



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)

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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		