

LEP - Lancashire Innovation Board

Minutes of the Meeting held on Monday, 4th September, 2023 at 10.30 am in the Jordan Suite - The Exchange, County Hall, Preston, PR1 8XJ

Present

Professor G Baldwin

Mr A Attard OBE DL
Ms J Dalton
Mr M Gibson

Mr M Kenny
Mr R McGrath

In Attendance

Andy Walker, Acting Chief Executive, Lancashire Enterprise Partnership
Simon Lawrence, Director of Growth and Regeneration, Lancashire County Council
Hannah Lysons, Democratic Services Officer, Lancashire County Council
Maya Ellis, Senior Project Officer, Lancashire County Council
Richard Bond, Bond Consulting

1. Welcome and Apologies for Absence

The Chair welcomed all to the meeting. Apologies had been received from Melissa Conlon, Dion Williams, Rommany Jenkins, Judson Smythe, Mathew Spinks, Rory O'Neill and Matt Chapman.

Due to the number of apologies received, it was decided that future meetings of the Lancashire Innovation Board which take place in September will be arranged for later in the month.

2. Declaration of Interests

None

3. Minutes of the Meeting held on 05 June 2023

The minutes of the meeting held on 05 June 2023 were approved as an accurate record and were signed by the chair.

4. Matters Arising

Simon Lawrence, Director of Growth and Regeneration, Lancashire County

Council, was present at the meeting to provide an update to the Board which was discussed between items 5 and 6 of the agenda.

5. Chairs Update

The Chair updated the Board that the soft launch of the Innovation Plan had been successful, and thanked colleagues involved for their work and commitment to driving forward the Innovation Plan.

10. Update from Simon Lawrence

Simon Lawrence, Director of Growth and Regeneration, Lancashire County Council provided an update to the board on the devolution deal for Lancashire and the future of a Business Board following the defunding of LEPs.

The Board were updated that a Business Board or an Economic Growth Board would be part of the devolution deal governance structure, however any such Board would be for the future County Combined Authority to decide. The importance of retaining the Innovation Board was noted and it was highlighted that the Innovation Board could contribute strongly to the 5 themes of devolution which were laid out. The Board requested that they be included in ongoing conversations so that the Innovation Plan could be aligned with the priorities of the future County Combined Authority.

Resolved: The Board noted the verbal update provided.

6. Marketing Strategy Discussion

Richard Bond, Bond Consulting, gave a presentation to the Board which outlined the work done so far on the Innovation Plan and asked the Board to discuss ideas for the future PR for the Innovation Plan.

Richard noted to the Board during the presentation the success of the soft launch of the Innovation Plan and thanked Board members involved for their time.

There was a consensus between Board members that, no matter what future PR direction is decided, brand consistency and co-ordination of the brand across platforms is key. There was also discussion regarding what specific action is being advertised in order to get individuals to engage with the Innovation Plan in a way which benefits them as well as the Board. It was noted that the term '*innovation*' does not always have a consistent definition and understanding, and that any message may be lost if the definition of the term is inconsistent or misunderstood.

It was requested by Board members that discussions continue at further meetings, and that informal workshops are arranged to facilitate further progress in this matter.

Resolved: The Board noted the presentation and discussed ideas as relevant.

7. Lancashire Innovation Plan Update/Progress Report

Maya Ellis, Innovation and Digital Lead, Lancashire County Council, presented a report which gave progress updates on the actions identified in the Lancashire Innovation Plan since the last Board meeting.

It was noted to the Board that there were several positives to take away from the recent work including that the local launch of the Innovation Plan had happened, with a date for the national launch provisionally set. Furthermore, FHundED had been successfully launched and there was positive movement on the Innovation Hub.

As well as this, some challenges were reported such as slow movement on most actions identified in the plan, and an issue with capacity in some areas. It was also noted that funding is inconsistent and delayed which is affecting progress.

The report was summarised, and Maya informed the Board that a date for the Lancashire Innovation Festival had been set for the 13th October at AMRC and that invitations would be sent to Board members should they wish to attend.

Resolved: The Lancashire Innovation Board

- (i) Considered progress on the actions as set out in the report
- (ii) Approved the planned continuation of work towards the Lancashire Innovation Plan

8. Update on National Innovation Plan Launch

Maya Ellis updated the Board on the plans surrounding the National launch of the Innovation Plan.

It was reported that a date of 9th November was provisionally set for an event in the Speaker's House in London to launch the Innovation Plan nationally. The Board was informed that this was still in the process of being organised, and therefore was subject to change.

It was noted that any plans to hold an event in London should be mindful of devolution deal plans which may interfere.

Resolved: The Board noted the update.

10. AOB

Under AOB, Maya Ellis gave feedback to the Board on the workshop which had taken place between the Skills and Employment Board and the Innovation Board earlier in the year. An action Wishlist has since been circulated, and future workshops would be organised following the success of the last one.

9. Date of Next Meeting

Resolved: That the next scheduled meeting of the Board will be held at 10.30am on Monday 6th November 2023 in Committee Room 'C' - The Duke of Lancaster Room, County Hall, Preston