The need for a shared regional narrative and influencing approach to government and for inward investment, with these being based on a solid understanding of innovation capabilities and issues in each patch, tied through to other bodies such as the North-West Business Leadership Team (NWBLT)



- Strong agreement that there appeared to be key strengths around materials, cyber, life sciences, nuclear and manufacturing; enabled by the natural asset base (eg parts of the region are clean energy providers and others big customers) and ambitions to join up around connectivity and infrastructure

The Chairs asked the three local Innovation Leads to consider in more detail where a framework of priorities and themes might lay prior to further discussion and input from the members of individual Innovation Boards in autumn 2022.

By reference to work undertaken to date on local innovation strategies and a follow up meeting of the Innovation Leads to consider potential areas of complementarity, an initial list was drawn up as shown in the Collaboration Framework set out in this report along with elements of further work required to structure those themes and principles of collaboration.

It is proposed that the additional work required would set out the supporting evidence base, help define an overarching theme and connecting sub-themes through stakeholder engagement around specialisations and identification of priorities for potential investable propositions.

Consideration should also be given as to how to resource this, initial elements could be done “in-house” across the authorities to collect existing datasets and evidence, followed by asking NWBLT to run two to three workshops and write up a report.

Paper
N/A

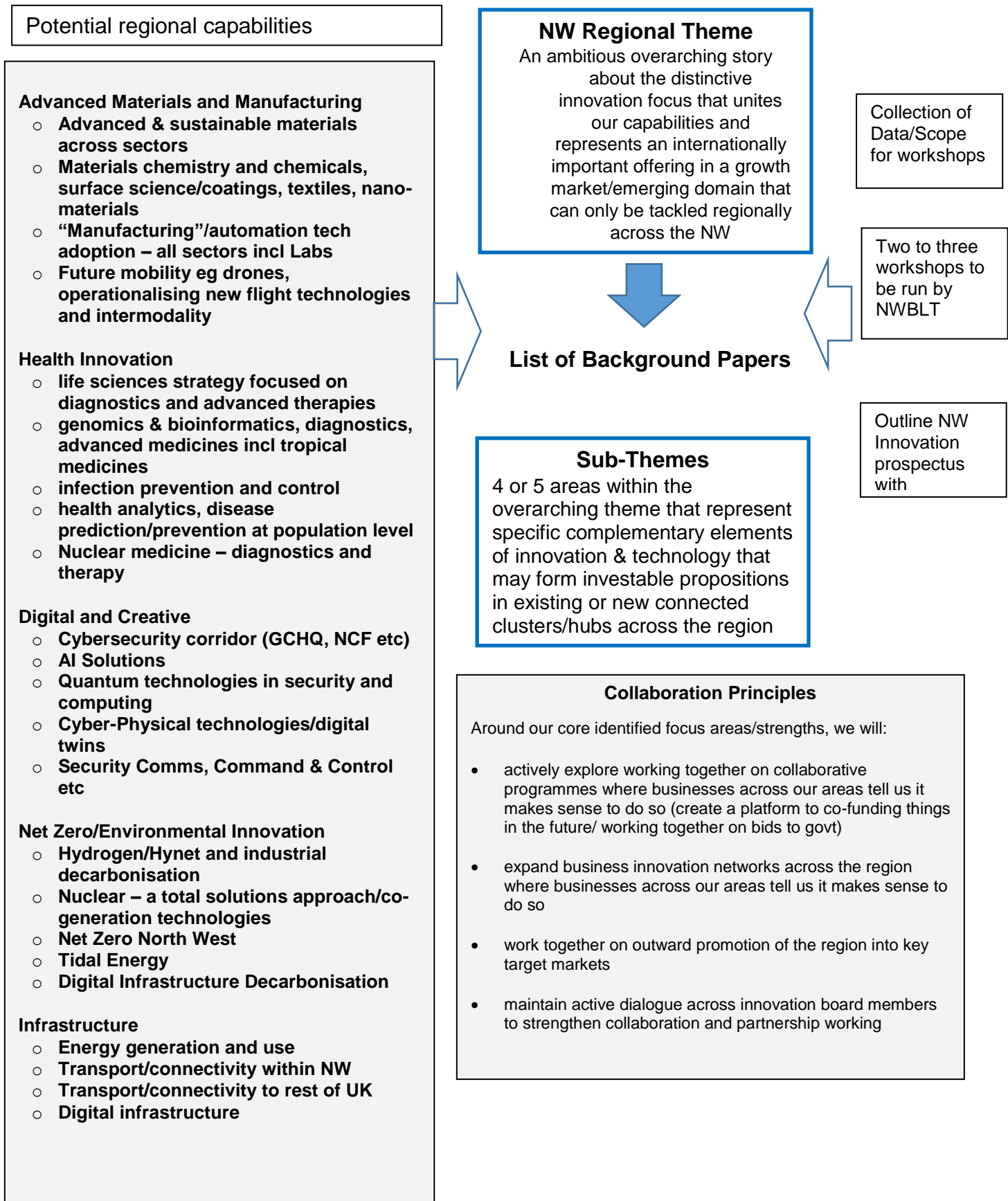
Date

Contact/Tel

Reason for inclusion in Part II, if appropriate

N/A

Collaboration Framework





LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Monday, 5 September 2022

Update on operational work delivered by the Lancashire County Council Innovation Team.

(Appendices 'A' 'B' and 'C' refer)

**Report Author: Maya Ellis, ,
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Executive Summary

A brief overview of some of the operational work being delivered by the LCC Innovation team, including the Innovation Challenge, Lancashire Innovation Festival, and the Innovate Lancashire website.

Recommendation

The Board is asked to comment on the update on operational work set out in the report.

Background and Advice

Innovation Challenge

The Innovation Challenge final was held on 15th June 2022, hosted at the Shout offices on the docks at Preston with Aaron Willis from the Apprentice as compere for the morning. The event was very well attended, final numbers on the day were 42 live and 151 online. It was a strong competition and showcased that Lancashire is a strong competitor when it comes to Innovation. There was excellent feedback on this competition across all social media accounts used, with requests for this to become an annual event.

The winners were:

1st prize £15,000 - Gemma Connolly from Scoff – manufacturer of edible greeting cards for dogs

2nd prize £10,000 Susanna Boccaccio from Brilliant Trees Media who are producing a new television series for young children to enable them to develop strong mental



health coping mechanisms by enhancing their ability to process emotions and feelings.

3rd prize - Conor Walsh from Reel help, the Inventor of a new product to help streamline the installation process of cabling for electricians and counteract unnecessary plastic waste.

A short video overview of the final can be viewed at:
<https://vimeo.com/721085273/89a62a902f>

The event generated some good media coverage for the winners of the challenge including:

- All winners appearing in the Made in Lancashire podcast
- An interview with the winner by BBC Lancashire
- An article on the 3rd prize winner in local press
- YouTube
- Newspapers/Lancashire Business View

As part of their prizes, the winners are given access to a business mentor (tailored to their individual needs at the time) to help address any challenges they may be faced with. A docuseries, which follows each of the winners' journeys and showcase how the prize money has helped take their ideas to the next level is also in development. All winners have been invited to take part in this year's Innovation Festival where they will be able to discuss their journey so far and hopefully provide that inspiration for others

Innovation Festival

This year's schedule of content has almost been finalised and a draft agenda is attached as Appendix 'A'. Due to timings and capacity the Festival will be limited to one dedicated day this year and will be held on Friday 7th October 2022.

Innovate Lancashire Website & Digital Marketing

Traffic to the Innovate Lancashire website is building rapidly. It is already performing better in Google rankings better than the Invest in Lancashire website, almost as well as the main LEP website and the Creative Lancashire website and catching up fast with the Boost website.

Content continues to be added by the Innovation Marketing Manager, which includes opportunity listings, case studies, and a directory of innovative businesses.

A breakdown of Digital Marketing statistics and of Website Analytics are included as Appendix 'B' and Appendix 'C', respectively.



Innovation Ambassadors

A campaign calling any interested parties to come forward to offer themselves as ambassadors for Lancashire has been launched.

Ambassadors will help promote Lancashire and its Innovation opportunities to the outside world and support any delivery of projects. At the time of writing this report some expressions of interest have been received both within and outside of Lancashire.



List of Background Papers

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		

Lancashire Innovation Festival 2022

Venue: Brockholes Nature Reserve – Green Conference Facility

Date: Friday 7th October 8.30am to 4pm

Aim: To showcase what Lancashire has already achieved and encourage those who are reluctant, to get innovating.

1st Session – Money – 8.30am to 10.15am

Starting with breakfast we will have a roundtable, hosted by Mark Gibbons from Access 2 Finance Lancashire, with successful Innovate UK winners of funds, British Business Bank, R&D Accountants, talking about the best funds and how they can be sourced and how various went about accessing funds.

Edge Hill, Lancaster and UCLan to be asked to put forward one project each they have worked on that included Innovate UK money and chat about how they utilised the money.

Coffee/Comfort break for 15 mins

2nd Session – Innovation in Manufacturing 10.30am to 12.00pm

Hosted by Pete Mconie from AMRC, projects AMRC have worked on with sme's talking about the whole process also involve Made Smarter in this as well.

Hosted by Alan Reid – Engineer and Boost Relationship Manager who specialises in Manufacturing – get smes who have innovated – how they went about it and what they are doing now.

Lunch 12.00pm – 1pm

Informal networking opportunities and a chance to visit the various stands – see potential list below.

3rd Session – ECO and Energy – 1pm – 2.30pm

Hosted by Becky Toal from Crowberry – chat about who is doing what and what potentials are out there – get in various smes to chat about what they are doing, if and what funds are out there to encourage hitting ECO targets re Innovate UK.

Break for cakes and coffee 30 mins- chance to network again/catch up with stands

4th Session – What is Happening in Lancashire – 3pm to 4pm

A chance to catch up with the Innovation Challenge winners to find out where they are at.

Innovation Ambassadors roundtable – Lets start talking about social innovation and get the conversation going.

Stands in outer room – banners with information and cards to be made available.

AMRC
Lancaster LUMS
Lancaster Health Innovation Centre
Cyber Foundry
UCLan Engineering Centre
Boost Business Growth Hub
STFC Stern
IN4.0 ACCESS
Lancashire Technology Accelerator
Made Smarter
A2F/Rosebud
Scale Up
Innovate UK

All the above are support organisations who can support SME's.

Stakeholders will be asked to prepare videos of approximately 5 mins length that showcases what they are currently doing – this will be shown on a constant loop in the outer rooms and in the main room between sessions.

We will actively source other organisations to run events leading up to this day and will promote as part of a whole week's event.

We have approached a range of businesses discussing best days of the week and it was felt a Friday was better as it wouldn't interfere as much and attendance would be higher.

KPI OVERVIEW													INNOVATION DIGITAL STRATEGY												
FORECAST													January	February	March	April	May	June	July	August	September	October	November	December	
Total website traffic													-	-	-	400	450	600	650	700	800	900	950	1000	
Twitter followers													460	480	510	520	540	560	600	610	640	700	730	750	
YouTube subscribers													27	-	-	-	35	50	60	70	100	150	160	180	
Podcast listeners													-	100	120	150	200	250	300	400	500	600	700	750	
LinkedIn followers													265	270	275	280	285	305	310	340	380	450	460	470	
Facebook likes													2	4	6	8	10	15	20	25	50	80	85	100	
Instagram followers													50	80	120	150	180	200	240	260	300	340	400	450	
Email subscribers													428	-	-	-	-	-	450	500	650	700	750	780	
ACTUAL													January	February	March	April	May	June	July	August	September	October	November	December	
Website																									
Traffic																142	5,277	4,647	3,446						
Paid Search																									
Direct																101	5,017	4,529	3,329						
Organic																	42	78	45						
Referral/email																1	13	3	4						
Social																40	218	42	70						
Other																									
Total													0	0	0	142	5290	4,647	3,446						
Behavior																									
Bounce rate																41.41%	11.75%	3.43%	10.65%						
Page visits																683	13,479	11,670	9,926						
Social Media																									
Facebook																									
Likes													2	4	6	10	11	14	18						
Reach													3	6	9	51	3,751	37	148						
Engagements													8	10	14	16	27	13	26						
Instagram																									
Followers													90	126	157	171	346	332	387						
Reach													479	497	322	239	233	216	82						
Engagements													27	37	23	19	77	44	27						
Twitter																									
Followers													473	495	509	526	543	563	581						
Engagements													132	191	116	248	164	203	221						
LinkedIn																									
Followers													268	271	285	309	340	370	390						
Engagements													11	14	15	37	159	349	58						
Media																									
YouTube																									
Subscribers													27					32	33						
Views													1025					56	105						
Podcast																									
Listeners													0	480	572	593	534	493	623						
Subscribers													0	3	8	8	8	8	17						
Email																									
Subscribers													428					464	465						
Opens																									
Unsubscribed																									

KEY
■ Exceeded/hit target
■ Below target

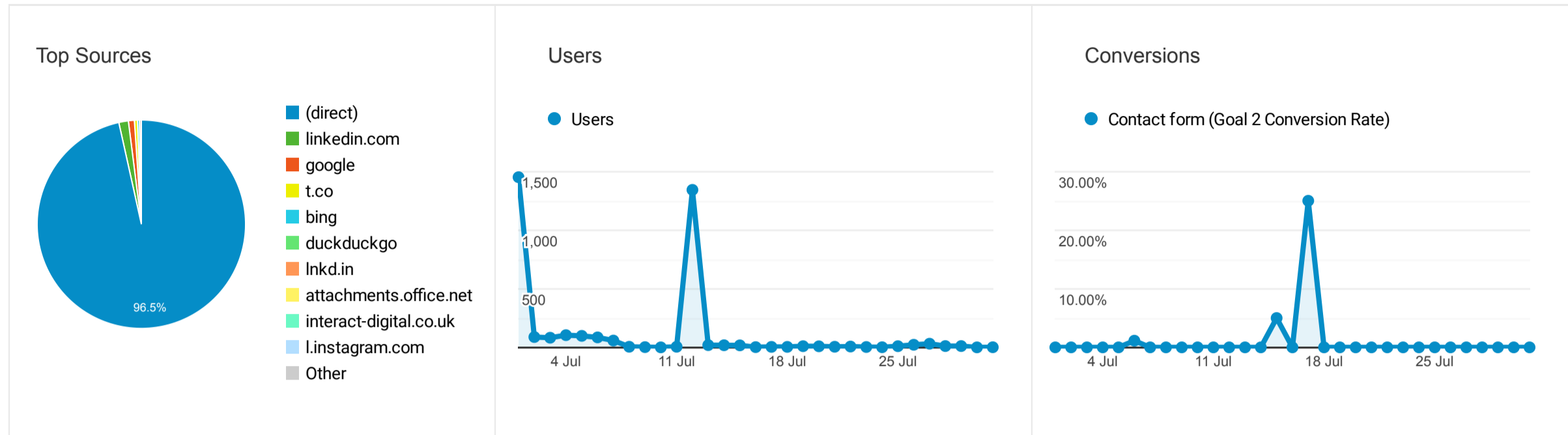
Acquisition Overview

1 Jul 2022 - 31 Jul 2022

All Users
 100.00% Users

Primary Dimension: Conversion:

Top Sources Goal 2: Contact form Edit Channel Grouping



	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal 2 Conversion Rate	Goal 2 Completion	Goal 2 Value
	3,446	3,421	3,567	10.65%	2.78	00:01:04	0.08%	3	£0.00
1 (direct)	3,329			8.73%			0.06%		
2 linkedin.com	51			32.43%			0.90%		
3 google	32			42.86%			0.00%		
4 t.co	16			56.52%			0.00%		
5 bing	11			60.00%			0.00%		
6 duckduckgo	2			75.00%			0.00%		
7 lnkd.in	2			100.00%			0.00%		
8 attachments.office.net	1			0.00%			0.00%		
9 interact-digital.co.uk	1			100.00%			0.00%		
10 l.instagram.com	1			0.00%			0.00%		

To see all 13 Source click [here](#).

